



TORs
Visibility Case studies (Short Video Clips)
Visibility Video Documentary

Project: Sustainable Water Resources and Livelihoods Initiative (SWRLI)
Islamic Relief Pakistan, Peshawar & Upper and Lower Orakzai (NMD)

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.

Project Background:

Through community-based organizations, the initiative seeks to improve WASH (Water, Sanitation, and Hygiene) services and socioeconomic development in the recently combined districts of Orakzai and Peshawar, urban areas in the province of Khyber Pakhtunkhwa, Pakistan. The main players in carrying out this initiative and promoting sustainable development in the region will be community-based organizations.

The Protective, inclusive, and accountable approaches will improve quality of life, foster a sense of ownership over interventions, and foster trust between the government, institutions, and communities. They will also empower vulnerable communities and individuals at risk on a socioeconomic level. The promotion of community awareness-raising, the creation of connections with pertinent parties, the creation of livelihood opportunities, the repair and construction of social services, and the development of capacity. The suggested actions will also increase the availability of WASH (Water, Sanitation, and Hygiene) services that are safely managed.

Systematically filling in the livelihood support gaps found through value chain analysis in order to engage the target populations. As a result, local communities will have higher incomes and be better equipped to withstand shocks in the future. Increasing the town's capacity to conserve water will benefit the region and its residents in the long run by increasing cropland, reducing water shortages, raising the water table, and ensuring environmental safety. The creation of social capital through localization is one of the intervention's main goals. Social capital is essential for fostering community resilience.

Theme for Recording of Videos:

- Depicting change and impact.
- Reflecting the process and intervention in particular.
- Overall feel must be positive, promising and hopeful.
- Infographics and text on screen will be used wherever required.

Process:

- The Islamic Relief Pakistan and the media agency will meet to talk about the theme, procedure, advancement, and results for the duration of the contract.



- Media agency will develop and finalize the script of the documentary in close consultation with Islamic Relief Pakistan's Communications Department.
- Develop the overall concept and scenario.
- Visit the project sites and interact with the local communities who've been benefitted by the IRP-supported projects to get context.
- Develop script and storyboard by both the parties.
- Framework of the project including shoot plan along with timelines for each activity outdoor and indoor shooting in the targeted areas.
- Media Agency will arrange vehicles for travels to the target area with the mutual consultation of IRP technical team during shooting.

On the point of Caution: The agency can also be asked to incorporate any changes suggested by IRP at any stage of production process (Pre & Post).

Responsibilities of IRP:

- IRP will confirm shooting locations and selection of beneficiaries and activities.
- IRP will provide feedback on all draft versions of creative and final draft.
- IRP will provide as much information as required on background of project and beneficiary data.

Deliverables:

- One full version of the video covering the overall impact of the project.
- One short version (60 seconds) for social media.
- Photographs of interventions and beneficiaries with captions.
- Raw data will be provided along with the rolls.
- Female photographer will be required to capture the media materials including women.

Required Qualifications and Experience of the Production House/Media Agency:

The firm will be required to have;

- Proven experience producing similar videos.
- Extensive experience of working with international organizations, corporate entities and government with the aim of reaching both local and international audiences.
- Local Knowledge of the all regions.
- Excellent technical capacities (state of art filming equipment preferably 4K) to ensure smooth and high quality production.
- Understanding on the topic of Water, sanitation and Hygiene (WASH), Food Security & livelihood (FSL) and Protection & Inclusion.
- Understanding of the development sector.
- Proven experience and good understanding of traditional and new media approaches.
- Story telling skills.
- Photo story skills.
- Male and female photographer (As the interventions are both for male and female right holders).

Duration of the Assignment:

The end date for assignment is **28th February, 2024**.

Locations & Schemes for Filming:



- Selected Locations at District Peshawar and Lower & Upper Orakzai, District Kohat, Khyber Pakhtunkhwa

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 & Presentation:

Interested agencies will share their proposals (including the big idea around the theme of Documentary), 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.

1. Terms & Conditions

1.1. General

- Quoted prices for the above activity shall be inclusive of all kind of govt. taxes and duties as per prevailing Tax Laws of Govt. of Pakistan.
- All prices must be quoted in Pak rupees.
- **Withholding tax / GST / KPPRA** 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/individuals are hereby advised to submit a detailed proposal (**financial & technical**) along with CVs of Technical staff/Technical team. Proposals must title "**Hiring Media Firms to develop Visibility Case Studies and Project Documentary at Tribal District Orakzai (upper & Lower) and Peshawar**" include basic information of individual or firm i.e. qualification and expertise, relevant experience and availability of consultant or firm.
- **Sealed Proposals (Along with technical & Financial) with 5 % CDR** addressed to "**Procurement Committee, Area Office Peshawar**" should reach at latest by 5.00 PM on or before **Monday 27th November 2023** in Islamic Relief Area Office Peshawar, outside University Town, Pawakay Railway Lane, and Near Masjid Mukaram Khan. Aka baba Road- Peshawar KP. (091-5704226)

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 ToRs, please write us on Procurement.kp@irp.org.pk
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, service provider, suppliers, contractors, our beneficiary and communities.