

Terms of Reference/Call for Quotations

TORs for delivering the 2D Animated Video and Still Presentation

Project: Tameer Hamqadam

Assignment: The consultant is required to design and develop the 2D Animated Still Presentation and Video explaining the Project; for this work, we require the consultant having experience and deliver the required work within specified time period.

Last date to apply: May 26, 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
hr@cpdi-pakistan.org

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.

Deliverables

1. The Bidder will be responsible to develop a Still Illustration presentation explaining the Project.
 - a. Slides 15-20 pages of Project Presentation.
 - b. Format: PDF.
 - c. Presentation Content and project Illustration will be provided by the client.
 - d. Some illustrations will be developed by the bidder
 - e. Deliverable: **10 Working Days**

2. The Bidder will be responsible to develop and deliver 2D Animated Video.
 - a. 2D Animated Video HD Quality, using the Illustration explaining the project with background sound and voice over in Urdu/English and subtitles in English
 - b. Quality: 1080px
 - c. Duration: 3 Minutes
 - d. Tools & Technology:
 - i. Figma
 - ii. Lottie files

- iii. Adobe Premiere
 - iv. Power Point
 - v. Adobe Illustration
 - vi. Adobe After Effects.
 - e. Presentation Content and Illustration will be provided by the client.
 - f. Some illustrations will be developed by the bidder
 - g. Deliverable: **10 Working Days**
3. The Bidder will be responsible to coordinate with technical team to understand the requirements of the Project.
 4. The Bidder will be responsible to deliver the project inception report before starting work.
 5. The bidder will be responsible to deliver the work within contract specified period.

Timeline:

The contractor is expected to complete the work within **20 days** of the signing of the contract.

Qualification criteria:

1. Year of incorporation: At least 10 years of incorporation, NTN, affidavit of not blacklisted by public organization or defaulter of schedule bank, not involve in any litigation.
2. Bidder should have legal presence in Pakistan IT Business for at least 10 years.
3. Registration with income tax department Registration certificate (should be active)
4. Registration with Khyber Pakhtunkhwa Revenue Authority (KPRA)

Selection Criteria

Quotations will be assessed on following criteria:

Technical Proposal (70 points)

Financial Proposal (30 points)