

## About Islamic Relief

Islamic Relief Worldwide (IRW) is an international relief and development charity which envisages a caring world where people unite to respond to the suffering of others, empowering them to fulfill their potential. We are an independent Non-Governmental Organization (NGO) founded in the UK in 1984. Islamic Relief Pakistan commenced its operations in Pakistan in 1992, and secured a registration with the Security and Exchange Commission of Pakistan in 1994 as a company limited by guarantee. Islamic Relief Pakistan is also registered with the Ministry of Finance. Islamic Relief in Pakistan is focusing on the Food Security & Livelihoods, Health, Water & Sanitation, Islamic Microfinance, Orphan Sponsorship, Emergency Response, Disaster Risk Reduction & Climate Change, Renewable Energy, Seasonal Programmes, Advocacy and Campaigning in 4 provinces of Pakistan and AJK. Islamic Relief is committed to and guided by Islamic values in every aspect of its work. These include our core values of **Sincerity** (Ikhlas), **Excellence** (Ihsan), **Compassion** (Rahma), **Social Justice** (Adl) and **Custodianship** (Amana). We will adhere to our Islamic values when creating, obtaining and using photos and videos to help achieve Islamic Relief's vision. This means we will capture and convey the truth of what we witness with sincerity and excellence. We will show compassion towards those we seek to help and treat them with respect and dignity. We will aim to achieve social justice by empowering people and giving them a voice. We will always act responsibly and honour the trust placed in us. Islamic Relief commenced its operations in Pakistan in 1992 and since then we are focusing on the following sectors:

- Food Security & Livelihoods
- Health
- Water & Sanitation
- Islamic Microfinance
- Orphan Sponsorship
- Emergency Response
- Disaster Risk Reduction & Climate Change
- Renewable Energy
- Seasonal Programmes (Ramadan and Qurbani Programme)
- Advocacy and Campaigning

## Radio Jingles-

Since the outbreak of COVID19 in Pakistan, Islamic Relief is carrying out interventions to stop the spread of the disease and raising mass awareness across the country through multiple mediums and platforms.

In addition to this, we intend to develop radio jingles which will be on-aired on radio networks in Jafferabad, Balochistan and its surrounding areas. Three jingles in Balochi, Sindhi and Urdu (one in each language) are to be developed.

## **Theme**

- The jingles should be focusing upon the message of COVID19 awareness and how they can protect themselves from it alongside stopping the spread
- Native speakers of all languages with the right dialect should be selected

## **Process**

- The media agency/consultant/vendor will be meeting with the Islamic Relief Pakistan to discuss the theme, process, progress, and outcomes during the consultancy contract tenure.
  - Media agency/consultant/vendor will develop and finalize the idea/theme and copy of the jingles in close consultation with Islamic Relief Pakistan Communications department.

## **Deliverables**

- Three radio jingles in Balochi, Sindhi and Urdu (one in each language)

**On the point of caution:** The vendor/consultant can also be asked to incorporate any changes suggested by IRP at any stage of production process.

## **Responsibilities of IRP**

- IRP will provide feedback on all draft versions of jingles
- IRP will provide as much information as required on background of project

## **Required Qualifications and Experience**

The vendor/agency/consultant will be required to have;

- Proven experience of producing jingles in different languages
- Experience of working with international organizations, corporate entities and government with the aim of reaching both local and international audiences.
- State of the art facilities and equipment
- Understanding of the development sector
- Proven experience and good understanding of traditional and new media approaches

## **Duration of the Assignment**

The assignment is expected to take 1 month from the date of signing the contract.

**Contents Property/Copy Rights**

All information pertaining to this project (documentary, audio, digital, cyber, project documents, etc) belonging to the client (IRP), which the Consultancy firm/Production House may come into contact with in the performance of its, duties under this contract shall remain the property of IRP who shall have exclusive rights over their use. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever without written permission of the Client in line with the national and International Copyright Laws applicable.

**Proposal and presentation:**

Interested agencies will share their proposals (including the big idea), budgets and categorically state any FOC with IRP. The proposal should contain experience of agency, assignment of similar nature, profiles of their technical team including their experience. Shortlisted agencies will be called to provide presentations to IRP selection committee. Based on the proposal, budget and big idea, an agency will be selected for the assignment.

**Payment Plan:**

- Payments process will be finalized in consultation with agency
- The process time for the payment will be 20 Days
- Final clearance will be made subject to receiving final deliverables and report

**Submission Technical & Financial Proposal & Deadline:**

- Last Date for submission of Technical & Financial Proposal is 1<sup>st</sup> March 2021 before 17:00 hours to,  
[hafeez.baloch@irp.org.pk](mailto:hafeez.baloch@irp.org.pk)