

## Terms of Reference

### Background

Idara-e-Taleem-o-Aagahi has adapted 28 books in Urdu and seeks to record them as Read Aloud Videos to accompany each of the adapted storybook titles in a high quality studio following the Room to Read model that is suitable for TeleSchool, and Radio. The latter are part of the govt. initiatives on EdTech and distance learning. The videos will be disseminated through widely available platforms such as TV, TeleSchool, Radio and Literacy Cloud.

### Objective

To procure a high quality studio services for the recording of videos and audio with the best equipment and systems available as per the specifications stipulated in this TOR

### Scope of Work

Under the supervision of the Pakistan Literacy Project Team, the consultant/ studio company will record the Read Aloud series as videos and audios of the 28 adapted titles into audio visual format and produce the finest quality that can be used on the platforms like Dawn TV, TeleSchool, Radio and Literacy Cloud . Around 28 stories will be used for the production. The approved final product will be promoted across all media platforms, social, digital and electronic. The final product should reflect a high quality representation.

The Read Alouds will be read by well-known and competent experts, celebrities at the selected Studio Site.

Appropriate Props will be provided by PLP-ITA teams to be placed in the studio selected in consultation with the service provider/vendor.

### Output/deliverables

- 28 individual audio-visual recordings in form of read alouds using the stories created by 28 adapted titles under PLP the length from 4 minutes to 12 minutes. (Keeping in the mind that the story length). English subtitles will be provided
- The final product could be compilation of each of the 28 audio-visual production needs to be high quality video that we would be screening during various events
- Green Screens, Studio Lights, 3 Cameras minimum, high quality microphones.
- A final output of the 28 videos/audios

### 5. Outputs:

- Holding preliminary meeting with ITA team to discuss ToRs, scope and timelines of consultancy.
- 1<sup>st</sup> Draft, to be reviewed by ITA/PLP Team.
- Final draft, revised based on the feedback by ITA/PLP Team.

### 6. Budget to be provided by the interested parties

Disbursals :

- a) 50% on sharing a workplan for the entire service/outputs and

b) 50% on final deliverables delivered

**Evaluation Criteria:**

<b>Evaluation Criteria</b>	<b>Weightage</b>
Technical Proposal	35%
Financial Proposal	30%
Demonstrated knowledge and experience	35%

7. **Financial:**

- 50% initial payment
- 50% upon submission of satisfactory final report

7. **Timeline:**

Preliminary meeting with ITA	
Draft due	
Final due	

**Guidelines for proposal submission**

All proposals should reach the following address in a sealed and signed official envelope, no later than 5PM (Pakistan Standard Time) on: 16<sup>th</sup> August

**Manager Admin**

**Idara-e-Taleem-o-Aagahi (ITA)**

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For any clarifications regarding this call for proposal, you may contact **Waqas Afzal** at [waqas.afzal@itacec.org](mailto:waqas.afzal@itacec.org).

For general queries, you may reach us at our phone number (+92) (42) 35711107-9