

TERMS OF REFERENCE: CREATIVE AGENCY TO PRODUCE 2 SHORT FILMS ON THE CHILD GRANT

1. BACKGROUND AND JUSTIFICATION:

Building Awareness of Mothers and care takers on the Child Grant in expansion districts.

The Child Grant was introduced in 2009/10 to support better nutrition for children under five years of age. Like other social security schemes implemented by the Ministry of Federal Affairs and Local Development (MOFALD) that take a rights-based approach and promote social inclusion, the vision was to see a nationwide Child Grant available to all families with young children. Due to budget constraints at the time, however, various targeting criteria were applied to the Child Grant such that it covers approximately 16 per cent of under-fives nationwide.

Recognizing the potential of the Child Grant to make a real difference to the lives of children and to contribute to Nepal's development goals, the Government made a commitment in its 2016/17 budget speech to enhance and initiate expansion of the programme. To this end, UNICEF Nepal has provided technical assistance to MOFALD to develop a long-term plan for expansion that reflects the principles and strategies of the draft National Framework for Social Protection (NFSP).

The evidence suggests that there is high potential for Nepal's Child grant to have a meaningful impact on children's lives and for wider society if a number of improvements are made. A higher benefit level (ideally linked to inflation) would increase the impact of the grant. Increasing the coverage is not only better for individual children, but better for the economy in the long run. The Government's decision to double the benefit amount from NRs. 200 to NRs. 400 per month, in addition to its commitment to gradually expand the grant nationally, is therefore to be highly commended. It is critical that the momentum created by these commitments is maintained.

The Government expanded the Child Grant in 3 districts in 2016. Implementation of the Child Grant in these newly expanded districts could not be effective as it should be mainly because of lack of capacity of local government to register all under 5 children in time and lack of awareness of communities and families regarding the Child Grant. While interacting with the communities it was realized that the families were not aware of the new programme and did not register their children to claim the Child Grant. Therefore, it is very important to inform the communities and claim holders about the programme so that they are prepared and claim the grant on time as mentioned in the operational procedures.

UNICEF and the government counterparts, the Ministry of Federal Affairs and the Department of Civil Affairs (DOCR) have agreed to build local government capacity and community awareness in the new districts so that the coverage will be high right from the beginning. For this both capacity development and awareness building intervention will go hand in hand.

Concept and Ideas of Documentary/Film

UNICEF would like to make two short films one will be of 5-minutes of Child Grant targeting policy makers and another is 25 minutes film. The short film will focus on how Child Grant is working in Nepal, the impacts it is making on the lives of children, reasons for gradual expansion and reaching to all under five years' children.

The 25-minutes video will be prepared with the aim of raising awareness among communities and families including messages on birth registration, child grant, and need to link with other key services like feeding practices and diets of children, early childhood development (ECD) and so on. It will

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include the brief message about the program, its importance in physical and cognitive development of children and how to best use the child cash grant for children.

The movie will be created 25-minutes-long so as to ensure the best output inclusive of all core ideas and will be portrayed by national level artists which will help appeal the mass audience.

Dissemination of the Film

- The Ministry will distribute the film to all rural and urban municipality with its circular to use during municipal and ward secretaries meeting, training and workshops, screen periodically in various communities in the Child Grant expanded districts.
 - The short movie can be uploaded in the concerned department of MoFAGA in their website for managerial and higher authority promotional tool which will be watched by the visitors of the website.
 - The short movie can be broadcasted through Nepal TV (NTV) national television and other local channels in helping to promote and broadcasting the film.
 - Also, the short movie can be show cast and disseminate in video coaches operating around valley and also on long route video coaches for the passengers to watch when they are travelling.
 - As such the short movie, can be uploaded in YouTube, UNICEF social media sites, which can be thus viewed by thousands of citizens inside as well as outside.
 - The short film will be screened in the communities with the help of Multi-Sector Nutritional team at the local level.
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2. OBJECTIVE:

Write script, screenplay and dialogues, shoot, edit and produce 2 short (one 5 minute for policy makers and another 25 Minutes film for community) film related to importance of children grant and how the Child Grant can help in the lives of children, and hence supports expansion of the child grant, Birth registration, why investment on nutrition focusing to children aiming to sensitize the role and responsibility of both government duty bearer and right holders. While making the 25 minute film it is also recommended to design the film in such a way that issue based short films can also be produced from the same.

3. SCOPE OF WORK:

The company will provide technical and related human resources service for the completion of the above goal by completing following tasks:

- Hold inception meeting with the MoFAGA and UNICEF for development, sharing and approval on the concepts, modalities and logistics
- Use best practices from experience of linking of nutrition and child cash grant in Karnali, for the impact of Child Grant on nutrition status and hygiene and sanitation of children
- Work closely with the MoFAGA, UNICEF and partners to identify message and concept to be featured in the film prior to the documentation
- Write script, screenplay and dialogues of the film and share with the MoFAGA, UNICEF and partners
- Shoot videos as per the storyline including communities and children. It is also recommended to include popular national artists on pro-bono basis.
- Edit the footages collected as per the approved video concept
- Submit the first draft of the videos to the MoFAGA and UNICEF for feedback and approval
- Revise the videos as per the MoFAGA and UNICEF feedback
- The short 5 minutes video should have English sub-title.

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- Submit the final web-upload ready versions (full HD MP4 versions) of short film
- Hold a final meeting with the MoFAGA and UNICEF on outcomes of short-film production along with sharing experiences and learnings for future

4. DURATION:

Expected November 2018 –January 2019

5. WORKING LOCATIONS:

The Film should be capturing communities in at least 2 proposed expansion districts Mohattari in Tarai and Bajura or Jajarkot in hill/mountain. However, selection of districts will be finalized after mutual discussion with Ministry of Federal Affairs and General Administration and the Department of civil registration.

6. DELIVERABLES:

Description of Deliverables	Estimated Completion Date
Submission of the detail concept note with Work plan	November 2018
Write script, screenplay and dialogues of the film and share with the MoFAGA, UNICEF and partners following inception meeting with the MoFAGA and UNICEF	December 2018
Submission of draft video for review	January 2019
Submission of the final web-upload ready videos and final report	February 2019

7. PROPOSED PAYMENT SCHEDULE:

Description of Deliverables	Target Delivery Date	Estimated Amount
Submission of the detail concept note including Work plan	November, 2018	30%
Submission of final UNICEF and MoFAGA-approved script, screenplay and dialogues of the film	December 2018	20%
Submission of draft video for review	February 2019	30%
Submission of the final web-upload ready videos and final report	March 2019	20%

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This cost also includes the associated transportation cost of the crew and the video documentary team and artists.

8. CONTRACT SUPERVISION:

The entity will work closely with UNICEF C4D and Social Policy team. In addition, the company must work closely with MoFAGA and the Department of Civil Registration.

9. QUALIFICATIONS AND EXPERIENCE REQUIRED:

The successful institution should possess:

- At least three years of proven experience in visual production, short-film making in social and development issues. Previous working experience in Child Friendly Governance, birth registration, Nutrition or public health related video production is desirable
 - Previous Work experience with government agencies and UNICEF Nepal on social and children related issues.
 - Demonstrated previous experience of similar assignments. Please submit sample of two previous works.
 - Key personnel (director, videographer, script writer, editor) should have at least five years of experience on relevant sector.
 - Clear and mature style of design, demonstrating an understanding of the communication requirements of a UN agency would be an added advantage;
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10. APPLICATION AND EVALUATION PROCESS:

Each proposal will be assessed first on its technical merits and subsequently on its price. In making the final decision, UNICEF considers both technical and financial aspects. The Evaluation team first reviews the technical aspects of the offer, followed by review of the financial offers of the technically compliant vendors. The proposal obtaining the highest overall score after adding the scores for the technical and financial proposals together, that offers the best value for money will be recommended for award of the contract.

The Technical Proposal should include but not be limited to the following:

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- **Creative Brief and Presentation with Methodology /Approach (40 points)**

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A creative brief highlighting how they plan to showcase the script on how Child Grant is working in Nepal, the impacts it is making on the lives of children, reasons for gradual expansion and reaching to all under five years' children. (15)

The agency will be required to make a presentation of their proposed methodology, approach and creative brief. (10)

Clear, creative, realistic and effective methodology/approach along with timeline of activities on how the company will carry out the tasks including management, monitoring and quality assurance process. Proposed work plan showing detailed sequence and timeline for each activity and personnel days of each proposed team member (15)

- **Company Profile - 5 points**

Ensure to include information related to the experience of the company as required and outlined in item 10 of this document.

- **References - 5 points**

Proof of similar assignments undertaken in the last three years demonstrating a proven track record. List the details of all projects undertaken and submit samples of two best works. Details of similar assignments undertaken in last three years should include the following information:

- o Title of Project
- o Year and duration of project
- o Scope of Project
- o Reference / Contact persons

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- **Work Plan**

- **Team Composition - 20 points**

CVs of core team members including director, videographer, script writer, editor. Each of the core members should have at least five years of experience in their relevant sectors.

Title and role of each team member. Clearly specify the name of major artists in short film.

The Financial Proposal should include but not be limited to the following:

Bidders are expected to submit a lump sum financial proposal to complete the entire assignment based on the terms of reference. The lump sum should be broken down to show the detail for the following:

- **Resource costs**
Daily rate multiplied by number of days
- **Any other costs (if any)**
Indicate nature and breakdown
- **Copy of the company registration**

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- **Recent Financial Audit Report**

Report should have been carried out in the past 2 years and be certified by a reputable audit organization.

Bidders are required to estimate travel costs in the Financial Proposal. Please note that i) travel costs shall be calculated based on economy class fare regardless of the length of travel and ii) costs for accommodation, meals and incidentals shall not exceed the applicable daily subsistence allowance (DSA) rates, as propagated by the International Civil Service Commission (ICSC). Details can be found at <http://icsc.un.org>

11. EVALUATION WEIGHTING CRITERIA:

Cumulative Analysis will be used to evaluate and award proposals. The evaluation criteria associated with this TOR is split between technical and financial as follows:

70 % Technical (Minimum Mark to score to technically qualify = 49 marks)

30 % Financial

100 % Total
