**CALL FOR PROPOSAL**

**DEVELOPMENT OF ANIMATED VIDEO ON GENDER BASED VIOLENCE (GBV) INCLUDING HARMFUL TRADITIONAL PRACTICES (HTP) IN PAKISTAN.**

**Mode of assignment:** Develop animated video on GBV and HTP**.**

This will include the development of storylines animated video in Urdu voice over and English sub titles on following topic:

* Global and national scenario on GBV and HTP
* Explain the link between GBV/HTP and violations of human rights
* Outline types , root causes, risk factors and consequences of GBV/HTP
* How GBV /HTP affects women and girls empowerment.
* How GBV/HTP is aggravated in humanitarian settings
* Understand that prevention and response to GBV/HTP requires coordinated, multi-sectorial action.
* Propose recommendation to reduce GBV and HTP

**Duration of consultancy:** 45 Days (10th March – 25th April, 2024)

**Requested documents:** Prospective individual/firms should provide a CV/ company profile detailing their relevant skills and end 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 member (maximum 3 Pages)
* Proposal including cost of assignment covering all expenses (Maximum 4 pages). The Technical proposal must demonstrate outline of execution of assignment and detailed methodology describing the steps to be taken in producing animated video. Produce a work plan showing important milestones with cutoff dates.
* Add references of previous three clients of animated video managed during last 5 years.
* One example of previous similar work, saved in USB or upload on any accessible e-link stated clearly in the proposal.

**Instructions to follow:**

* All documents must be forwarded through postal service only.
* Please clearly write **‘Proposal for Animated Video’** 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 (MER), 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 face-to-face, telephone or zoom discussion before the finalization of decision.

**Deadline for the submission of proposal:**  29th February 2024

**Expected date of initiation of consultancy:**  10th March 2024

**Payment schedule:**

40% advance payment will be made on signing of contract for the proposed assignment as first installment whereas remaining 60% payment will be made upon satisfactory submission of finalized deliverables approved by Rahnuma FPAP.

All payments shall be made to the Consultant through cross cheque in Pak Rupees after deduction of Withholding of Income Tax, i.e.:

1. For individual, 10% in case of Filer and 20% in case non-Filer
2. For Companies, 8% in case of Filer and 16% in case non-Filer

With holding of Sales Tax i.e. 17% 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:**

Director Monitoring Evaluation and Research, Rahnuma FPAP, 3-A Temple Road, Lahore Phone: (042) 111 22 33 66, Ext. 323. Direct line: (042) 3636 1583. Email address: [asifa@fpapak.org](mailto:asifa@fpapak.org)

**Background:**

Rahnuma Family Planning Association of Pakistan (Rahnuma FPAP) is a Member Association of International Planned Parenthood Federation (IPPF), serving Pakistan since 1953. Rahnuma FPAP is recognized as a family planning (FP) and reproductive health (RH) advocate and service provider and is known to collaborate with international and national development agencies. It has been extending FP and RH information and services across all four provinces and two regions through network of service delivery outlets and through collaboration with public and private sector. Rahnuma FPAP is devoted to eliminating and alleviate the sufferings of marginalized and vulnerable sections of society through integrated and concentrated social uplift efforts in the broader areas of RH and FP information and services. Rahnuma FPAP is a leading national organization that provides FP and RH services through its extensive service delivery network. It provides the full range of Integrated Package of Essential Services (IPES) devised by IPPF through its trained service providers. IPES includes eight essential services: counselling, contraception, safe abortion care, STIs/RTIs, HIV, gynecology, maternal care and gender-based violence services.

Pakistan is the 5th most populous country in the world today. The 2017 National Census Report reveals that it has a population of 207.8 million and is growing at a rate of 2.4%. High maternal mortality rate (186 per 100,000 live births) and child mortality rate (under five stands at 74 per 1,000 live births) continue to pose challenges for women’s health. Furthermore, unmet need for FP stands at 17% while total fertility rate remains high at 3.6%. In addition to the poor health indicators, women lack access to RH information and services including contraceptive services, violence against women and girls and reproductive health services for adolescents/young people.

Rahnuma FPAP is aiming for behavior change at large scale for promoting gender-based violence services in general public. To engage the different cultural contexts to create awareness, generate large scale information and acceptability of gender-based violence services through digital health interventions.

In this context, to help women and young girls accept new approaches, animated video will be developed on gender based violence. The service providers and community outreach workers will be utilized to disseminate these animated video through Mobile, WhatsApp etc. with clients during their home visits and different project interventions.

**Scope of work:**

The overall objective of this consultancy is to capture the prevalence /occurrence of GBV/HTP globally and nationally, share information and support/educate communities on GBV/HTP issues faced by women and girls including in Khyber Pakhtunkhwa, Balochistan and Islamabad Capital Territory (ICT) and in humanitarian settings.

This animated video will serve as a valuable material to advocate with relevant stakeholder, policy makers and community to work on GBV/HTP. It will also be used as resource materials in trainings for service providers/ outreach worker, enabling them to effectively communicate information in the community and initiate behavior change.

**Project locations:**

* KP: Peshawar, Haripur, Mardan and Kohat
* Balochistan: Quetta, Qila Abdullah, Noshki and Chaghi
* Federal: Islamabad/Rawalpindi

**Role and responsibilities of the Consultant:**

The consultant will be required to do the following;

* Review and share documents/literature on GBV both globally and nationally including in humanitarian settings which include types of GBV, contributing factors, roots causes, barriers and challenges.
* Review and share animated videos on GBV produced in other Islamic and Asian/other countries on the specified subjects.
* Submit plan and other details after inception meeting with Rahnuma FPAP.
* The consultant will have to attend one or more detailed meetings with Rahnuma FPAP focal person for briefing on desired content of video and technically sound comprehension of each oriented method.
* The consultant will hold virtual meetings with relevant stakeholders from project locations to capture the learning’s from the field
* Develop the documentary script and story board in the production of animated video which covers the GBV/ HTP issues in Pakistan.
* Record narration and background music for the video, also to develop the graphics or animation for the video. Creation of video info graphics, visually explaining statistics in a creative manner
* Present advanced level well-edited draft version of the video to Rahnuma FPAP for its input within given time frame.
* Share finalized version of documentary of maximum 10 minutes after incorporating all comments and suggestions by Rahnuma FPAP.
* The consultant/firm will be utilizing its own equipment for recording, editing and finalization of animated video.

**Support from Rahnuma FPAP:**

* Hold inception meeting with a consultant for the finalization of activity plan, timelines and other work modalities.
* Provide feedback on draft version of video and will remain available for more reviews before finalization of video in order to ensure high quality content produced as per agreed terms and conditions.
* Facilitate and support the consultant to link with field persons for virtual meetings
* No equipment will be purchased or provided by Rahnuma FPAP.
* Rahnuma FPAP will not be responsible of any additional cost incurred in producing committed deliverables unless agreed and documented by both parties.

**Expected deliverables:**

* Submit finalized video in Urdu with English subtitles (no longer than 10 minutes )
* Compile and submit 3 soft copies in 3 USBs as finalized deliverables to Rahnuma FPAP.

**Copyright & intellectual proprietary rights:**

* All the scripting materials, designs, plans and any other materials produced by the Consultant under this Agreement shall be the sole and exclusive property of Rahnuma FPAP and will not be reproduced or utilized in any form at any other platform/forum without taking written consent by Rahnuma FPAP.

**Qualification and experience of the Consultant:**

* A video production company or a freelance video producer with a proven/ verified track record in creating animated videos.
* Three examples of previous video animation productions that they have personally/directly designed and produced.
* Demonstrated competency and expertise in developing and producing video animations and info graphics for video infomercials.