

RFP/Terms of Reference (TOR) for Video Documentary

Ref: MAP/MAUK/5795

"Enabling the Underprivileged Communities of Sindh and AJK to Acquire Clean Drinking Water and Rehabilitation of WASH Facilities in District Bagh, Azad Jammu & Kashmir (AJK), and Strengthening Communities through Climate Resilient Smart Houses across Four Districts in Pakistan"

About Muslim Aid Pakistan

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, housing, clean drinking water, WASH facilities, 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.
5. Providing climate resilient housing to vulnerable communities affected by the floods, GLOFs or other disasters

Introduction:

Muslim Aid Pakistan is seeking a qualified and experienced consultant firm to develop two separate comprehensive video documentaries. These documentaries will highlight the following projects:

1. Enabling the Underprivileged Communities of Sindh and AJK to Acquire Clean Drinking Water and Rehabilitation of WASH Facilities in District Bagh, Azad Jammu & Kashmir (AJK)- closing date: 30 -July-2025
2. Strengthening Communities through Climate Resilient Smart Houses across 4 Districts in Pakistan closing date: 30-Nov-2025

The selected consulting firm will be responsible for traveling to field areas, including Mirpur Khas, Umer Kot in Sindh, District Bagh, Azad Jammu & Kashmir and Chitral (Lower & Upper). The consultant firm will cover travel and accommodation expenses; The consultant firm will develop separate 5-minute documentary videos for each project. The WASH project is completed, and its documentary will focus on the key milestones, outcomes, and impact. The housing project is currently in progress complete; its documentary will capture both the pre-construction and post-construction phases, showcasing activities before the build and the final results upon completion. The firm will also develop 06 key messages for fund raising each message is less than one minute

Scope of Work:

The consultant firm 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 for both projects.

Purpose of the Assignment

The purpose of this video documentary is to:

Develop WASH Project Documentary:

- **Showcase the impact** of the drinking water supply schemes, solarized water supply schemes and WASH facilities rehabilitation in Sindh and AJK,
- **Highlight the challenges** faced by underprivileged communities in accessing clean drinking water and sanitation.
- **Feature human interest stories** from beneficiaries, illustrating how access to clean water has improved health, education, and overall quality of life.
- **Create awareness for fundraising**, encouraging local and international donors to support the expansion of solar-powered water systems and WASH facilities.
- **Promote community involvement** and engagement in maintaining these sustainable water systems.

Develop HOUSING Project Documentary:

- Document the construction of Strengthening Communities through Climate Resilient Smart Houses across 4 districts in Pakistan: Sindh (Mirpur Khas, Umer Kot) and Chitral (Upper and Lower).
- Showcase how these houses provide vulnerable communities with climate-resilient, sustainable living conditions.
- Include both pre- and post-construction footage, illustrating the transformation of the area and the lives of the beneficiaries.

Specific Tasks for the Service Provider

The service provider will be required to:

1. Develop the documentary's overall concept and scenario.
2. Meet with Muslim aid Media team, Project staff for a deeper understanding of the project.
3. Develop the documentary script and storyboard to be used in the documentary, Including the fundraising messages
4. Interview selected participants for both documentaries, including project beneficiaries, implementers, staff, and donors.
5. Perform appropriate video filming and shoot interviews.
6. Capture drone footage from various angles, covering drinking water supply schemes, solar water supply schemes and Housing including filming the building process pre and post construction showcasing the challenges and progress over time, including the impact of the new homes on the communities
7. Present a draft documentary (with English and Urdu subtitles) to Muslim Aid Pakistan for comments on contents.
8. Produce final documentary for each project (Video Report).
9. Produce 06 key messages for Fund Raising for social media

Output / Deliverables

The final product should effectively communicate the impact of Muslim Aid's interventions and the hardships faced by the people before this intervention and clearly reflecting impact after interventions by Muslim Aid Pakistan.

Solarized Scheme (WASH) Project Documentary Deliverables:

- A 5-minute documentary showcasing the rehabilitation of WASH facilities and water supply schemes.
- 03 key fundraising messages for the WASH project activities.

Housing Documentary Deliverables:

- A 5-minute documentary documenting the Strengthening Communities through Climate Resilient Smart Houses project and its impact on the community.
- 03 key fundraising messages for the Housing project activities.

General Deliverables for Both Documentaries:

- Provide rough cuts of both for review and feedback from the Muslim Aid Pakistan media and communications department, making necessary revisions and finalizing the videos
- Provide the master file of all the shoots in suitable formats for various platforms, ensuring their compatibility with online streaming, presentations, and social media.
- Hand over one master copy.

- Ensure all videos are in 4K resolution or the optimal resolution for digital media platforms.
- Hande over raw footage to MAP

Fundraising Strategy

The documentaries will play a key role in **driving donations** and **supporting the expansion** of both WASH and Housing projects. Key strategies include:

1. **Social Media Campaign:**

The short version and social media clips will be shared across various platforms with direct links to donation pages.

2. **Crowdfunding:**

The documentary will be linked to a crowdfunding platform, allowing viewers to easily contribute and support the cause.

3. **Corporate Sponsorships:**

Encourage corporate entities to match individual contributions or sponsor specific installations of solarized water systems and WASH facilities.

Qualifications or Specialized Knowledge/Experience Required

Work experience

- At least 03 years of experience as a firm.
- The firm should have all the relevant equipment.
- Extensive experience in producing development work-related documents and documentaries for national and international organizations.
- Experience in Pre and Postproduction, Cinematography, Colour grading etc.
- An experienced and qualified team for shooting, editing, audio, mixing, voiceover, graphics, etc.
- Experience in producing fundraising videos and social media campaigns.
- Previous INGO experience in a similar role is highly desirable.
- Ability to work in rural and remote areas in Pakistan, including Sindh and AJK, KPK

Intellectual Property

All information pertaining to this project (documentary, audio, digital, cyber, project documents, etc.) belongs to Muslim Aid Pakistan. The information shall not be disclosed to the public nor used in any form except for the purposes of this assignment.

Contractual Arrangements and Supervision

The service will be hired and supervised by Muslim Aid Pakistan under the terms of the contract for delivering the above outputs within the agreed timeframe. Muslim Aid Pakistan will provide necessary support to the service provider, including access to relevant project documents, information, pictures, and videos necessary for the execution of duties under this consultancy.

Equipment for the Assignment

No equipment will be purchased or provided by Muslim Aid Pakistan. Any equipment needed to complete this assignment will be provided by the service provider.

Process for Application

Proposal from candidates should include:

- Cover letter.
- Organization profile
- Financial Proposal.
- Technical Proposal.

How to Apply:

Interested Consulting Firms/Individual are requested to Submit Sealed Financial and Technical Proposals alongside detailed Plan and CVs of the team to.

Procurement Committee, Muslim Aid Pakistan

1st Floor, Plot # 1-4, Executive Business Centre,

FECHS | E-11/2, Islamabad

Phone: +92(51) 2305356-8

Email: procurement@muslimaid.org

Last Date of Submission: : 30th June, 2025 (COB)