

(3.8) Terms of Reference (TORs) for Short Video Messages and Advertisement for Awareness Raising Campaign

Objective: To produce sixteen (16) short video messages aimed at raising awareness about:

- The challenges faced by persons with disabilities.
- The importance of obtaining Special CNICs.
- The need for girls' financial empowerment in selected districts.

All the content for Video Messages will be prepared according to the Guidelines provided by Organization.

Additionally, the consultant will propose the advertisement plan for airing these videos on local TV channels in Malir, Mirpurkhas, Peshawar, and Nowshera for 15 days.

Target Audience:

- Persons with disabilities.
- Families of persons with disabilities.
- Government officials.
- General public in the target districts.

Key Messages:

- 1. Persons with Disabilities:**
 - Highlight unique challenges faced by persons with disabilities.
 - Emphasize the importance of inclusivity and accessibility.
 - Discuss support mechanisms such as education, healthcare, and employment.
 - Showcase success stories of individuals overcoming obstacles.
- 2. Special CNICs:**
 - Explain the significance and benefits of Special CNICs.
 - Highlight the process of obtaining a Special CNIC.
 - Encourage individuals with disabilities to obtain their Special CNICs.
- 3. Girls' Financial Empowerment:**
 - Discuss the importance of financial empowerment for girls.
 - Highlight challenges in accessing education and vocational training.
 - Showcase success stories of girls benefitting from empowerment programs.
 - Encourage participation in educational and vocational programs.

Video Specifications:

- Duration: 25-30 seconds per video.
- Airing Count: Multiple Times a day
- Format: HD (1080p).

- Language: Urdu, Sindhi, and Pashto.
- Style: Informative, engaging, visually appealing.
- Narration: Clear, professional voice-over.
- Subtitles: Optional but recommended for non-Urdu languages.

Production Guidelines:

- **Scripting:** Accurate, informative, and engaging scripts.
- **Filming:** High-quality equipment for visually appealing footage.
- **Editing:** Cohesive and compelling video editing.
- **Music:** Appropriate background music to enhance the video's message.
- **Graphics:** Use of graphics/animations to emphasize key points.

Distribution:

- **Local Cable Channels:** Air the videos on local cable TV channels in Mirpurkhas, malir, Nowshera and Peshawar.
 - **Social Media:** Share videos on social media for broader reach.
 - **Community Events:** Screen the videos at community events.
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Advertisement Component:

The consultant is required to submit a comprehensive plan for the airing of these videos on local TV channels in Malir, Mirpurkhas, Peshawar, and Nowshera. The plan should include:

- Identification of relevant TV channels in each district.
 - Scheduling for peak viewing times.
 - Estimated costs for airing the videos.
 - Proposal for monitoring the effectiveness of the campaign.
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Application Options:

1. **Video Production Consultancy:**
 - Consultants can apply solely for the creation of the short video messages, adhering to the specifications and guidelines mentioned above.
2. **Advertisement Consultancy:**
 - Consultants can submit quotations exclusively for the advertisement and airing of the messages on local TV channels in the target districts.
3. **Comprehensive Consultancy:**

- Consultants may choose to apply for both video production and the advertisement components, providing an integrated proposal covering both aspects.

Submission Requirements:

- For video production consultancy, submit a portfolio of previous relevant work.
- For advertisement consultancy, provide a detailed plan, including quotations for airing the messages on local TV channels.
- Consultants applying for both components should submit a consolidated proposal for video creation and advertising strategies.

"The deadline for submission of sealed Proposals/Quotations is **October 4, 2024**, by close of business (COB) to the following address via courier:

Address: "Bedari National Office Basement of Noor's Kitchen Pakeeza Market, I/8-4 Islamabad"