



## TORs

### Visibility Case studies & Video documentary

#### **Resilient Initiative to Support in Emergency (RISE) Islamic Relief Pakistan, Khyber and 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**

Islamic Relief Pakistan is implementing a project titled “Resilient Initiative to Support in Emergency (RISE) in Upper Bara Khyber (Newly Merged District) and Lower & Upper Orakzai (Kohat division) of Khyber Pakhtunkhwa, with support of IR Sweden and SIDA. WASH, Food Security & Livelihoods, and protection & inclusion are the three main components of RISE project. The proposed integrated life-saving assistance targets 97,454 individuals in KP (33,745 men, 32,837 women, 17,845 boys, and 17,128 girls, including 3,684 PWDs) with improved social cohesion, service delivery, food security and livelihoods, including cash-based transfers, hygiene knowledge/practices, and improved access to clean drinking water.

Project NOC was granted by Planning and Development (P&D) department of Khyber Pakhtunkhwa on 12<sup>th</sup> August 2023. Coordination meetings are conducted with stakeholders i.e. District administration, education department, Public health and engineering department, Agriculture Extension Department, Livestock and Dairy Development Department and Law enforcement agencies (LEAs) for the smooth implementation of the project activities. Selection criteria was discussed in detail with all the stake holders. Government departments in Khyber and Orakzai shared potential sites, schemes, villages and details of right holders for further verifications and selection by IRP team as per criteria. District administration has allocated newly returnees tribes kuki Khel, Sepah, Kamar Khel, Malkdin Khel and Qamber Khel in Khyber (NMD) while Ali Khel, Mula Khel, Maishtee and Aa Khel are allocated in Orakzai District. They are supported in Inclusive WASH, FSL, Protection & Inclusion, and Social mobilization activities.

IRP believe community empowerment through community participation during the course of project implementation. For this purpose IRP involve the community by holding broad based community meeting, to provide a platform and opportunity to get themselves organized. In this respect broad based community meetings were organized in project intervention areas where the Islamic relief social mobilization team introduced the social mobilization and community organization process, thematic areas and working modalities. The community took great interest and get themselves organized, they formed inclusive community organization and elected office bearer with mutual consent. Communities were involved in each activity.



### **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 media agency will be meeting with the Islamic relief Pakistan to discuss the theme, process, progress, and outcomes during the contract tenure.
- 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.
- 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**

- Four video case studies of the project (two from Tirah & two from Orakzai), with duration 40 to 60 seconds.
- One full version of the video documentary covering the overall impact of the project, with duration 2.5 minutes.
- One short version (60 seconds) for social media
- Photos from overall coverage with captions.
- Pre, post and during of required schemes.
- Raw data including all b-rolls.
- Female photographer will be required to capture the media materials.



### **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 **10<sup>th</sup> March, 2024**.

### **Locations & Schemes for Filming**

- Upper Bara, District Khyber, Upper Orakzai, District Orakzai- 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 and 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 Khyber (Tirah) & Orakzai**” 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 27<sup>th</sup> 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](mailto: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](mailto: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.