



National Rural Support Programme

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Ref No.RFP-670

Date: 23rd May, 2022

REQUEST FOR PROPOSALS

**Hiring of a Firm for Development of Video Documentary and
Information Educational and Communications Materials for
Rural Poor Stimulus Facility Grant -RPSF Grant**

1. INTRODUCTION:

National Rural Support Programme established in 1991, Currently NRSP is the largest Rural Support Programme in the country in terms of outreach, staff and development activities. It is a not-for-profit organization registered under Section 42 of Companies Ordinance 1984. NRSP's mandate is to alleviate poverty by harnessing people's potential and undertake development activities in Pakistan. It has a presence in 64 Districts in all the four Provinces including Azad Jammu and Kashmir through Regional Offices and Field Offices.

2. THE PROJECT

In order to devise a sustainable food security system for income generation opportunities and enhancing food security and nutrition of rural households in three districts of Punjab i.e., Khushab, Bhakkar and Mianwal, The International Fund for Agricultural Development (IFAD) through an agreement with the government of Pakistan, has initiated "The Resilience Building of Poor and Vulnerable Households" as a pilot project through National Rural Support Program as an implementing partner and Scaling Up Nutrition Secretariat as technical assistance partner, which aims to build resilience among the most vulnerable communities to minimize the impacts of COVID-19 on livelihoods and improve food security for rural households in Pakistan.

3. COMMUNICATION OBJECTIVES OF THE RPSF PROJECT:

The communication objectives of the project are:

- a) RPSF Project partners are familiar with the project interventions aimed at resilience building of small farm holders and skilled/youth to ensure food security
- b) Primary Stakeholders are aware of the prevalence of malnutrition and are familiar with the project interventions aimed at resilience building of small farm holders and skilled/youth to ensure food security
- c) Decision makers and influencers acknowledge the contributors of malnutrition and commit to support and strengthen institutional capacity to improve nutrition sensitive program planning, budgeting, management and coordination for sustainability of the project interventions

4. OBJECTIVES OF ASSIGNMENT

The specific objectives of the assignment are:

- i. Develop 4 Video clips of 3 minutes each covering the pre and post project intervention processes and outcomes focusing a). Food Banks; b). Poultry farming and Poultry Feeding Grinding Machines; c). Poultry Hatchers; d) Kitchen Gardening particularly focusing the following aspects:
 - a. The project design, set targets and implementation plan

- b. Pre project intervention practices around hunger season, issues around food security, food storage and existing practices of dealing with malnutrition and hunger
 - c. Success stories/change around utility of food banks, poultry farming, egg hatching, poultry feeding, kitchen gardening particularly during hunger season followed by project interventions
 - d. Endorsements and recommendations for the project by community members, VO/CO/LSO members, decision makers, public influencers, political leaders, religious leaders, doctors, etc.,
- ii. To develop graphic designing of IEC material for the promotion of the project interventions

5. CONSULTANCY LOCATION

The videos will capture the interventions and effects under the RPSF grant in the targeted UCs of District Bhakkar, Mianwali and Khushab. This will require close coordination with Advocacy and Communication Specialist SUN Secretariat, NRSP Head office, Project Coordinator and the Project Team at district level.

6. SCOPE OF WORK

The Firm should work closely with Project team for accomplishment of following tasks.

I. VIDEO DOCUMENTARY

- Develop 4 Video clips of 3 minutes each covering the pre and post project intervention processes and outcomes focusing a). Food Banks; b). Poultry farming and Poultry Feeding Grinding Machines; c). Poultry Hatchers; d) Kitchen Gardening.
- Each segment should be documented separately/ independently to enable multiple usage of the documentary.
 - Pre-production phase
 - Hold preparatory discussion with Advocacy and Communication Specialist SUN Secretariat, Project team NRSP head office Islamabad and Project Coordinator NRSP about the preparation of videos focusing the following
 - Documentary script writing
 - Pre-interviews and interviewee selection
 - Team formation for shooting and logistic arrangements
 - Production phase
 - Manage all necessary tools and equipment for video and voice recording, editing, etc
 - To conduct field visits to the three targeted project districts and data collection related to each intervention in consultation with

Communication Specialist SUN Secretariat, Project team NRSP
head office Islamabad and Project Coordinator NRSP

- Shoot interviews, collect b rolls and archival materials.
- Develop and share documentary film treatment
- Prepare split script and develop documentary paper edit format
- Collect b rolls and archival materials
 - Arrange and manage travel and accommodation at the district, however, NRSP will facilitate during travel in the field.
- Post Production Phase
 - To acquire and document drafts from the field for each component representing each mentioned district further treatment
 - Editing
 - Including and not limited to Background music, bilingual voiceover and subtitles (English & Urdu)
 - Develop the content for use in awareness raising and advocacy purposes on social media sites
 - Use high quality audio sounds for dissemination on FM radio channels
 - Create each component as an independent segment which can be used separately apart from the entire documentary
 - Feedback
 - Polishing
 - Documentary submission
 - To submit an overall documentary of 12 minutes with subtitles and bilingual (English & Urdu) covering all project components Food Banks; b). Poultry farming and Poultry Feeding Grinding Machines; b). Poultry Hatchers; c) Kitchen Gardening
 - Submit segregated version of the documentary (3 minutes each) covering the 4 components, i.e. Food Banks; b). Poultry farming and Poultry Feeding Grinding Machines; b). Poultry Hatchers; c) Kitchen Gardening

II. IEC MATERIAL DESIGNING

- Develop and design 8 evidence-based messages targeting each project component (each message should not exceed more than 15 key words)
- Develop a logo and a tag line for the project in HD version
- 1 Pamphlet on Nutrition profile of indigenous vegetable and crops Food Profile A4 Size
- Design News Letter (A4 size) center pin binding 4 pages back-to-back covering:

- The current project model and its targeted outcomes
 - Concept of food bank
 - Indigenously grown crops and vegetables and their nutrition profile
 - Importance of poultry flocks
 - Importance of kitchen gardening
- Develop 4 Pamphlets A4 Size each covering food bank, egg hatching incubators, poultry flocks, kitchen gardening and key message around nutrition and food security info graphs
 - Develop customized Field Notes Diaries 9" x 9"

III. BANNER DESIGNING

- 1 For overall Project Visibility for three districts size 9'x12' (for city branding)
- 1 For wheat distribution events at Food Bank size 9'x12'
- 1 For Advocacy Sessions on Dietary diversity size 9'x12'

IV. IEC MATERIAL DESIGNING FOR FOOD BANK GENERAL USE

- 5 types of Ceiling hangings for food bank focusing nutrition and dietary pilots provided in the project (images/pictorial)
- 6 types of Posters for food bank branding focusing nutrition and dietary pilots provided in the project size 3'x5'
- 5 types of Stickers with messages on Food Security, nutrition and dietary pilots provided in the project size 9"x9"
- 1 Pan flex with nutrition profile of locally grown food size 12'x12'

V. IEC MATERIAL FOR HATCHING UNITS STATION

- 4 Posters for poultry hatching units station branding with messages on nutrition profile of poultry products size 3'x5'
- 1 Pan flex with operational mechanisms of poultry hatchers and nutrition profile of poultry products size 12'x12'
- 3 types Ceiling hangings for hatching units (Pictorial/image form)

The Firm will be responsible to follow the SoPs regarding COVID-19 while moving in the field and will have required PPE available (masks, sanitizers and disposable gloves)

7. DURATION OF THE WORK

During the period of 5th June to 27th June 2022 the Company will work for a total of 21 days.

The applicant must fill in the below timeline and submit along the technical and financial proposal.

Expected Time lines with mandatory milestones (starting from June 2nd 2022 tentative):

Activity	Sub activity	Timeline
	Video Documentary production	
Pre-production phase	Documentary script writing	
	Pre-interviews and interviewee selection	
	Team formation for shooting and logistic arrangements	
Production phase	Shoot interviews, collect b rolls and archival materials	
	Develop and share documentary film treatment	
	Prepare split script and develop documentary paper edit format	
Post Production Phase	Editing	
	Feedback	
	Polishing	
Documentary submission		
	Graphic Designing of IEC material in soft	
Graphic Designing	Create brief of all listed IEC material	
	Brainstorming and feedback from Sun Secretariat	
	Create, sketch, design and refine graphics	
	Incorporate feed backs and revision	
Submission of IEC Material (soft form)		

8. QUALIFICATIONS OF THE FIRM:

5 years of working experience in High level videography/video editing, photography and graphic designing. Demonstrated experience of conception, production and editing of mini video documentaries and Public Service Messages.

9. COMPETENCIES:

- a) Filming broadcast quality video and audio: HD 1920x1080 or better
- b) Final Cut Pro editing skills (or other professional editing software)
- c) Knowledge of traditional and new media
- d) Expertise in conducting innovative, creative and quality Media productions in various aspects of documentary making, infomercials, advertisements, professional photography, Graphic designing,

10. EXPERIENCE:

The firm must have:

- a) Proven experience of working on communication for nutrition with national and international organizations
- b) Practical experience in working on food security and Nutrition will be an added value.
- c) Experience in engaging with civil society, development partners and governments

- d) Knowledge of relevant sectors and access to stakeholders and relevant information sources
- e) Knowledge of local, national and international standards in terms of video production, photography, social media

11. LANGUAGE:

Fluency in spoken and written Saraiki, Urdu, English.

12. IMPORTANT NOTE:

The Firm is required to have the above mentioned professional and technical qualifications. Only the applicants who hold these qualifications will be shortlisted and contacted.

13. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS

Under the overall guidance and direct supervision of the Advocacy and Communication Specialist, the Firm shall serve as a Production Company.

14. LOGISTICS AND ADMINISTRATIVE SUPPORT TO PROSPECT IC

The firm is expected to quote for the number of days (for field visits and boarding lodging) for the documentary shooting. This should be clearly mentioned in the financial proposal.

NRSP will make sure that the Firm receives access to the necessary documentation and any support necessary for the completion of the exercise.

15. PAYMENT MILESTONES AND AUTHORITY

The prospective Firm will indicate the cost of services for each deliverable in PKR all-inclusive and lump-sum contract amount when applying for this consultancy. The Firm will be paid based only after approving authority confirms the successful completion of each deliverable as stipulated hereunder.

16. DELIVERABLES

The following deliverables are expected on the successful completion of the assignment:

- All the master shoot outs in portable Hard drive with NRSP
- 2 USBs with digital copies of the video documentary (4K/Full HD and HD in MP4/ AVI format)
- 2 USBs with digital copies of IEC material designs

17. MODE OF PAYMENT

Payment will be made in two installments as per below given details

- a) 30% payment will be made after the submission and approval of complete script narration/concept model/AV board for overall project documentary and IEC material.
- b) 20% payment will be made after the submission and approval of IEC material graphic designs

- c) 50% payment will be made after the submission of final copy of documentary incorporation all the changes and suggestions.

Payment will be made in the shape of cross cheque in the name of Firm after deduction of all the applicable taxes as per law of land.

18. CONFIDENTIALITY AND PROPRIETARY INTERESTS

The Firm shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the consultancy service without prior written consent. Proprietary interests on all materials and documents prepared by the consultants under the assignment shall become and remain properties of sun Secretariat.

19. EVALUATION CRITERIA

The Firm will be evaluated based on Cumulative Analysis as per the following scenario:

- a. Previous Experience of similar assignments
- b. Sample tutorial video documentary, voice over and IEC material previously developed
- c. List of equipment to be used in the assignment and available with the firm.
- d. CVs of the production team and graphic designer/s
- e. Tentative Work plan given in point 7

Firms having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation. In this regard, the respective weight of the proposals are:

- a. Technical Criteria weight is 70%
- b. Financial Criteria weight is 30%

20. BUDGET

The approximate budget for this complete assignment is around Rs.1.5M which included all the applicable taxes as per law of land.

21. REQUIREMENT

Detailed Profile of the Firm which demonstrates the following:

- i. Registration status of the firm with credentials and NTN
- ii. Previous Experience of similar assignments
- iii. Sample tutorial video documentary, voice over and IEC material previously developed (on USB)
- iv. List of equipment to be used in the assignment and available with the firm.
- v. CVs of the production team and graphic designer/s
- vi. Tentative Work plan given in point 7.

22. FINANCIAL PROPOSAL

Detailed activity based and overall financial proposal to be charged for the documents and deliverables, which should also include team's boarding and lodging costs.

The proposal should be inclusive of all applicable taxes. NRSP will deduct taxes from payment as per law of land.

23. SUBMISSION

Technical and Financial proposals should be submitted in Separate sealed envelopes and further one outer envelope must be submitted to the following address by **May 30th 2022, 3:00pm.**

Proposal for RPSF Documentary and IEC Material Development (RFP-670)
In-charge Procurement,
National Rural Support Programme
IRM Complex, #7 Sunrise Avenue, Park Road, Chak Shahzad,
Near COMSATS University,
Islamabad, Ph: 051-8746170-3.

The firm can send their complaints or grievances in connection with this RFP and its shortlisting/finalizations to complaints@nrsp.org.pk

Proposals received after the above date and time will not be entertained. Proposals which are incomplete or note signed will also be not entertained. NRSP have the right to accept or reject any/all proposal and to discontinue or republish this RFP.