

# TERMS OF REFERENCE

HIRING OF A FIRM FOR DEVELOPMENT OF VIDEO CONTENTS (VIDEOPEDIA) ON TRAINING MANUAL FOR FRIMS UNDER THE PROJECT “STRENGTHENING CAPACITIES FOR IMPROVED MANAGEMENT OF LOCAL REVENUES AND LOCAL SERVICES”.



<b>Posted date</b>	22-Dec-23	<b>Last date to apply</b>	05-Jan-2024
<b>Country</b>	Pakistan	<b>Location</b>	Peshawar
<b>Type of Services</b>	Consultancy (contractual)	<b>Category</b>	Digital contents development
<b>Position</b>	1	<b>Tentative commencement date</b>	15 <sup>th</sup> Jan 2024
<b>Length of Assignment</b>	3.5-months	<b>Tentative Duration</b>	15 <sup>th</sup> Jan 2024 to 30 <sup>th</sup> Apr 2024
<b>Proposals / applications to be submitted at: <a href="mailto:hr.cgpa@gmail.com">hr.cgpa@gmail.com</a>.</b>			

## A. ABOUT CENTER FOR GOVERNANCE AND PUBLIC ACCOUNTABILITY

Centre for Governance and Public Accountability (CGPA) is a not-for-profit, non-governmental, non-partisan, civil society organization working for the promotion of public accountability and good governance. CGPA was established in 2011, and registered in January 2012 under the Societies Registration Act, 1860. CGPA is governed by a Board of Directors, comprising of seven members. CGPA has been actively providing specialized and expert technical services in public policy and governance, service improvement, promotion of peace and tolerance, inclusivity, rule of law, local governance, local finance & planning & revenues, digital solutions for service delivery and improved governance, transparency and access to information, civic education through research and analytical work, budget accountability and social audit, electoral reforms, legislative strengthening, and democratic development.

## B. ABOUT THE ASSIGNMENT

### B. 1. BACKGROUND

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) has initiated a project titled as Participatory Local Governance (PLG) to assist the governments in Punjab and Khyber Pakhtunkhwa to further strengthen their local governance system towards improved services

delivery to the citizens. PLG builds on the earlier gains of its two completed projects in Punjab and Khyber Pakhtunkhwa i.e., the Support to Local Governance Project and the FATA Development Project by creating synergies on the already achieved results and the capacities built. The PLG will provide support mainly in three areas i.e., local revenue generation, participatory development planning, and digitalization for improved services delivery.

GIZ has partnered with CGPA to assist the Government of Khyber Pakhtunkhwa (GoKP) in further deepening and expanding key reforms pertaining to local revenue mobilization, improving service delivery, and adopting sophisticated and improved mechanisms for citizens' engagement in service delivery. To deliver services in these areas, the GIZ has awarded a project titled as "Strengthening Capacities for Improved Management of Local Revenues and Local Services" under the overall umbrella of PLG Project.

The overall goal of the project is to "strengthen the capacities of the local governments for provision of improved local services and realization of local revenues". Specific objectives are"

- a. Strengthening capacities of the local governments for provision of improved local services through training and capacity building activities focusing especially on inclusive and gender responsive management of local services; and
- b. Strengthening capacities of the local governments for improved collections of local revenues through training and capacity building on use and operations.

## B. 2. PURPOSE AND OBJECTIVES OF THE ASSIGNMENT

A firm, with capacities to develop scripts, storyboards, animated characters, sound mixing, and related functions, will be hired to develop a Videopedia for the Financial Records and Information Management System (FRIMS) to facilitate efficient training and understanding among the FRIMS Operators working in the Tehsil Municipal Administrations (TMAs) and at the FRIMS Operations Cell at the Local Council Board (LCB). The objectives include:

- Conversion of the training manual into digital contents (videos) in an easier to understand manner to aid to the capacity building of the FRIMS operators.
- Creation of 10 informative and engaging animated videos explaining various functionalities of FRIMS.
- Addressing frequently asked questions through video contents.
- Enhancing the accessibility and usability of FRIMS training materials through multimedia.

## B. 3. SCOPE OF THE ASSIGNMENT

The firm will be responsible to develop video contents (animated videos or other digital contents) around the functionalities of the FRIMS. The scope will include (but not limited to):

- Review and understand the existing FRIMS training manual.
- Develop logo and promo video for the Videopedia.
- Develop concepts / storyboards, narration, visuals, characters, and scripts (whichever are relevant) for the animated videos / video contents on FRIMS training manual.
- Develop 10 animated videos / video contents based on the FRIMS training manual to cover key functionalities and address common queries.
- Ensure the videos are user-friendly, accessible, and cater to the capacity building needs of the FRIMS Operators.
- Collaborate with FRIMS experts and stakeholders to ensure accuracy and relevance of the contents of the videos.
- Collaborate with the Local Governance School (LGS) in embedding the Videopedia within the Learning Management System of the LGS.

#### B. 4. ACTIVITIES AND TASKS AND TIMELINES

The following activities and tasks will be performed by the Expert:

<i>Sr.#</i>	<i>Activity / Task</i>	<i>Timeline (Month)</i>
1.	Review the existing training manual. Collaborate with the FRIMS trainer to understand fully the various sections and contents of the training manual.	Jan 2023
2.	Review the other video contents developed for capacity building purpose under the PLG Project, previous GIZ programmes, or any other programme for the capacity building in Khyber Pakhtunkhwa or other provinces of Pakistan.	Jan 2023
3.	Develop a promo video for the Videopedia.	Jan 2023
4.	Develop and get agreement of PLG Programme on the concepts / storyboards, narration, visuals, characters, and scripts for the animated videos / video contents on FRIMS training manual.	Feb 2023
5.	Develop 10 video contents (animated videos or other digital material, as agreed with the PLG Programme)	Feb - Mar 2024
6.	Test the video contents in the ongoing capacity building sessions (if any) or arrange a short session with select FRIMS Operators, officials at FRIMS Operations Cell at LCB, and officials of LGS at Peshawar for the testing of the video contents.	Apr 2024

<i>Sr.#</i>	<i>Activity / Task</i>	<i>Timeline (Month)</i>
7.	Improve the video contents based on comments and feedback received during the test run.	Apr 2024
8.	Collaborate with the Local Governance School (LGS) in embedding the Videopedia within the Learning Management System of the LGS.	Apr 2024
	<b>Total length of assignment (3.5-Months)</b>	<b>End by Apr 2024</b>

Besides, any other task/s may be undertaken if required for the achievement of the deliverables.

#### B. 5. DELIVERABLES

The Firm will be responsible to deliver the following deliverables:

- a) A promo for the Videopedia.
- b) Concepts / storyboards, narration, visuals, characters, and scripts for the animated videos / video contents on FRIMS training manual.
- c) 10 video contents (animated videos, digital materials etc.), before and after the test run.
- d) A report of collaborating with the LGS on embedding the Videopedia within the LMS of LGS.

#### C. PAYMENT

Payment of fee to the consultant will be made as per the following schedule:

<b>Deliverable</b>	<b>% Payment</b>
Concepts / storyboards, narration, visuals, characters, and scripts for the animated videos / video contents on FRIMS training manual.	20%
10 video contents (animated videos, digital materials etc.), after the test run.	60%
Report of collaborating with the LGS on embedding the Videopedia within the LMS of LGS	20%
<b>Total</b>	<b>100.00%</b>

## D. REPORTING STRUCTURE AND COORDINATION

The services under this consultancy assignment will be supervised by the Technical Lead, CGPA. The Firm will report to and will get directions during the currency of the provision of services from the Technical Lead.

## E. REQUIRED QUALIFICATION AND EXPERIENCE

The Firm shall be registered with relevant authorities and shall have at least 5 years post incorporation experience. The Firm shall demonstrate combination of technical expertise, relevant work experience, and HR resources to complete the deliverables as stated above under this project. The following are the key qualification & experience criteria required for selection:

- Registration: The Firm shall be registered with relevant authorities and shall share the proof of registration along the application for this assignment.
- Experience: The Firm shall have proven experience in developing multimedia contents for training purposes, preferably in the context of government systems. The firm shall have demonstrated expertise in animation and video production, with a portfolio showcasing previous relevant projects.
- A team with diverse skills, including scriptwriting, animation, video editing, and project management. The firm shall submit the CVs of key experts who will be tasked to deliver the above services.
- Previous work experience: Previous experience of working on similar assignments is mandatory. The firm should provide access to video contents, reports, or documents of similar nature to evaluate their application during hiring process, if required by CGPA.

## F. HOW TO APPLY

Interested Firms can send their detailed professional profile (80% weightage for evaluation), highlighting the relevant experience and qualification along with CVs of key experts who will work on the assignment as well as the financial proposal (20% weightage for evaluation) mentioning the name of assignment at: [hr.cgpa@gmail.com](mailto:hr.cgpa@gmail.com). Last date for receiving applications is provided in the summary table above. CGPA may call for tests or interview for which no TADA will be admissible. CGPA holds the right to cancel the process of hiring before award of contract without assigning any reason thereof.

\*Late submissions will not be entertained.