



Request for Proposal for Production of TVCs for the project “Strengthening CRVS in Pakistan through Appropriate Use of Digital Technologies”

Background:

Plan International Pakistan and Mojaz Foundation in partnership with relevant stakeholders have launched an innovative, new project to improve birth registration rates in the country through the use of mobile phone technology. The “Strengthening Civil Registration and Vital Statistics (CRVS) in Pakistan through Appropriate use of Digital Technologies”. The program is a pilot for a broader digital birth registration initiative and will initially be implemented in two districts in Sindh province and one district in the Punjab province.

Terms of Reference

1. Objectives of the Project:

The program is expected to improve the old manual birth registration system and increase birth registration rates in the targeted districts to up to 80% by 2018. This target represents a significant improvement over the current situation: according to the Pakistan Demographic & Health Survey 2012-13 only 25.1% of children under the age of five in Sindh and 46.1% in Punjab are currently registered.

2. About the project:

The project features the use of mobile phones to register births directly at home by a visiting health worker or a Nikah Registrar, who inputs the data into the DBR app on his/her phone. The data is then automatically transferred to the local union council responsible for registration for validation, after which a unique identification number is sent directly to the applicant’s phone. The applicant then presents this number, together with the required documents, to collect his/her birth certificate at the union council. This way, the DBR system saves the applicants multiple visits to the government offices.

In addition, the new system allows a gradual transformation to a robust digital civil registration database – a key tool for the government to plan more effectively for all services that a child needs including vaccination programs and education, as well as establishing legal protection from

abuse and exploitation.

Birth registration provides a passport to protection: as an accurate record of age, it may help to prevent child labour, mitigate child marriage and protect children from being treated as adults by the justice system. In times of disaster, undocumented children are at even greater risk if they are separated from their parents or caregivers.

3. Purpose of the Consultancy:

The TVCs are being produced as part of the Communication for Behavioral Impact (COMBI) campaign undertaken under the project for which we have to execute a number of activities where media campaign is one of the significant tasks that are required to be implemented. Hence, a competent team is sought to produce short yet effective TVC to raise awareness and contribute towards improving attitudes and behaviors regarding birth registration in the community.

4. Work-plan for the task;

4.1. Objectives

The objectives of the media campaign are:

- ❖ To promote birth registration so that all boys and girls in Pakistan access their right to a legal identity through a functioning rights-based national CRVS system.
- ❖ To raise awareness for the procedures of registration.
- ❖ To engage the community members in motivating the target population to realize the significance and the need to legally register their children on time.

4.2. Outputs

The campaign should be based on 3-4 TVCs compiled on the following themes;

I. An introduction and Pedagogy

This will signify the need for Birth Registration, justification to the development of the system, motivation for target audience and an analysis of current situation and its consequences.

The pedagogy will outline the process established for the convenience of the community. Making birth registration services effective and accessible and ensuring that everyone knows how to use them.

II. **Specified Themes**

This section would cover the primary benefits of registration and the script will be issue-based, particularly focusing on one theme. However, case studies can also be used as a tool to convey the message;

- **Child Protection** (Prevention from child marriages, child labor, treatment as adult in criminal justice etc)
- **Inheritance Rights**
- **Identity:** Age and Gender confirmation, CNIC, Passport
- **Vulnerability** (Chances of non-reunification with the families and being unidentified during emergency situations)
- **Access to services:** (Education-: requirement of Birth Certificates at admission, Health vaccination)

Expectations, Deliverables and performance indicators

1. Language: Urdu (Dubbing in Sindhi and English)
2. Target population: District Chiniot-Punjab, Sujawal-Sindh, Thatta-Sindh
3. Requirements:
 - 3-4 TVCs in Urdu, each dubbed in 2 above mentioned languages
 - 6 Concepts with Scripts & story board
 - Duration 30-45 sec
 - Development/ production
 - Category “B” artists
 - Production of full HD format
4. The required production team should be composed of following staff:
 - Director & DOP
 - Asst. Cameraman
 - Production Manager
 - Non Linear Editors
 - Compositor

- Vocal Artists
- Sound Engineer
- Professional Male & Female Models & Artists

5. Shooting & post production Requirements

- Outdoor Shooting
- Non Linear Editing
- Compositing & Special Effects
- Motion Graphics
- Subtitling
- Professional Vocal Artists – Male & Females
- Music Arrangement, Composition & Mixing
- Mastering

6. Experience and Skills

The consultant shall have the following experience:-

- Demonstrated expertise and understanding of the social issues and the target community
- An excellent understanding of CRVS for Sustainable Development
- Experience in video production.
- Excellent writing skills with experience in production of high quality Ads.
- Demonstrable expertise on child rights and gender equality
- Track record in developing and conducting various types of media campaigns and number of campaigns for development sector
- Experience in developing campaigns in local languages especially in Sindhi.
- Expression of interest outlining how the Consultant meets the selection criteria and their understanding of the TOR. Dedicated team members having relevant experience with names and CVs
- Organizational profile containing evidence of the work done in this area.
- A proposed activities schedule/work plan with time frame

7. Financial proposal will include all charges e.g. travelling boarding, artist fee, honorarium, equipment and administrative costs including all Taxes etc.

8. Time schedule: One month

Interested firms may obtain further information by visiting www.mojaz.org or through sending email on info@mojaz.org or calling on Ph. 0542-412313 Cell. 0303-3335616.

MOJAZ Foundation reserves the rights to accept, reject or cancel any or all offers without assigning any reasons thereof.

Expression of Interest (EOI) must be delivered to the address below by not later than 1600 Hrs. on Wednesday September 20, 2017.

MOJAZ Foundation, Head Office, Opposite DCO House -Narowal Ph.# 0542-412313

email: info@mojaz.org