



Terms of Reference (ToR) for the Production of a Web-Movie

Consultancy: Production of a web-movie on countering child marriage 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 Background

GDP successfully implemented a project titled 'Protecting and Promoting Children's Rights in Pakistan' with support from the British High Commission, 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. Under the project, 13 specific child courts have been piloted in Lahore, Peshawar, Mardan, Abbottabad, Ghalanai (Mohmand district), Quetta, Islamabad, Karachi Malir and Karachi East City, Bannu, Swat, Dera Ismail Khan and Kohat. Between December 2018 to November 2020, through these special child courts, 1,921 children (78% boys, 22% girls) have accessed child and gender-sensitive justice services. Children and parents benefiting services from the pilot child courts expressed an increased satisfaction and trust in the state institution mandated to protect them and provide them with justice.

Subsequently, creative, unique child and youth participatory initiatives to raise awareness on SGBV and child justice were launched: it was named the ARTIVISM campaign. A mini web-series "Begunah" was produced by young arts students and disseminated among the masses which sparked a debate on child and gender justice at a national level, paving the way forward for unprecedented legal and policy reforms in the country. Those historical efforts of Pakistani state actors to promote child justice and child protection in the Covid19 pandemic context have been acknowledged by the UN Special Rapporteur on Violence Against Children (VAC) and by organizers of the second edition of the World Congress on Child Justice. Examples of Pakistani good practices to protect children and improve child and gender justice have been quoted by international experts.

Based on the historical impact created by the Artivism campaign in the PCRPP project, GDP plans to build upon those results and take forward those communication activities under another project 'Promoting and Protecting the Rights of Women and Girls (PPRG) by improving the structural, institutional and socio-cultural response to sexual and gender-based violence (SGBV) in Pakistan' 'PPRG'.

3 About 'PPRG'

'PPRG' aims to protect and promote women and girls' rights through close partnership between the state, the civil society, and the media, by providing ethical and quality support in line with SDG 5 and 16.2, the UNCRC, CEDAW, ICCPR and other international treaties, impacting girls and ratified by the country.

One of the main focuses of the project is to counter GBV -including child marriage- and improve the response to VAC & SGBV in Pakistan. To achieve this, the project envisages to:

- improve and enforce the regulatory framework related to GBV
- improve capacities of justice actors, media, caregivers, children/youth and community to prevent and respond to VAC/GBV
- increase awareness of community members, CSOs, children and youth
- Increase the local and international basis of evidence for a youth-led & participatory transformative process to counter VAC/GBV

4 Rationale

National and international communities -including Muslim groups- are increasingly recognizing child marriage as a critical problem, both as a violation of girls' human rights and as a hindrance to key development outcomes. Based on the United Nations (UN) Convention on the Rights of the Child, child marriage refers to marriage under the age of 18. Marriage before the age of 18 is a fundamental child rights violation. Child marriage disproportionately affects young girls, who are much more likely to be married as children than young boys. The latest international estimates indicate that worldwide, more than 60 million women aged 20–24 were married before they reached the age of 18 (UNICEF 2007).

GBV is rampant in Pakistan and mostly affects women and girls, including girls from religious minorities. As per the Global Gender Gap Index 2020, Pakistan is the third least performer ranking as 151 out of 153 countries¹. According to SAHIL, a Pakistani child rights organization, 11 children were sexually abused daily, in 2018². In 2020, out of the total number of reported cases of CSAE recorded by SAHIL, 53% were girls, 47% were boys³. Pakistan's demographic and health survey (2017-2018)⁴ shows that 28% of women and girls aged 15-49 had experienced physical violence: out of those, 6% had faced sexual violence.

To address these inequalities and prevailing forms of GBV, it is important to raise awareness at a national level on how to counter child marriage at institutional, structural, and socio-cultural levels. There is also a dire need to create an understanding and a behavioral shift at

¹ <https://www.thenews.com.pk/print/585465-pakistan-fares-badly-on-gender-gap-index>

² <https://www.geo.tv/latest/176272-up-to-11-child-sexual-abuse-cases-reported-in-pakistan-every-day-report>

³ <https://www.thenews.com.pk/latest/713336-child-sexual-abuse-cases-shot-up-in-first-half-of-2020-in-pakistan-report>

⁴ <https://www.dhsprogram.com/pubs/pdf/FR354/FR354.pdf>

community level, which promotes parity instead of toxic patriarchy. Equipping the general public, justice actors, religious leaders, children, youth, community members, media, academia and civil society on knowledge about child and gender justice, gender equality, child protection, as well as civil and political rights, is essential to replace discriminatory and violent attitudes with equitable, open, child-sensitive and tolerant ones.

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

5 Scope of Work for the Production of the Web-Movie

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-movie:

a) Script Writing: The consultant will draft a script in Urdu language with English subtitles that caters to the overall objectives of the campaign & the project. The consultant will consider and analyze the diverse target audience for drafting a script that is 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 movie. The main characters of the web movie 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 draft 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-movie 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-movie: The consultant will be responsible for complete pre, production and post-production of the web-movie in light of the script and story board finalized and approved by GDP. The music to be used must be shared for feedback & approval.

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. From planning to production, shoot sites, finalization of artists, each and everything will be shared and consulted with GDP for review and approval.

6 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-movie** of 55 minutes
- d) 3 teasers**
- e) 1 trailer** of the overall web-movie
- f) 10 posters** and for pre-announcements & marketing

7 Campaign Dissemination

The web-movie 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.

8 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.

9 Logistics

The service provider will be responsible for arranging each and everything for the production of the web-movie. Please note all the costs incurred for the production of the web-movie 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.

10 Duration of Assignment

120 days approximately including weekends. The service provider will have to produce, finalize, and share all the deliverables by end of November 2021.

11 Expected Start Date of Assignment

Immediate.

12 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;

13 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
- 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 include all direct and in-direct costs.

14 | 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 **Wednesday, August 11th, 2021 (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.