



Terms of Reference (ToRs) for the Production of a Web-Series

Consultancy: Production of a web-series on countering Child Domestic Labour (CDL) in Pakistan

1 About Group Development Pakistan (GDP)

Group Development Pakistan (GDP) is a Civil Society Organization registered under the Societies Registration Act, 1860 working on protecting and promoting child rights and strengthening child protection and justice with children across Pakistan. GDP believes in a democratic and humanistic society in which the most important stakeholders -children- are acknowledged, respected, and protected from all forms of violence and discrimination. GDP follows a holistic, creative, participatory, inclusive, eco-friendly, child-focused, and human rights-based approach.

2 About the Project

Group Development Pakistan (GDP) is implementing a project titled 'Protecting and Promoting the Welfare of Women and Children in Pakistan'.

The project aims to strengthen the prevention of and response to Child Sexual Exploitation & Abuse (PSEA). Two interrelated objectives will help achieve this goal:

- a) Increase awareness of CSEA and state obligations for children's welfare;
- b) Expand access to support services for victims and their families and improve quality of legal services available to victims.
- c) Strengthen the enforcement and implementation of laws and policies that outlaw CDL and protect child domestic laborers.

To this effect, the project will focus on realizing the following outcomes;

Outcome 1.1: Increased awareness of the community members including children/pupils, teachers, parents, religious leaders and local authorities on prevention and response to CSEA and CDL.

Outcome 1.3: Improved access to support services for victims and their families and improved quality of legal services available to victims.

Outcome 1.4: progress towards improved legal framework and improved quality of legal services available to victims

3 Rationale

According to Pakistan's first and only National Child Labour Survey from 1996, 3.3 million children of Pakistani nationality are trapped in child labour, thereby deprived of their childhood, health and education, and forced to live in poverty (Abro, 2021). Moreover, a new research published by the World Health Organization (World Health Organization (WHO)) (Iqbal et al., 2021) highlighted a problematic situation for child labourers in the lower Sindh region, pointing out different sorts of discrimination and violence. Children in Pakistan are engaged in some of the worst forms of child labour, for example in commercial sexual exploitation, sometimes as result of human trafficking.

According to the 2021 report from UNICEF and International Labour Organization 2 (ILO), the number of children in child labour has risen to 160 million worldwide after a downward trend from 2000 to 2016 (UNICEF, 2021). Regardless of its form, child labour compounds social inequality and discrimination, limiting access to education and harming children both physically and mentally (UNICEF, 2021).

Child labour is rooted in poverty: it is an attempt from parents to make children contribute to the family finances (Nizami, 2021). Workshop owners looking for cheap labour convince parents to take their children out of school and into the workforce. Uneducated parents that are financially vulnerable, force their children to work to contribute to the household finances. As children are cheaper to hire, this helps to increase profit margins. Children can sometimes work up to 20 hours a day, seven days a week and are often deprived of sleep and food (Nizami, 2021). Because of this deplorable exploitation, these children are deprived of education, one of the most important children's rights, as stated in the Convention on the Rights of the Child (UNCRC). Furthermore, child labourers are often subjected to violence, abuse and other human rights violations. Some may be forced to break the law. Pakistan has a high rate of violence, although this is often underreported. Recently, there has been a substantial increase in the reporting of violence in the country. In 2016 alone, 4,139 child sexual abuse cases, an alarming 11 cases per day, were reported (Sahil, 2016).

To address the issues of child domestic labour, it is important to raise awareness at a national level on how to counter child domestic labour. There is also a dire need to create an understanding and a behavioral shift at community and household level which promotes and engages children in the labour. Equipping the general public, justice actors, religious leaders, children, youth, community members, media, academia and civil society on knowledge about countering child domestic labour is essential to bring a positive change.

To raise awareness of the stakeholders mentioned in the paragraph above, GDP is soliciting proposals for the production of a web-series by **young artists**.

4 Scope of Work for the Production of the Web-Series

The consultant will be briefed on the scope of work after signing the contract in the preliminary inception meeting. The consultant will thoroughly review GDP's communication strategy before starting the assignment. GDP believes in the following technical elements and ethical values and expects the consultant to reflect these in all the deliverables produced for the web-movie:

- Gender sensitivity
- Cultural sensitivity
- Equality
- Participation
- Inclusiveness
- Zero tolerance for discrimination and violence
- Positive messaging

The following tasks must be undertaken for the production of the web-series:

- a) Script Writing:** The consultant will draft a script in English and Urdu language that caters to the overall objectives of the campaign & the project. The consultant will consider and analyze the diverse target audience for drafting scripts that are easily understandable and conveys key messages in a unique and engaging story.

The script will be reviewed by the GDP team and consultant will be responsible for as many changes proposed before finalizing it.

- b) Story Boarding:** Based on the feedback of the script, the consultant will develop a detailed story board. The story board must visually guide the production process. The consultant will provide enough visual detail to give an impression of what is happening, which characters are in the scene and what the general framing will look like.

The storyboard will be reviewed by the GDP team and consultant will be responsible to address the changes and respond to concerns.

- c) Shortlisting the Cast:** The consultant will find and propose a cast that best suits the key messages of the web-series. The main characters of the web-series may preferably be professionally renowned and have a good reputation with no track record of any proven human rights violations.

The consultant will be responsible to take advance approval from GDP before hiring any member of the cast. GDP expects the consultant to work in close coordination.

- d) Finalizing the Shoot Schedule:** The consultant will plan and propose the shoot schedule with complete details of locations, crew and technical equipment that would be used.

Please note all the costs incurred for the production of the web-series must be reflected in the financial proposal. The consultant is responsible to chalk out all direct and indirect cost that must be included in the financial proposal, GDP will not take any responsibility to pay for unforeseen or unplanned costs at a later stage.

- e) Production of the Web-series:** The consultant will be responsible for complete pre, production and post-production of the web-series in light of the script and story board finalized and approved by GDP. The music to be used must reflect and represent the local culture and use of copyrighted music is strictly prohibited.

The consultant will share the raw footage and edited versions for feedback. The consultant will be responsible to make changes suggested and address the concerns of GDP team.

Please note that the service provider is required to seek advance approval before

carrying out any task and seek feedback of GDP on deliverables for quality assurance.

5 Key Deliverables

The consultant is responsible to produce and submit the following key deliverables:

- a) Script in Urdu language with English subtitles
- b) Storyboard
- c) 1 web-series of 3 episodes (15 minutes each) in HD 1080 p format
- d) 3 teasers
- e) 1 trailer of the overall web-series
- f) 6-8 posters and for pre-announcements & marketing
- g) GDP is also open to alternate creative ideas proposed by the service providers to achieve campaign objectives but it is subject to approval from GDP and mutual consensus.

6 Campaign Dissemination

The web-series will be disseminated digitally through social media handles of GDP including (Facebook, Twitter, Instagram and YouTube). The marketing and dissemination of the web-movie will be the responsibility of GDP.

7 Copyright & Intellectual Proprietary Rights

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

8 Logistics

The service provider will be responsible for arranging each and everything for the production of the web-series. Please note all the costs incurred for the production of the web-series must be reflected in the financial proposal. The consultant is responsible to chalk out all direct and indirect cost that must be included in the financial proposal, GDP will not take any responsibility to pay for unforeseen or unplanned costs at a later stage.

9 Duration of Assignment

120 days approximately including weekends. The service provider will have to produce, finalize, and share all the deliverables by end of October 2022.

10 Expected Start Date of Assignment

Immediate.

11 Required Competencies

The service provider must possess the below stated qualifications, competencies and adhere

to the set criteria. Please note that **ONLY YOUTH LED** creative agencies, firms, or **YOUNG** consultants, having relevant experience, equipment and competence are encouraged to apply. Past campaigning, production experience on child rights is a must and will be an added advantage.

GDP believes in child and youth participation and empowerment; preference will be given to creative young artists/students to undertake this consultancy. Women/gender variant persons and persons with disabilities are encouraged to apply. The technical competencies required are stated below:

- At least 1 year of experience with awareness campaigns on social issues in Pakistan;
- Academic qualification (even if the final diploma is not achieved yet) in film-making or relevant field;
- Demonstrated capacity to develop and execute successful, impactful and culturally sensitive awareness campaigns;
- Track record as an ethical campaigner;

12 Format of Technical & Financial Proposal

The technical proposal must include the following:

- a) Cover letter
- b) Experience
- c) Approach & Methodology
- d) Production Process
- e) Proposed Production Cast inclusive of all taxes
- f) Work plan (tentative)
- g) CVs of the team (Director, Producer, Cinematographer, Production designer, Sound engineer, Editor etc.)
- h) Legal documents (registration certificate, tax certificate/status, bank account details) either individual or company.

The financial proposal must have all direct and in-direct costs. The consultant will be responsible for the management of taxes. The consultant must quote inclusive all taxes. GDP holds the right to deduct taxes upon invoices according to the tax laws of Pakistan.

13 How to Apply

Interested individuals are requested to please submit detailed technical and financial proposal inclusive of CVs, profile, previous experience and work plan with timelines along with their sealed bids latest by **Friday, June 17th, 2022 (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, Sector E-11/2, Islamabad. (Phone No. 051-2305547)

For queries write to info@gdpakistan.org