

Terms of Reference (ToR)
Request for Proposal for Production of TVCs for the project “Strengthening CRVS in Pakistan through Appropriate Use of Digital Technologies”

1. Background:

Plan International Pakistan and Research and Development Foundation in partnership with relevant stakeholders have launched an innovative new project to improve birth registration rates in the country through the use of mobile phone technology. The project “Strengthening Civil Registration and Vital Statistics (CRVS) in Pakistan through Appropriate use of Digital Technologies” is a pilot for a broader digital birth registration initiative and will initially be implemented in two districts in Sindh province and one district in the Punjab province.

2. Objectives of the Project:

The program is expected to improve the old manual birth registration system and increase birth registration rates in the targeted districts to up to 80% by 2018. This target represents a significant improvement over the current situation: according to the Pakistan Demographic & Health Survey 2012-13 only 25.1% of children under the age of five in Sindh and 46.1% in Punjab are currently registered.

3. About the project:

The project features the use of mobile phones to register births directly at home by a visiting health worker or a Nikah Registrar, who inputs the data into the DBR app on his/her phone. The data is then automatically transferred to the local union council responsible for registration for validation, after which a unique identification number is sent directly to the applicant’s phone. The applicant then presents this number, together with the required documents, to collect his/her birth certificate at the union council. This way, the DBR system saves the applicants multiple visits to the government offices.

In addition, the new system allows a gradual transformation to a robust digital civil registration database – a key tool for the government to plan more effectively for all services that a child needs including vaccination programs and education, as well as establishing legal protection from abuse and exploitation.

Birth registration provides a passport to protection: as an accurate record of age, it may help to prevent child labour, mitigate child marriage and protect children from being treated as adults by the justice system. In times of disaster, undocumented children are at even greater risk if they are separated from their parents or caregivers.

4. Purpose of the Consultancy:

The TVCs are being produced as part of the Communication for Behavioral Impact (COMBI) campaign undertaken under the project to positively influence the attitudes/behaviors of parents towards birth registration. Media campaign is one of the significant tasks that are required to be implemented under COMBI component. Hence, a competent team is sought to produce short yet effective TVCs to raise awareness and contribute towards improving attitudes and behaviors regarding birth registration in the community.

4.1. Objectives

The objectives of the media campaign are:

- ❖ To promote birth registration so that all boys and girls in Pakistan access their right to a legal identity through a functioning rights-based national CRVS system.
- ❖ To raise awareness for the procedures of registration.
- ❖ To engage the community members in motivating the target population to realize the significance and the need to legally register their children on time.

5. Work-plan for the task:

5.1. Outputs

The campaign should be based on 4 TVCs compiled on the following criteria;

Mass Awareness Campaign	
Target Population	Rural /Semi Urban/ Urban sectors (Men, Women, Youth and children)
Areas	District Sujawal & Tando Muhammad Khan in Sindh
Production of TVC	
Timeline for production	15 th October to 20 th November, 2017
Key messages	4 key messages on Birth Registration and related themes
1st TVC Urdu	General introductory TVC on importance of Birth Registration
2nd TVC Sindhi	Child Protection (Prevention from child marriages, child labor, treatment as adult in criminal justice etc. In case of separation from family, ensure chances of reunification with the families especially during emergency situations).
3rd TVC Sindhi	Identity: Proof of Age, Gender, Residency, etc CNIC, Passport, Inheritance
4th TVC Sindhi	Access to services: (Education:- requirement of Birth Certificates at admission, Health vaccination)
Requirement	<ul style="list-style-type: none"> • 8 Concepts with Scripts & Story Board • 1 TVCs in Urdu language • 3 TVCs in Sindhi language • Duration 1 min • Development/ production of both Audio & Video formats • Category "B" artists at least 8-10 in number
Technical Requirements for Production of TVCs	
Production Team (CVs Mandatory)	<ul style="list-style-type: none"> • Director & DOP • Asst. Cameraman • Production Manager • Non Linear Editors • Compositor • Vocal Artists • Sound Engineer • Professional Male & Female Models & Artists

<p>Equipment (Mandatory)</p> <p>Selection team may inspect the equipment</p>	<p>The production will be completed on :</p> <ul style="list-style-type: none"> • 4K format on Sony A7S2/R2 or Black Magic URSA Mini Pro or RED MX/RED Epic +Red Rock Rig • 4K Drone Camera • Standard, Wide Angle & Prime Lenses • Photometric Indoor & Outdoor Cool Lights • Sound Proof Studio including Chroma Facility • Completed Professional Audio field – Microphones and Switchers • Matrox Editing Machines with full 4K Support • Professional Dolly and Rail Tracks -- Straight and Round
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SELECTION CRITERIA

The ad agency will be selected on the assessment of Technical & Financial proposals.

Technical Proposal will include:

- Demonstrated work in the Development sector.
- Demonstrable expertise on child rights and gender equality.
- Track record in developing and conducting various types of media campaigns and number of campaigns for development sector.
- Experience in developing campaigns in local languages especially Urdu & Sindhi.
- Have national level geographical coverage.
- Expression of interest outlining how the Ad agency meets the selection criteria and their understanding of the TOR.
- Dedicated team members having relevant experience with names and CVs.
- Organizational profile containing evidence of the work done in this area.
- A proposed methodology and activities schedule/work plan with time frame.
- Only registered firms from PBA & APNS will be considered.

Financial Proposal will include:

- Financial proposal detailing itemized fees, production/airing/ travelling boarding, artist fee, honorarium, equipment etc. charges as mentioned above and administrative costs **including all Taxes applicable and valid tax exemption certificate in case of any exemption.**

Ownership/copyright

- This assignment is be funded by **Plan International Pakistan** and therefore it shall be the owner of the assignment output. The ad agency will have no right of claim to the assignment or its outputs once completed. Any reports/research reports and process documentation produced as a part of this assignment shall be deemed to be the property of **Plan International Pakistan** and the service provider will not have any claims / rights and will not use or reproduce the contents related documents/material without the prior written permission of **Plan International Pakistan**

Payment Schedule

- 25% on the signing of agreement
- 40% after the production and finalization of video messages for airing
- 35% on the completion of assignment

Note: All the payment will be made through cross cheque and tax will be deducted according to Government rules

Interested Organizations having relevant expertise and experience can submit their Technical and Financial proposals (Hard and Soft copies) in two separate sealed envelopes by **October 10th, 2017** to Executive Director, Research and Development Foundation (RDF), A. 50 Sindhi Muslim Cooperative Housing Society Qasimabad, Hyderabad, Sindh.

Please mention on left top corner of envelope in bold **“TECHNCIAL AND FINANCIAL PROPOSAL FOR MEDIA CAMPAIGN ON CRV.** **Note:** Financial Proposal will be submitted in the below Template

Only shortlisted applicants will be contacted. Plan reserves the right to reject any or all proposals and is not bound to any legal claim in this regard.

Financial Proposal Template

No.	Activity	Rate per Unit	Total cost
1	Pre & Post Production cost of TVCs		
2	Equipment Cost		
3	Boarding & Lodging		
4	All administrative costs		
5	All Taxes Amount (GST+ with holding or any other which applies)		
6	Any Other Amount		
	Total Amount		