**Terms of Reference (TOR)**

For

**Pre-Intervention Documentary of the SCRIP Project**

**Project Locations:** Sindh (Thatta, Sujawal)

**Project title**: **Sindh Coastal Resilience Integrated Programme (SCRIP)**

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

1. **ABOUT AGA KHAN FOUNDATION 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 fragile ecosystems of Sindh face significant climate change challenges, including droughts, heatwaves, flooding, saltwater intrusion, and loss of agricultural land and mangroves. The 2022 floods, which affected nearly 12 million people in Sindh, underscored the region's limited preparedness and resilience against climate-induced disasters.

Under the SCRIP Project, the coastal districts of Sindh, namely Thatta and Sujawal, will be targeted. These regions are highly vulnerable to climate change and are known for their unique ecological features, such as mangrove forests, tidal creeks, and diverse marine ecosystems. The purpose of the project is to address three key challenges arising from the impacts of climate change: fragile socio-economic conditions and livelihoods, endangered coastal ecosystems, and water scarcity. The project recognizes that the critical entry points to reduce pressure on mangrove forests are twofold: (i) resilient livelihood incentives, with more focus on marine-based economic opportunities and regenerative farming (ii) alternative renewable energy solutions to reduce the use of fuelwood sourced through mangroves. The key focus areas of the project include:

* Improving Marine-based livelihood opportunities
* Promoting regenerative farming
* Provision of Solar & Clean Energy Solutions for Households and Communities

1. **Overall Objective of the Assignment**

The objective of the assignment is to produce a comprehensive pre-intervention documentary (5–8 minutes) that captures the current conditions, community context, and key challenges in the targeted intervention areas. In addition to the main documentary, the assignment will also include the production of high-resolution photographs that visually document the existing situation, highlighting priority issues to inform stakeholders and guide future interventions.

**Target Audience:**

* Current and potential donors
* Community organisations
* National & International audiences
* Internal AKDN stakeholders

**SCOPE OF WORK**

The selected service provider will:

1. Hold consultations with AKRSP project teams to ensure a clear understanding of the project’s objectives, target communities, and thematic focus.
2. Develop an engaging concept, script, and storyboard that highlight the pre-intervention conditions, key challenges, and contextual realities of the project areas.
3. Conduct field visits to project locations in Sindh (Thatta and Sujawal) to capture high-quality video footage, including interviews with community members, AKRSP staff/board, local partners, and relevant officials.
4. Integrate human-interest stories and community voices to convey the urgency, relevance, and local expectations from the upcoming interventions.
5. Produce a digital photo folder comprising approximately 100 high-resolution photographs.
6. Present a draft version of the pre-intervention documentary (with British English subtitles) for review, validation, and feedback by AKRSP.
7. Deliver the final documentary (5–8 minutes) and all raw footages in both digital formats and on physical media (external drive).
8. Ensure that all visual and narrative content is reviewed and approved by the designated AKRSP focal point prior to the release of final payment.
9. **DELIVERABLES**
10. Approved script and storyboard
11. Multiple drafts of the documentary for review
12. Final 5–8-minute documentary in high resolution
13. One 1-2-minute documentary highlights social media as teaser
14. All raw footage and photographs and final products in external drive
15. **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 scriptwriting, video production, editing, and development-focused documentary making.
* Minimum of three (3) years of experience in producing high-quality audio-visual/documentary content for development organisations, INGOs, or public sector programmes.
* Demonstrated understanding of climate resilience, sustainable livelihoods, rural development, and gender-sensitive storytelling.
* Experience working in rural and climate-vulnerable areas, preferably in Sindh, with an ability to capture local narratives, cultural contexts, and community perspectives.
* Familiarity with local languages and dialects spoken in the project districts.
* Strong portfolio of similar assignments, including at least three recent examples of documentaries or videos for development-related projects.
* Capacity and proficiency of relevant human resources required for documentary making.

1. **DURATION OF ASSIGNMENT**

The assignment duration is 30 calendars days, expected to begin in mid-August 2025.

1. **PROPOSED PAYMENT SCHEDULE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S. No.** | **Milestone** | **Deliverables** | **Timeline** | **Payment** |
| 1 | Inception phase | Script, field visit plan | 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. **NTN certificate**
8. **Financial Proposal** with detailed budget including tax compliance
9. **SUBMISSION GUIDELINES**

Interested parties must submit their technical and financial proposals to procurement\_akrsppk@akdn.org no later than 5:00 PM on 8 August 2025.

or Submit the sealed proposals by hand or courier at the Core Office at AKRSP Baber Road Gilgit.

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.