



# Terms of Reference for Production of Audio/Video Song on Justice with Children

**Consultancy:** Production of Audio/Video Song on Justice with Children

## 1. Background Information

Group Development Pakistan (GDP) is implementing a project titled 'Protecting and Promoting Children's Rights in Pakistan' which aims to increase public trust in state institutions that contribute to preventing and responding to Violence Against Children through improved rule of law as per SDGs 16.2. To this effect, the project envisages improved justice for children in line with international child rights standards. An important aspect of this project relies on culture-sensitive communication.

One of the effective tools to raise awareness among youth and the general public about Justice with Children is to use arts to convey messages. This was also highlighted by children when GDP consulted them and asked for their suggestions to improve Justice with children and enforcement of child rights.

Therefore, GDP developed a component called "ARTIVISM" and took into consideration children's views to raise awareness on Justice with children and support the current Pakistani state efforts to promote Justice with children.

Through his call for proposals, **GDP solicits proposals from talented youth between 18 to 30 years of age** to draft the lyrics of a song, engage a singer or a group and produce an audio/video of the song.

## 2. Purpose of the Song

The overall objective of this campaign is to raise awareness among the general public, particularly children, youth, parents, civil society, parliamentarians, policymakers, law enforcement agencies, judiciary and media, on justice with children. Eventually, the project aims to contribute to strengthening rule of law in alignment with SDGs 16.2, 17 and 5.

## 3. Key Tasks

The service provider will be responsible for the following tasks:

- Engage a writer to draft the lyrics of the song in Urdu and ensure cultural, gender and child sensitivity;

- Produce a song with those lyrics
- Develop a storyboard and concept of the video for the song
- Produce the video of the song
- The selected youth will also identify an artist/singer/group to record the audio and video of the song;
- All deliverables must be shared in advance with GDP

#### **4. Deliverables**

The service provider is responsible for producing the following deliverables within the stated deadlines:

- Lyrics of the song;
- Story board
- Audio/video production of the song.

Please note that the service provider is required to seek advance approval before carrying out any task and seek the feedback of GDP on deliverables for quality assurance.

#### **5. Campaign Materials Production Time**

The overall time span of the production is **(8 to 12) weeks** after the award of the contract with no flexibility in delays. The service provider must share the production materials in time to ensure smooth dissemination of the campaign.

#### **6. Timing and Logistics**

The service provider will preferably be based in Islamabad so that assistance/guidance from the GDP team can be attained whenever required but subject to convenience.

#### **7. Sample Work**

The consultant/service providers are encouraged to share their relevant sample work on topics related to social issues and child rights.

## 8. Copyright & Intellectual Proprietary Rights

All the campaign materials, designs, plans and any other materials produced by the service provider under this contract shall be the sole and exclusive property of the project and will not be reproduced on any other platform/forum without taking written consent.

## 9. Duration of Assignment:

60 days approximately including weekends. The assignment must end in time without compromising quality.

## 10. Required Competencies

This is a not-for-profit activity and keeping in view the limited budget i.e. **2.5 million PKR**, GDP solicits detailed technical proposals and work plan from youth (individuals/groups) only who are between 18-25 years of age and have an interest in contributing to this social cause.

The technical proposal must reflect on the relevant experience, sample work, about team, equipment's, production plan, artists to be engaged for song production etc. Kindly note that the proposals must be brief, precise and to the point.

### 10.1. Technical Competencies and Experience Requirements:

- Experience with awareness campaigns on child rights & child justice in Pakistan;
- Demonstrated capacity to develop and execute successful, impactful and culturally sensitive awareness campaigns on social issues;
- Experience of communicating with younger children from disadvantaged backgrounds;
- Women/gender variant persons and persons with disabilities are encouraged to apply; and
- Able to effectively communicate in English and Urdu language.

Interested youth are requested to please submit detailed technical and financial proposal inclusive of CVs, profile, previous experience, artist/singer to be engaged and work plan with timelines along with their sealed bids latest by **Monday, 28<sup>th</sup> September 2020 (before 1700 hours)** to the address mentioned below. Incomplete bids/received after due date will not be entertained.



**Address:** Office # 11-18, Lower basement, Magnum Arcade, Northern strip (on D-12 road) Sector E-11/2, Islamabad. (Phone No. 051-2305547)