

## CALL FOR PROPOSAL

### DEVELOPMENT OF FIVE DIFFERENT REGION/ PROVINCE SPECIFIC SHORT VIDEOS/ DOCUMENTARIES ON WISH2ACTION PROJECT PRESENTING HUMAN INTEREST STORIES/ HUMAN IMPACT

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**Mode of assignment:** Develop 05 short video documentaries, out of which 04 documentaries would be highlighting WISH2ACTION Project Success Stories covering 10 districts (project clusters) including Muzaffarabad, Badin, Chakwal, Faisalabad, Rawalpindi, Muzafargarh, Haripur, , Kohat, Mardan and Quetta, whereas 5<sup>th</sup> documentary would be presenting stakeholder's feedback.

**Duration of consultancy:** 35 days (starting from the signing of contract)

**Requested documents:** Prospective individuals/ firms should provide a CV/ profile detailing their relevant skills and experience. The overall package must have following documents:

- Cover letter (Maximum 2 pages clearly demonstrating the suitability of applicant for stated assignment)
- Updated profile of the individual Consultant or a Firm supported with resume of Chief Consultant and maximum of other 3 key team members (Maximum 3 pages each)
- Proposal including cost of assignment covering all expenses (Maximum 4 pages)
- Submit soft copy of one example of previous similar work.

**Instructions to be followed:**

- All documents must be forwarded through postal service only. Please clearly write 'Documentaries on WISH2ACTION Project' on sealed envelope.
- Please fold details of cost of assignment in a separate envelop to send along with other documents.
- Please send your proposals to Director Monitoring Evaluation and Research, Rahnuma Family Planning Association of Pakistan, 3 A Temple Road, Lahore, 54000.

**Note:** *Rahnuma FPAP reserves the right of disqualifying proposals with pages more than above mentioned numbers and/or if any of the above instruction is not followed adequately. Proposals sent through an email will not be considered for shortlisting.*

Shortlisted consultants may be required to undertake a telephone, Skype or zoom discussion before finalization of decision.

**Deadline for the submission of proposal:** 26<sup>th</sup> July 2021

**Expected date of initiation of consultancy:** 30<sup>th</sup> July 2021

**Payment schedule:** 30% payment will be made at time of signing the agreement, 30% will be paid on the submission of the script of the videos and draft videos, and 40% will be paid on submitting all finalized videos/ documentaries after incorporating feedback and comments by Rahnuma FPAP.

All payments will be made through cross-cheque in Pak Rupees after deduction of withholding of Income Tax i.e. i) For individual, 10% in case of Filer and 20% in case Non-Filer; and ii) For Companies, 8% in case of Filer and 16% in case of Non-Filer. And, Withholding of Sales Tax i.e. 16% on services as per Law of Punjab Revenue Authority (PRA). The above rates may change if there is any amendment in tax rates by PRA & Federal Board of Revenue (FBR).

**Liaison person from Rahnuma FPAP:**

Ms. Asifa Khanuma, Director MER, Rahnuma FPAP, 3-A Temple Road, Lahore Phone No: (042) 111 22 33 66, Ext 323, Email address: [asifa@fpapak.org](mailto:asifa@fpapak.org)

**Background**

Rahnuma Family Planning Association of Pakistan (Rahnuma FPAP) is an affiliate member of IPPF, serving Pakistan's Reproductive Health (RH) including Family Planning (FP) needs since 1953. Rahnuma FPAP in partnership with Internal Planned Parenthood Federation (IPPF) is implementing a three years DFID/ FCDO funded project WISH2ACTION (W2A), which is a flagship FP program to deliver 20% of the UKs FP global commitments for FP2020. The W2A project aims to enable women to safely plan their pregnancies and improve reproductive health and rights. The Foreign Commonwealth and Development Office (FCDO), earlier called DFID, funded WISH2ACTION program aims to ensure access to RH and particularly FP for all, especially the poorest women and girls and to make sustainable improvements in the RH rights, with a specific focus on the poorest and most marginalized populations.

Rahnuma FPAP is implementing the project with consortium partners. The project is implemented in 10 districts of Pakistan including Muzaffarabad through cluster model. The expected outcome for the program is 3.8 million Couple Years Protection (CYP) generated by expanded access to FP services; 317,000 additional users of FP among which 5% of the FP services are to be provided to young people under the age of 20 years and targeting the poorest and vulnerable populations.

The Social Behavior Change Communication (SBCC) component of the project has been designed to complement service delivery approaches to making RH services accessible to the women of reproductive age including adolescents and youth, appreciating the deep cultural and religious foundations of Pakistan that serve as barriers to women accessing RH services. These barriers are heightened especially to girls and women living in rural areas, emphasizing the need to intervene in areas of high poverty.

Last 2 years (2019- 2020) findings demonstrates that the W2A project in Pakistan is on the right track. The SBCC component of the project will help to upscale and showcase human interest stories and successful project execution across Pakistan while covering the following target groups and interventions.

- Engaging our successful clients under specific clusters to mobilize and create awareness of RH services in areas of high poverty.
- Youth engagement through strengthening the 20 Youth Resource centers and working with higher learning institutions for peer education on Life Based Skills Education with youth ambassadors and youth leaders.
- Promoting the youth call center support online, confidential counseling for youth and provide linkage to service delivery points
- Working with HI to establishing partnerships with DPOs at cluster level to support in mobilizing and reaching people living with disability.
- Engaging men and boys who contribute to the barriers to accessing RH services. This engagement is centered on creating an enabling environment for women to access RH services in their community.
- Leverage on existing infrastructure to conduct wall branding in FHMC and FHCs.
- Capture Cluster activities conducted at the community level line OSD camps, community sessions, YRCs meetings etc.
- Capture training and capacity building activities conducted throughout project duration.
- Capture partners and other stakeholders meetings conducted at the district, provincial/ regional and national levels.

### **Purpose of the Documentary**

As the project is approaching its final deadline of implementation. Through these documentaries and effort will be made to show case the project success stories through short region/ province specific documentaries highlighting the successful impact of the project on the lives of above mentioned targets groups. These documentaries will grasp the salient features of the project, its successful implementation, role of various partners and stakeholders and above all the project successful impact on target population.

These short videos documentaries can be a mixture of videos, animation with voice over while utilizing latest documentary trends enabling to effectively showcase human impact of the project.

### **Study locations**

Ten districts (project clusters) including Muzaffarabad, Badin, Chakwal, Faisalabad, Rawalpindi, Muzafargarh, Haripur, Kohat, Mardan and Quetta

### **Support from Rahnuma FPAP**

Following will be provided by Rahnuma FPAP:

- Holding inception meeting with a consultant for the finalization of activity plan, timelines and other work modalities.
- Sharing project related documents and facilitate consultant in planning visits of his/her own team.
- Facilitating the consultant in identification of individuals/ groups for recording/ shooting.
- Providing feedback on draft version of documentaries and will remain available for more reviews before finalization of documentaries in order to ensure high quality content produced as per agreed terms and conditions.

### **Roles and responsibilities of the consultant**

The Consultant will be responsible to:

- Submit script of each documentary, shooting work plan and other details after inception meeting with Rahnuma FPAP.
- The consultant/firm will be utilizing its own equipment for recording, editing and finalization of documentary.
- The consultant will be responsible for making all logistic arrangements including travel and stay to conduct field shootings and recording at Rahnuma-FAPP selected locations and Rahnuma-FPAP will only coordinate with client and target groups for shooting/ recording.
- Presenting advanced level well-edited draft version of documentary to Rahnuma FPAP for its input within given time frame.
- Sharing finalized version of documentaries after incorporating all comments and suggestions by Rahnuma FPAP.
- After approval of finalized versions by Rahnuma FPAP submit finalized documentary on 3 CDs/ USBs as final deliverables.

### **Final deliverables submitted by the consultant**

- Covering letter and three soft copies of all five documentaries in 3 USBs/ CDs by the Consultant.

### **Qualification and experience of the consultant**

The consultant applying for this assignment must have:

- At least 5 years prior experience of producing such documentaries on population, RHR, GBV, women empowerment, youth and overall reproductive health related issues.
- Demonstrate deep understanding and sensitivity of women's health issues, sexual and reproductive health and gender-related issues.
- Committed to produce high quality (3D) video with excellent graphics within given timeframe with minimalistic supervision.