



# GROUP DEVELOPMENT PAKISTAN

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## TERMS OF REFERENCE

### Engagement of a Media/Consultancy Firm for the Development of IEC & Animation Services Vacancy Code: Proposal for IEC & Animation Services

**Project Title:** Awareness Campaign on Consequences and Redressal for Child Marriage

**Contract Duration:** April – December 2025

**Regions Covered:** Sindh, KP, Punjab and Federal

**Submission Deadline:** March 27, 2025

#### 1. Organisational Context

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Group Development Pakistan (GDP) is a leading non-governmental organization dedicated to promoting and protecting child rights in Pakistan since 2012. To create sustainable social change, GDP engages in child, cultural & gender-sensitive, eco-friendly, creative, participatory, and evidence-based initiatives such as legal and policy reform, stakeholder engagement, technical support, capacity-building, research, and service delivery.

#### 2. Scope of Work

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The selected firm will be responsible for developing high-quality Information, Education, and Communication (IEC) materials and 2D animated awareness videos to support GDP's advocacy and awareness campaigns on child marriage prevention. The firm will work closely with GDP's team to ensure that all content is aligned with key messaging and effectively reaches the target audience. The assignment consists of two main components.

#### 3. Component 1 – IEC Material Development

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Develop at least 10 Information, Education, and Communication (IEC) materials to raise awareness on child marriage.

##### Topics Covered

- Legal consequences of child marriage
- Social and economic impact
- Community roles and redressal mechanisms
- Health implications of early marriages
- Rights of women and children in marriage laws
- Languages: Urdu, English.
- Formats: High-resolution digital and print-ready versions.

##### Delivery Timeline (tentative)

- At least 5 graphics/posters by June 2025
- Remaining graphics/posters by November 2025

#### 4. Component 2 - 2D Animated Awareness Videos

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Develop a minimum of three (3) high-quality 2D animated awareness videos (2-3 minutes each). The script and messages will be developed in consultation with GDP, ensuring consistency with the ongoing awareness campaign. The animations should be engaging, culturally relevant, and optimized



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for digital platforms.

### Topics Covered

- Legal framework and penalties under the Child Marriage Restraint Act
- Social, health, and economic impact of child marriage
- Redressal mechanisms and reporting channels

### Production Requirements

- Professional scriptwriting, voiceovers, and subtitles in local languages.
- High-quality animation suitable for social media.
- Ensuring cultural and gender-sensitive messaging.

### Delivery Timeline (tentative)

- First video by April 2025
- The second video by June 2025
- Third Video by August 2025

## 4. Firm Eligibility & Requirements

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### The applying firms must

- Be legally registered in Pakistan and hold an active taxpayer status.
- Have proven experience in advocacy campaigns, IEC material development, and animation production.
- Demonstrate expertise in animation, graphic design, and video production.
- Have a strong portfolio of digital and print awareness materials.
- Able to deliver content in multiple languages.

## 5. Application Process?

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### Interested firms are invited to submit.

Interested firms are invited to submit their proposals by **March 27, 2025**, including:

- **Technical Proposal** – Outlining the proposed methodology and approach.
- **Financial Proposal** – Providing a detailed cost breakdown.
- **Portfolio** – Samples of previous work on IEC materials and animations.

### Submission Method

Proposals must be sent via **courier** in a **sealed envelope** marked with the following.

**To,**

**Group Development Pakistan (GDP)**

Office No. 11-18, Lower Ground, Magnum Arcade, Northern Strip, FECHS, E-11/2, Islamabad

**Envelope Label:** Proposal for IEC & Animation Services - [Firm Name]

For any queries, contact us during office hours at **051-2305547** or email [procurement@gdpakistan.org](mailto:procurement@gdpakistan.org) by **March 27, 2025**.