

## Terms of Reference/Call for Quotations

### Request for Proposal for the Production on Animation Videos

**Project:** Citizens for Good Governance: Strengthening Citizen's engagement for Inclusive and Accountable Local Governance

**Assignment:** Video Animations Development

**Number of Videos:** 05

**Duration:** 1 minutes each

**Last date to apply:** May 15, 2023

**Submission of Quotations:** Proposal both technical and financial in separate envelope on below address:

Procurement Unit: Centre for Peace and Development Initiatives  
House 13, St # 788, G-13/4, Islamabad  
Contact # 051-8312794-95

#### About CPDI

Centre for Peace and Development Initiatives (CPDI) is an independent, non-partisan, and not-for-profit civil society organization working on issues of peace and development in Pakistan. It is registered Under Section 42 of the Companies Ordinance, 1984 (later substituted by Companies Act 2017). It was established in September 2003 by a group of concerned citizens who realized that there was a need to approach the issue of peace and development in an integrated manner. CPDI is the first initiative of its kind in Pakistan. It seeks to inform and influence public policies and civil society initiatives through research-based advocacy and capacity building to promote citizenship, build peace and achieve inclusive and sustainable development. Areas of special sectoral focus include promotion of peace and tolerance, rule of law, transparency, and access to information, budget watch, media watch, election watch, legislative watch, and democratic development.

#### Background:

CPDI is seeking proposals for the development of animated videos on the topics related to Local Government (LG) system, Right to Information (RTI), budget making process, LG complaint mechanisms, and the importance of Gender and Social Inclusion. These animated videos aim to educate and engage the public on these important topics. The animated videos will be developed under Citizens for Good Governance Project implemented in the selected districts of KP and Punjab.

#### Scope of Work:

The contractor is expected to develop animated videos for the following topics:

**LG System:** Two animations that should explain the structure and functions of the Local Government system (KP and Punjab) and Complaint mechanism in an easy-to-understand manner.

**RTI:** The video should explain the concept and benefits of the Right to Information Act.

**Budget Making Process:** The video should explain the budget making process, including the roles of different stakeholders, such as the government, civil society, and members from the grass root community.

**Importance of Gender and Social Inclusion in Decision Making:** The video animation should emphasize the importance of involving all stakeholders, including women, persons with disabilities, and marginalized communities, in the decision-making process.

The animated videos should be developed in a manner that is visually appealing and easy to understand for everyone. The video animations should not exceed 1 minute in length.

**Deliverables:**

1. Five animated videos on the topics.
2. The animated videos should be delivered in high-definition and suitable for online sharing.
3. The animated videos should be accompanied by a script and storyboard.
4. Source file of all videos.

**Timeline:**

The contractor is expected to complete the work within **30 days** of the signing of the contract.

**Requirements:**

The contractor must have prior experience in developing animated videos on social issues. They must also have a team of skilled animators, scriptwriters, and voice-over artists.

**Quotation:**

Interested parties are requested to submit a detailed quotation outlining their experience, proposed methodology, team composition, timeline, and budget. The budget should include all costs associated with the development of the videos, including but not limited to, scriptwriting, storyboarding, animation, voice-over, and sound editing.

**Selection Criteria**

Quotations will be assessed on following criteria:

**Technical Proposal (70 points)**

**Financial Proposal (30 points)**