



**SINDH EDUCATION FOUNDATION**  
**GOVT. OF SINDH**  
(HEAD OFFICE)

SEF (Plot. No. 21/A, Block No.7& 8 Overseas Cooperative Housing Society,  
Ameer Khusro Road) Karachi. 021-34169182 & 184



**CALL FOR EXPRESSION OF INTEREST**

The Sindh Education Foundation, Government of Sindh intends to make an institutional documentary on the journey of the Foundation with a greater focus on the on-ground achievements during last few years. Expression of Interest is hereby solicited from interested consultants/ individuals to this effect.

**Eligibility:**

1. The Consultants working primarily in the field of documentary film production.
2. The Consultants must not be part of any political and religious organization(s).
3. The Consultants must have been active in the field of making documentaries, short animated movies and other films for at least three preceding years. An excellent track record, recognition of films at the national or international forums and/or receipt of awards would be given due weightage.
4. Availability of an experienced crew/team to work on this project.
5. The Consultants should have annual financial turnover of Rs. 1,500,000 during the last 3 years.

\* All relevant tax provisions are applicable as per SPP Rules 2010 (Amended 2017)

\* All relevant documents for evidence must be provided.

**SUBMISSION OF EOIs:**

**The last date for the submission of EOIs is November 6<sup>th</sup>, 2017 (03:00 p.m.). The sealed cover may be super scribed "Expression of Interest (EOI) for production of SEF documentary film". All Consultants interested in participating should submit their EOIs along with the following documents addressed to the Procurement Section of SEF on or before due date and time at SEF Head Office. The EOIs shall be opened on the same date at 03:30 p.m. at SEF Head Office. Pre-bid meeting will be held on 30<sup>th</sup> October 2017 at Head Office, SEF.**

1. Consultant's profile (Detailed CV)
2. Details of documentary films produced along with copies of the show reel on DVD format.
3. Credentials of the crew/team members
4. Certificates of awards & any other relevant documents of participation in National / International Festivals, if any.
5. Declaration stating that the Consultant is not part of any political or religious organization. It must also undertake that he/she is not blacklisted by any government, semi-government or autonomous body.

The call for EOI and detailed ToRs are available on the websites of SEF and SPPRA Govt. of Sindh i.e. [www.sef.org.pk](http://www.sef.org.pk) & [www.spprasindh.gov.pk](http://www.spprasindh.gov.pk) respectively.

**"The Procuring Agency may reject any bid subject to relevant provision of SPP Rules 2010 and may cancel the CVs process at any time prior to acceptance of bid or proposal as per Rule -25(1) of said rules of SPP Rules 2010."**

-Sd/-

**Acting Deputy Director Procurement**



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## **Terms of Reference (TORs) Consultancy for Making SEF Documentary**

### **1. Background**

The **Sindh Education Foundation** (a semi-autonomous organization of the Government of Sindh) is committed to educating and empowering children and communities towards social change by improving access to quality education. Ever since its establishment, the SEF endeavors have focused on enhancing opportunities for education for the growth and development of those living in remote and disadvantaged areas of the province. By now it is one of the major public-sector entities in the province with a reach out to over 550,000 students through a network of over 2,300 schools across the province of Sindh. SEF has developed expertise in evolving partnerships with individuals and Organizations over time for the purpose of improving access to quality education in the underserved areas of Sindh. SEF has an existence in the whole of the Province and operates across all twenty-nine (29) districts of Sindh.

To highlight the services rendered by the Foundation in the Education Sector spanned over a period of 25 years with a greater focus on the breakthroughs attained by the Foundation over the past few years, it is planned to produce short institutional documentary of 07 to 10-minute duration in English (sub-titled in Urdu). The documentary shall highlight the strengths of the Foundation's programs by featuring the various stakeholders and their persistent efforts.

### **2. Objectives:**

The documentary must reflect upon SEF's strenuous efforts in furthering the agenda of education in the province of Sindh. The documentary will seek to create an understanding of the real impacts of SEF's work through interventions in remote localities through creating symbiotic public-private partnerships for education while highlighting the challenging environments; the issues of logistics; local context etc.

The overall objectives of the documentary may well be stated as:

- To assert SEF's role as a stable, resourceful stakeholder on the Education landscape of Sindh
- To highlight past, current and future interventions including teachers' capacity building and assessment, students' assessment, and induction of ICT to boost learning
- To spot SEF's recent interventions for quality improvement in infrastructure and pedagogy in schools functioning under different programs
- To emphasize upon INSTAL project's aims and objectives, and envisioned impact on overall educational scenario of Sindh
- To highlight SEF's attempt to bridge the gap between primary and post-primary education in Sindh through SEF Middle and High Schools (SMHS) Program
- To bring to light the potential of Teach for Change, a project to supplement quality of teaching at SEF supported schools by employing qualified youth
- To mention the institutional collaborations with national and international stakeholders.

### **3. Sample Storyline of Documentary**

- Starts with the scene showing students going to schools, carrying SEF bags.
  - Voice-over introduces status of education in the rural areas of Sindh where quality education has been a dream just a few years ago
  - A few seconds for living of persons of remotest areas such as Kachho or etc. and then children having book bags in hand are going to schools



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- Narrating the efforts by the Government's Education Department, the narrator says that there was need to assist the government in making access to quality education possible
- Introduced Public-private partnership modality
- Narrates introduction of SEF programs
  - Phase-wise success of program
  - Number of students
- Input for bridging primary and post-primary education
  - Hiring of teachers on merit
- Quality measures as introduced by the current management of SEF
  - Stress on having qualified teachers
  - Training of Head Teachers
  - Training of Teachers content wise
  - Assessment of teachers and students
  - INSTAL
    - Audiovisual rooms
    - Computer labs
  - Infrastructure improvement in schools and learning centres under different SEF Programs
    - Footage of schools with good infrastructure
  - Teach for Change
    - i. Highlighting the pioneering scope of program in Rural Context
    - ii. Testimonials of all stakeholders
    - iii. Video shots of classrooms
- Comments by the Chairman SEF/ Managing Director - SEF
- Ends with making assertions about SEF changing the landscape of Sindh's education sector in the years to come where we would have quality, public-private partnership-based schools in almost every part of Sindh where teaching-learning would take place as per the modern standards of pedagogy with the assistance of ICT.

#### **4. Production Scope**

The individual will be responsible for complete production of the documentary making sure that the product meets criteria and quality for airing on local and national electronic media. This will have to meet all program materials/technical specifications stated below:

1. To encompass SEF's portfolio, wide geographical area needs to be covered while filming to showcase the breadth of interventions – including areas of Kachho (Dadu), coastal belt (Badin and Thatta) and other areas of Sindh.
2. More specifically the target districts of the all SEF supported programs will be covered at length.
3. For interviews SEF staff, partner institutions, officers, educationist and prominently community persons will be interviewed. SEF would facilitate in scheduling the meetings.



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**5. Deliverables, Payment and Timeline**

S.No.	Deliverables	Details	Payment	Timeline
1	Draft storyline	<ul style="list-style-type: none"><li>Submission of a preliminary story boards for short listing and approval</li><li>Developing a script with guidance from SEF Team. Films/Documentary' narration will be in English (sub-titled in Urdu). Provision should be left to add Sindhi and Urdu languages of the province of Sindh in which footage is shot.</li></ul>	20%	Within 1 week after award of contract
2	First version of documentary	<ul style="list-style-type: none"><li>Submission for approval of one edited draft (with subtitles in Urdu).</li></ul>	35%	Within 07 days after first deliverable
3	Second version of documentary with feedback incorporated	<ul style="list-style-type: none"><li>Realizing the post-production process of the film (editing, dubbing, special effects, graphic animations, subtitles, music, etc.),</li><li>Submission for approval of one edited draft (with subtitles in Urdu).</li></ul>		05 days after 2 <sup>nd</sup> deliverable is submitted
4	Final version of documentary and submission of completion report	<ul style="list-style-type: none"><li>The consultant shall submit a final version of the documentary film in one of broadcast standards, preferably in High Definition DVD.</li><li>The consultant shall provide full production and a ready-to-air product, i.e.: film, produce, edit, and provide music, voiceover and script and subtitle writing and translation.</li><li>The quality of the documentary must be up to broadcast standards with a minimum quality of high definition.</li><li>Submission for approval of one edited draft in English (with subtitles in Urdu).</li><li>Submission of at least 25 high quality photos from each project site of shoot.</li><li>Submission of all original documentary footage.</li><li>Submission of 5 DVD copies of the film Documentary suitable for broadcast on TV channels.</li><li>Out of 7 to 10 minutes: (i) One minute twenty seconds for TV broadcast (ii) Sixty seconds for websites (iii) Forty seconds for twitter /Facebook</li></ul>	45%	Within 7 days after 3 <sup>rd</sup> deliverable is submitted



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**6. Logistics**

Transport and accommodations for the purpose of shoot will be SEF's responsibility.

**7. Confidentiality & Copyright**

The Consultant shall undertake to keep all the information confidential and shall not be involved in another assignment that represents a conflict of interest to the prevailing assignment. The Contractor shall undertake to refrain from promoting any political, religious, ethnic etc. beliefs in the documentary film to avoid any controversies. All rights of the intellectual property will be reserved with SEF.

**8. Duration of Contract:**

The contract time period will be 26 days.