

Terms of Reference

Training-based Video Production - “Leave No Girl Behind” (LNGB)

Powered by *Adult Basic Education Society (ABES)*

Partnered up with *Right to Play (RTP) and ACTED*

1. Background:

Adult Basic Education Society (ABES); a non-sectarian, non-profit organization which was established in 1971 and is registered with the government under the Societies Registration Act 1860 and with the Central Board of Revenues, Islamabad, whose sole purpose is to work for the welfare of the people in Pakistan without any sort of discrimination, operates under the supervision of an autonomous Board of Directors with a vision to make acquiring education a jubilant process for both the students and teachers.

The organization since its establishment has been working to promote education in country through its programs of adult literacy and child education. It continued its struggle to bring changes in traditional teaching system of Pakistan to make it more useful, interesting and encouraging for children and their families by modifying the teaching methods, modeless, and classroom environment.

In a quest to support and make the usage of advance communication technologies and latest information common among our people to further enhance the quality of non-formal and formal basic academic programs in Pakistan, ABES has made facilitating teachers and students with professional teacher’s training/academic-based video its focal point.

Interested video productions firms / organizations registered with concerned government agencies are requested to submit proposals within 4 days of publication of this advertisement.

The firms / organizations will be shortlisted as per the following criteria;

- 1) The firm/organization (having production facilities) with at least three years’ experience in production of video lessons, documentaries, etc
- 2) Registration with concerned Government agencies
- 3) Excellent voiceover and video editing skills.
- 4) To be able to work to a brief, solve problems creatively and adapt their style if needed.
- 5) Quality and Cost based selection (QCBS)

2. **Purpose:** Improving Quality of Literacy and Non-Formal Basic Education by using ICTs

3. **Target Market/Audience:** Teachers

1. **Quantity & Specifications:** Number of video: 1
2. **Duration of each video:** 40 minutes
3. **Video Quality:** High Definition Video - HD
4. **Narration & music:** According to script / title
5. **Recording Venue:** The video will be recorded in the studio

4. Contents of Video:

The content will be provided by ABES

5. Outcome / Deliverables:

- a. Professionally performed, recorded, and edited video based on “guidelines for teacher’s training”.
- b. The final copies of the edited video should be submitted via USB only.

6. Implementation Time Period:

- a) Training video in English language is supposed to be submitted by August 15, 2019.

7. Miscellaneous Instructions:

- a. The video is supposed to be “training-based” rather than lesson-based; the video will act as a guide for the teachers.
- b. The mediums of languages will be: Urdu and English.
- c. The video will revolve around the theme of non-formal/adult literacy.
- d. The video will be recorded in the studio.
- e. The script will be provided by ABES.
- f. The presenter in the video will conduct various engaging and interactive activities for the teachers. Moreover, usage of blackboard should be considered as well.
- g. The editing of the video must be completed before submission.
- h. The number of copies of the video required should be saved and submitted via USB only.

8. Queries:

Please send your queries latest by 31st July 2019 at shama@abestec.org

9. Payment Terms

Payment will be made through crossed cheque on the name of company after deduction of Govt taxes; payment schedule will be decided on the time of contract with successful bidder..

10. Proposal Requirements:

The bid shall comprise a single package containing two separate envelopes. Each envelope shall contain separately the financial proposal and the technical proposal;

The envelopes shall be marked as “FINANCIAL PROPOSAL” and “TECHNICAL PROPOSAL” in bold and legible letters to avoid confusion

Based on the requirements above, kindly submit your best competitive quotes including all boarding, lodging and taxes. The quotes will remain valid for 6 months.

Please send us your Technical and Financial proposal; All sealed quotations should reach ABES Office by **2nd August, 2019 at 3:00 PM** at the following address:

**Procurement Officer, Adult Basic Education Society,
128 Saifullah Lodhi Road, Rawalpindi Cantt
Telephone: 051-5130225-7**

