**Terms of Reference (TOR)**

For

**Development and Dissemination of Communication Products (Photographs, Reels, and a Documentary-Style Video)**

**Project Locations:** Gilgit-Baltistan and Chitral

**Project title**: Energy Plus: Energy for Climate Resilience

in Gilgit Baltistan (GB) and Chitral

**Aga Khan Rural Support Programme (AKRSP)**

1. **ABOUT AGA KHAN RURAL SUPPORT PROGRAMME (AKRSP) PAKISTAN**

The Aga Khan Rural Support Programme (AKRSP) is a pioneering rural development non-profit organisation, established in 1982 to help improve the quality of life of the local communities in Gilgit-Baltistan and Chitral. Registered under the Companies Act, 2017 with the Securities and Exchange Commission of Pakistan (SECP), AKRSP approach is community-led and encourages equitable social and economic development in the region.

AKRSP has been working across all 10 districts of Gilgit-Baltistan and two districts of Chitral in Khyber Pakhtunkhwa (KPK). In 2024, AKRSP expanded its programme to two districts of Sindh-Thatta & Sujawal, further extending its impact and continuing its mission of improving the quality of life for rural communities across Pakistan.

AKRSP works across several key thematic areas to foster sustainable development and build resilience in the communities it serves. These thematic areas include agriculture and food security, climate resilience, health and nutrition, education, early childhood development, civil society, and work and enterprise. By integrating these focus areas into its development interventions, AKRSP aims to create holistic, community-driven solutions that address the multifaceted needs of the local communities.

1. **INTRODUCTION TO THE PROJECT**

The Energy Plus project is a comprehensive initiative aimed at fostering a climate-resilient, low-carbon economy and society in the regions of Gilgit-Baltistan and Chitral, Pakistan. This project seeks to address the region’s climate vulnerabilities, promote sustainable development, and support the transition to a low-carbon economy through targeted interventions in renewable energy, forest restoration, and natural resource management. The key focus areas of the project include:

* Promote a sustainable transition to renewable energy through resilient infrastructure, efficiency measures and energy-enabled private sector green solutions.
* Increase the viability and sustainability of natural resources management by promoting models with climate and economic benefits for beneficiary communities.
* Strengthen local capacity of government and civil society, within the energy and natural resources management sectors.

1. **Overall Objective of the Assignment**

The objective of this assignment is to develop and disseminate high-quality, engaging communication products that effectively capture and convey the progress, achievements, and impact of the Energy Plus Project in Gilgit-Baltistan and Chitral. The assignment specifically aims to:

1. Document and highlight project milestones through compelling visual stories, including photographs, short reels, and a documentary-style video—showcasing key interventions and their impact on local communities.
2. Enhance visibility and advocacy through the dissemination of content on high-reach digital media platforms, promoting afforestation, clean energy transitions, and climate resilience.

**Target Audience:**

* Local communities and beneficiaries
* Community-based organisations
* Project stakeholders and implementing partners
* Donors and funding agencies
* National and international development audiences
* Policy makers and relevant government departments

**SCOPE OF WORK**

**Pre-Production:**

* Hold meetings with the AKRSP project team to understand the project’s context, beneficiaries, and thematic priorities.
* Develop an engaging and contextually relevant concept, script, for the reels and documentary-style video.

**Production:**

* Conduct field visits to identifies project sites across Gilgit-Baltistan and Chitral.
* Capture high-quality visuals (photos and videos), including interviews with beneficiaries, AKRSP staff, community leaders, and relevant stakeholders.

**Post-Production and Delivery:**

* Produce 10 short reels (aspect ratio 9:16) and one documentary-style video (5–8 minutes, aspect ratio 16:9) with British English subtitles.
* Submit all products for review and incorporate feedback.
* Deliver final approved versions in high resolution.
* Submit approximately 50 high-quality photographs, all raw footage, and finalised products in digital and physical formats (external drive).

1. **DELIVERABLES**
2. Approved field visit plan and draft script.
3. Multiple drafts of reels and documentary-style video for review and feedback.
4. Final communication products (10–15 reels in 9:16 and one 5–8 min documentary-style video in 16:9 with British English subtitles), delivered in high resolution.
5. Publication of 10 reels on two high-reach digital platforms (5 reels per platform).
6. Submission of all raw footage, photographs, and final products on an external drive.
7. **REQUIRED QUALIFICATION AND EXPERIENCE**

Eligible applicants include registered firms or companies that are not blacklisted by any national or international agency. Preference will be given to service providers who demonstrate:

* Proven expertise in professional videography & photography, designing, scriptwriting, video production, editing, and development-focused documentary making.
* Minimum of five (5) years of experience in producing high-quality audio-visual/documentary and Digital Media content for development organisations, INGOs, or public sector programmes.
* Demonstrated understanding of climate resilience, clean energy, sustainable livelihoods, rural development, and gender-sensitive storytelling.
* Experience working in rural and climate-vulnerable areas, preferably in Gilgit-Baltistan and Chitral.
* Strong portfolio of similar assignments, including at least three recent examples of documentaries or short videos for development-related projects.
* Capacity and proficiency of relevant human resources required for the assignment.

1. **DURATION OF ASSIGNMENT**

**The duration of the assignment is 30 calendar days, expected to begin in the third week of September 2025**.

1. **PROPOSED PAYMENT SCHEDULE**

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| --- | --- | --- | --- | --- |
| **S. No.** | **Milestone** | **Deliverables** | **Timeline** | **Payment** |
| 1 | Inception phase | Field visit plan, draft script for the documentary-style video | Within 7 days of signing | 30% |
| 3 | Final submission | All final approved deliverables | Within 30 days | 70% |

1. **APPLICATION PACKAGE**

Interested individuals/firms must submit:

1. **Cover Letter**
2. **Firm/Company Profile**
3. **Technical Proposal** including:
   * Methodology and approach
   * Timeline and work plan
   * Team structure and roles
   * Tools and equipment to be used
4. **CVs of proposed team members**
5. **Work samples (links)** from previous similar assignments with reference letters
6. **Legal registration**
7. **Financial Proposal** with detailed budget including tax compliance (if any).
8. **SUBMISSION GUIDELINES**

Interested parties must submit their technical and financial proposals to [procurement\_akrsppk@akdn.org](mailto:procurement_akrsppk@akdn.org) or through courier no later than **5:00 PM on 19 August 2025.** Please mention “Proposal – Communication Products – Energy Plus Project” in the subject line of the email.

For further inquiries or additional information, please contact the Procurement Manager at the number provided below.

Manager Procurement

Aga Khan Rural Support Programme (AKRSP)

Head Office, Babar Road, Gilgit

Phone: 05811-452480

**Note:** Incomplete or late applications will not be considered. AKRSP reserves the right to accept or reject any proposal based on merit and compliance.