



TORs for development of Ramadan Campaign Video 2021

Islamic Relief 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 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, Protection and Inclusion mainstreaming of people of all ages and abilities, Advocacy and Campaigning across Pakistan.

Rationale:

Islamic Relief Pakistan every year during the month of Ramadan distributes food packs among the less fortunate families in different parts of Pakistan. Staying mindful of the restrictions and responsibilities in wake of COVID-19, precautionary measures will be taken to distribute the food packs.

Ramadan is the month of generosity, where people tend to display humane values like compassion, gratitude, empathy, and charity.

Additionally marketing during Ramadan is huge. It is a great opportunity for IRP to connect and discover new audiences.

We are seeking the services of an agency/firm to develop a creative and emotionally engaging marketing campaign that celebrates the holy month and shows how our brand is aligned with it. The campaign must also reflect effects of COVID-19 in some way or the other.

The assignment is supposed to get completed by 3rd April, 2021.

Process

- The firm/agency will be meeting with the Communications and Supply Chain team of Islamic Relief Pakistan to discuss the theme, process, progress, and outcomes during the contract tenure.
- Following are the more specific deliverables which the contractor has to carry out/submit during and at the end of the assignment:
 - **1 creative and emotionally engaging video ad featuring the Ramadan Campaign (60 seconds, shot on industry standard equipment with strong post production which include, solid tagline, impactful script and music etc)**
 - **1 video teaser of the ad**
 - **10 digital posters of the campaign for social media**

Firm/Agency Should Possess:

- Ability to develop creative and meaningful products
- Proven experience of AD films development
- Artistic ability
- Creativity

Location:

Islamabad

- All the contents both visual, music and stills will be the property of IR and company will not use any of collected contents
- All the raw and developed material shall be provided to IR before the submission of invoice
- All contents shall be captured/developed with a humanitarian spirit and should be of high quality as it will be on air at various mediums (both National and International)

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.

1. Terms & Conditions**1.1. General**

- Quoted prices for the above services shall be inclusive of all kind of govt. taxes and duties as per prevailing Tax Laws of Govt. of Pakistan, Transportation, and Custom Clearance and port taxes (if any)
 - All prices must be quoted in Pak rupees.
 - Withholding tax & GST as per government prevailing rates shall be deducted at the time of payment.
 - Payment shall be made in the form of cross cheque within 21 days after execution of order and subsequent submission of the invoice to the Islamic Relief (Pakistan).
 - Islamic Relief reserves the right to reject any or all quotations without assigning any reason thereof.
- 1.2. Bid Submission Requirement**
- Interested firms are hereby advised to submit a detailed proposal include basic information of individual or firm i.e. qualification and expertise, relevant experience and availability.
 - Proposals addressed to "Procurement Committee" should be drop in quotation box available at the reception of Islamic Relief Country Office Islamabad i.e. Plot 10-A, Street 87, G-13/1, Islamabad latest by 1500 hours on or before March 24, 2021.

1.3. Validity of Bid

- Bids shall remain valid for at least 60 days from the date of opening. If the last date falls on a holiday, the validity shall be extended to the next working day of the Company thereafter.

1.4 Queries:

If you have any query regarding the ToR, please write us on pcco@irp.org.pk

2. Complaints..... please to write us If you see any violation of rights or any incident of corruption, please contact us at:

complaints@irworldwide.org

Islamic Relief has zero tolerance for corruption & bribery and is committed to listen and Address any violation of rights of aid workers, suppliers, contractors, our beneficiary and communities

Supplier Code of Conduct

1 Islamic Relief's Supplier Code of Conduct

2 Islamic Relief Worldwide requires all suppliers to adhere to:

The Modern Slavery Act 2015

The International Labour Standards as defined by the ILO (International Labour Organisation).

The United Nations Global Compact's 10 principles as stated below:

Human Rights

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights;

and

Principle 2: Make sure that they are not complicit in human rights abuses.

Labour

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

Principle 4: The elimination of all forms of forced and compulsory labour;

Principle 5: The effective abolition of child labour;

and

Principle 6: The elimination of discrimination in respect of employment and occupation.

Environment

Principle 7: Businesses should support a precautionary approach to environmental challenges;

Principle 8: Undertake initiatives to promote greater environmental responsibility;

and

Principle 9: Encourage the development and diffusion of environmentally friendly technologies.

Anti-Corruption

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.