

Terms of Reference

Develop documentary along with short versions, highlighting project activities, Muslim Aid construction work, and its impact by Muslim Aid, Pakistan

Ref: 5229: Documentary BRSC-II

1. INTRODUCTION

Muslim Aid Pakistan is seeking a qualified and experienced consultant firm to develop a comprehensive video documentary that highlights Muslim Aid's project BRSC – II and its impact in Balochistan. The selected consultant firm will be responsible for traveling to field areas, including Kila Saifullah and Loralai in Balochistan. The consultant firm will cover travel and accommodation expenses. The consultant firm will record drone shots of all flood protection walls for creating a comprehensive 5-minutes video documentary including one shorter version.

2. ABOUT THE PROJECT

Muslim Aid has been actively working in Pakistan since 2005, providing humanitarian and development assistance to over 2.9 million people across the country. The organization aims to improve the lives of vulnerable individuals without discrimination based on race, gender, religion, or ethnicity. Muslim Aid collaborates with local communities and the government to implement long-term development programs focused on education and better living conditions, ultimately striving to eradicate poverty.

Muslim Aid's activities in Pakistan encompass the following key areas:

1. Provision of emergency relief to communities affected by natural disasters, including floods, earthquakes, and droughts. Immediate assistance, such as food, water, and shelter, is provided to those in need.
2. Enhancing the economic situation of vulnerable communities through skills training, microfinance, and business development support. Small-scale farmers receive support, including the provision of livestock and agricultural equipment.
3. Support for education initiatives, including the construction of schools, provision of educational resources for teachers and students, scholarships, and vocational training. Special attention is given to empowering young girls and providing them with economic opportunities. Additionally, Muslim Aid offers support to orphans and vulnerable children, ensuring their access to education, healthcare, and essential services.
4. Improving the health and nutrition of vulnerable communities, with a particular focus on women and children. This is achieved through awareness campaigns, hygiene promotion, and the provision of clean water and sanitation facilities.

3. OBJECTIVE OF ASSIGNMENT AND SCOPE OF WORK

Scope of work

The production house / Advertising Agency will be responsible for the following tasks:

Pre-production:

1. Collaborate with Muslim Aid Pakistan to understand the organization's objectives, target audience, and desired messaging.
2. Develop a detailed plan for video production, including a shooting schedule, locations, and logistics.

On-site Video Production:

1. The professional videographer's primary task involves capturing drone footage from various angles.
2. The drone footage needs to cover, villages, orchards, and protected agricultural lands for the comprehensive documentary video along with some B-rolls of Muslim Aid construction site.

4. KEY RESPONSIBILITIES OF THE FILM PRODUCTION HOUSE/ADVERTISING AGENCY

A. Technical

The production firm/ Advertising Agency shall be well equipped to manage pre- and post-production activities through creative, professionally skilled, and technical staff. The production firm/Advertising Agency will have the ability to use skills, experience, education, and knowledge of international best practices, along with additional understanding gleaned from the guidelines and overview specified above to accomplish the following:

1. Provide all pre-production services i.e. field and desktop research, concept note, title theme, script/ screenplay, work plan and production schedules.
2. Provide all post-production facilities such as professional non-linear editing, original music score, voice over, graphics, subtitles, translations, dubbing, and final mastering.
3. All digital assets shall be produced in High-Definition Video (HDV) format and must be made available to the project as and when required. All materials should be labelled and maintained in a well-managed archive system and will be the sole property of Muslim Aid Pakistan.
4. Complete the Documentary/ short videos through following the best standards and provide high quality output in terms of concept, script and footage.

B. Administrative

The documentary production house/firm will be solely responsible for selection, hiring and procurement of all recording facilities including filming crew, all logistics for the crew, technical equipment and human resources required to produce the Documentary / short videos which may include but not be limited to travel, accommodation, food, and insurance, etc.

5. REPORTING

The production firm/ Advertising Agency will report to and work in close coordination with the communications team from the Muslim Aid, who will also act as the primary focal points for the production firm. A preliminary briefing will be held at the Muslim Aid office in Islamabad to apprise the contractor/production firm about the project expectations and clarify scope of work, deliverables and schedule.

6. LOCATION AND RESEARCH METHODOLOGY

The Videography of the Documentary / Short videos will be shot in the program areas of the BRSC- II Projects at Killa Saifullah/ Loralai. The technical proposal should intelligently reflect the methodology used to capture the finer nuances through research instruments, such as role-play, storytelling, etc. This should not be assumed as an extensive exercise and must be planned in a methodical manner to garner maximum and useful information from the field in the least possible time and minimum resource-intensive manner. The level of creativity shown by the contractor to meet this objective will be one of the evaluation criteria.

Locations of Muslim Aid Construction Sites:

Sr. #	Type of Schemes	Village Name	Tehsil	UC	District
1	Construction of Gabain Wall	Killi Dirgai Sarghara	Bori	Kuch Amaqzai	Loralai
2	Construction of Gabain Wall	Shin Kass	Bori	Shahkareez	Loralai
3	Flood Protection Band	Killi Yaseen Zai	Bori	Shahkareez	Loralai
4	Construction of Gabain Wall	Killi Molvi Bakhtiyar Adda	Killa Saifullah	Bandat Meerzai	Killa Saifullah
5	Stone masonry Protection Wall	Killi Rodh jogezai agriculture wall	Killa Saifullah	Sharan Jogazai	Killa Saifullah
6	Construction of Gabain Wall	Killi Fazal ur Rehmen Abdul Star	Killa Saifullah	UC # 11 Bandat	Killa Saifullah
7	Construction of Gabain Wall	Sultana Abad	Muslim Bagh	Town Muslim Bagh	Killa Saifullah
8	Construction of Gabain Wall	Killa Malik Annyat	Muslim Bagh	kan Mehtarzai	Killa Saifullah

7. DELIVERABLES

Post-production and Deliverables:

1. After recording drone footage at 3 sites, it should be edited into a 4–5-minute video with voiceover, animated graphics, music, and color grading. Additionally, shorter versions of 1-2 minutes and a video having all the drone footages of the sites with cinematic music should be produced. The final product should effectively communicate the impact of Muslim Aid's intervention and the hardships faced by the people before this intervention.
2. Provide rough cuts for review and feedback from the Muslim Aid Pakistan media and communications department, making necessary revisions and finalizing the videos.
3. Deliver the final edited videos in suitable formats for various platforms, ensuring their compatibility with online streaming, presentations, and social media.

Tasks	Deliverables
<ul style="list-style-type: none">Record drone footage for Muslim Aid sites in the districts of Loralai and Killa Saifullah. Shots.Capture drone footage of protected orchards, agricultural land, and the overall landscape of these two districts.Edit a final version of a 4–5-minutes documentary, along with a shorter version of 1 to 2 minutes. Both versions should include designed animated titles, motion animations, slow-motion shots, lower thirds, music, and voiceover. Additionally, create a version that solely features drone shots of all sites with cinematic music and lower thirds displaying the names of each site. <p>Ensure all videos are in high resolution and optimized for digital media.</p>	<ul style="list-style-type: none">Produce a full-length documentary on MAP with a duration of 4 to 5 minutes.Create a shorter version of the complete documentary, with a duration of 1 to 2 minutes or less.Compile a single video featuring the best drone shots from all sites, and cinematic music. <p>Ensure all videos are in 4K resolution or the optimal resolution for digital media platforms.</p>

8. PROPOSAL REQUESTES

A comprehensive technical proposal must be submitted keeping in account the requirements specified above and the project objectives.

The technical proposal should provide:

- Bidder's understanding of the project and its objectives
- Experience in implementing development communications projects or producing Documentaries / Short Videos of similar nature.
- A short summary of the suggested methodology, approach and creative theme
- Detailed work plan of activities for the Documentary / Video Stories shooting and postproduction with clearly laid out deadlines.
- Company profile clearly stating the company's capabilities of undertaking the presented task with short bio-sketches of the lead team (director, scriptwriter, editor, cameraman)
- Comprehensive financial proposal of services expected from a production house/Advertising firm to conceive, script, shoot, edit and produce a for the Muslim Aid social media accounts in English with Urdu adaptation.
- At least 03 years of experience as a firm.
- The firm should have all the equipment.
- Experience in Pre and Postproduction, Cinematography, color grading etc.
- Ability to take quality photographs and basic photo editing skills.
- Previous INGO experience in a similar role is highly desirable.
- There should be no extra charge to be incurred in addition to the proposed bidding price.
- Proposal from Firm should include Cover letter. Organization profile, Financial Proposal, Technical Proposal.

9. INTELLECTUAL PROPERTY AND COPYRIGHT

The ownership of all copyright and other intellectual property rights in respect of any data, information, script, video footage, photos and any other materials and digital assets generated during the implementation of the contract as well as the end products of the contract shall be intellectual property of the Muslim Aid Pakistan, which shall not be shared with any third party without prior written consent of the Muslim Aid. Likewise, the branding of all the end products and deliverables will follow the Muslim Aid standard policy for design parameters and colour codes, etc.

10. DISCLAIMER

The Muslim Aid Pakistan shall not pay any compensation in any form except for the amount agreed as per the contract. The Muslim Aid Pakistan shall not be responsible for any damage(s) caused to the firm by any other party or by the firm to any other party during the execution of the contract.

The contractor will undertake necessary care while filming in the field and will use release forms pre-printed on its official letterheads to get consent from the beneficiaries prior to their coverage, interviews and filming. The Muslim Aid Pakistan shall not take responsibility for any issue or matter arising out of negligence of the firm or through unnecessary commitment made by the contractor to any other party during the contract.

11. MUSLIM AID'S RESPONSIBILITIES

- Establish and facilitate contact with field staff involved and any external contacts needed.
- Coordinate with project staff for the field visits to set appointments, identify content, and capture the footage.
- Review and approve the work plan, including schedule for filming, timeframe, and approach to be used.
- Provide reference material.
- Identify thematic cases for documentation.
- Provide feedback when and where necessary.
- Meet the relevant costs related to this production, as agreed in the contract upon approved offer
- Review and approve the draft and final production as stipulated in the deliverables section of contract

12. REMUNERATION AND PAYMENT PROCEDURES

The consultancy firm's payment shall be based on the financial proposal developed for this consultancy. Payment shall be through cross cheque or bank transfer in three instalments of;

- 1st instalment of 20% on submission of synopsis/script of the assignment.
- 2nd Instalment of 60% upon submission of an acceptable draft documentary.
- 3rd instalment of 20% final payment shall be cleared within 25 days upon submission of the final outputs, incorporating suggestions and recommendations from relevant MA Pakistan staff.

13. REPORTING AND DELIVERABLES

- i. The contractor will deliver the items after consultation with contact persons as per given detail:
- ii. MA Pakistan field office will charge 5% of the total amount of the contract as penalty in case of late delivery (after due date) or (if) the items are not up to the mark, provided sample and short quantity. If the delivery late by MAP requirement or location change, then no penalty will be imposed.

Sealed Quotations addressed to "Purchase Committee" clearly marked **Ref: 5229: Documentary BRSC-II** at the top of the envelope. It should be dropped in our quotation box below mentioned address latest by **1500 hours on or before 15th May 2024**

Muslim Aid Pakistan Office: Executive Business Plaza, First Floor Hall E-11/2, Islamabad, 44000, Pakistan Ph: +92 51 2305356-8 Fax: +92 92 51 2305293, website: www.muslimaid.org.pk