Terms of Reference
for
Docudrama for Socio-economic & Environmental issues in Agriculture

1. Background and Justification
WWF-Pakistan is implementing the projects that are funded by IKEA under the umbrella of “Sustainable Agriculture and Food Programme” (SAFP) for the Agriculture Sector of Pakistan. These projects are building the capacities of farming communities and allied agro-based industry on the supply chain value addition, water conservation, crop residue management, integration of trees in cropping system and providing mitigation strategies to combat climate-change impacts on agriculture sector.

WWF-Pakistan’s Sustainable Agriculture & Food Programme (SAFP) has been involved in building the capacities of farming communities for Innovation and dissemination of economically efficient ecological farming solutions and technologies since 2004. WWF-Pakistan under SAFP intends to continue to mitigate the environment impacts of input intensive (water, agrochemicals) & pest-sensitive crops through farmers’ capacity building, stakeholder’s engagement and supply chain development. Besides productive engagements & collaborations with premier research and academic institutions, farmer & industrial entities, civil society organization, relevant ministries at federal and provincial level, WWF-Pakistan & Department of agriculture in Punjab & Sindh are formal project partners in implementing various agriculture projects.

2. Objective
While raising awareness and sensitizing the communities through formal methods, it is challenging to sustain the interest of the farmers and target segment of rural audience. Hence the idea is to create the content in a manner that is entertaining, engaging, and effective and has a better and long lasting impact on the target audience. The message should be strong enough to sensitize the target segment of rural audience and create an urge to bring a behavioural change in general and a practical action for agriculture production in particular.

The objective of this docudrama is to create awareness among the farming community, including women, youth and civil society directly or indirectly associated with agriculture through highlighting the socio-economic & environmental issues associated with agriculture and to propose possible solutions through sustainable agriculture. The content has to be encapsulated in a story with strong characters. The story of the drama should have elements of human interest and situations rural communities can easily relate to. This drama needs to be shot on original location of villages with professional actors, and a technical crew. It is preferred to shoot it on 4K. Production Team will
develop script and story line and get it approved by the WWF team prior to initiate production.

3. Specific objectives

The assignment will ensure the completion of the following 3 activities:
1. Write and record/shoot a docudrama with a time duration of 45 minutes in Punjabi Language with suitable actors/crew/pre and post production team.
2. Story & Script revolving around Socio-economic & Environmental issues of Agriculture and may cover thematic areas like Soil Health Management, Crop Protection, Agroforestry, Linkage of Agroforestry with livelihood improvement and Gender Empowerment, Climate Smart Family, Kitchen Gardening, Sustainable Energy Solutions, Homestead Poultry Rearing, Water conservation, Sustainable Livestock Management, Crop Residue Management
3. Script to be approved prior shooting
4. Drama will be shot at real locations/sites/situations
5. Edit and finalize the drama having English subtitles
6. The drama will be able to use for training and advocacy purpose and it will carry out the message to target audience. It can be screened on the following platforms:
   - Social media
   - Seminars
   - Group Screening
   - Digital Mobile SMD Billboard Trucks
   - Training sessions with farmers
   - Village to Village activity
   - Can Run on local Cable in target areas

4. Methodology/Scope of work

SAFP Team seeks professional media firms/houses to produce 45 minutes long docudrama including script writing, acting, video graphing, editing and ready for screening. Specifically,
   - Develop action plan for the drama production and submit to WWF team for review and approval
   - Prepare content of the drama with the guidance of SAFP team and write the scripts in Punjabi within agreed deadlines
   - Identify professional and able actors to participate in the production of the drama
   - Induct actors on the script and verify the accuracy with rehearsals /using high definition cameras and audio systems
   - Present the first draft of drama to SAFP Team and incorporate all comments/feedbacks with agreed deadline
- Engage persons who have good understanding and technical expertise in production of promotional videos or drama
- Prepare 4-5 one minute TVCs (TV commercials) based on thematic areas to be screened in short breaks during the screening of the video drama

5. Standards of the Drama Production

The drama should have the following features:

i. Clear and audible voice
ii. High quality videos in raw footage. This should be provided in format compatible with the latest editing suits
iii. Interactive and entertaining information in a captivating way to keep interest of audience
iv. Good delivery and enjoyable clip to watch and listen
v. Factual information, simply presented and fascinating stories to watch/listen

6. Deliverables

The deliverables of this assignment are:

1. A HQ version of the final 45 minutes’ docudrama on Socio-economic & Environmental issues of Agriculture having key features:
   - **Product:** Docudrama
   - **Duration:** Up to 45 Min
   - **Shooting Format:** 4K
   - **Delivery Format:** Full HD
   - **Target Audience:** Farmer and people related to agriculture sector
   - **Gender:** Male Female both
   - **Age Group:** 12 years and above

2. 4-5 one minute TVCs (TV commercials) based on thematic areas

7. Time Frame

The consultancy will be undertaken over a period of three (3) months. Work will commence immediately after the conclusion of agreement. Time duration: **April-June 2020**

8. Responsibilities of WWF-Pakistan’s SAFP Team

- SAFP will facilitate in identifying original locations/sites for shooting;
- SAFP will provide all related information that is needed to support the docudrama;
- Facilitate the production team in the field and providing regular necessary technical support and feedback

9. Eligibility/Qualification of the Production Team
• Outstanding script writing skills;
• Outstanding Photography/Videography skills;
• Outstanding photo and video editing skills;
• At least 5 years’ experience of working with International organizations in producing dramas/documentaries/short films
• Good communications skills in English, Urdu and Punjabi
• Proven ability to work with multicultural team

10. Copyright and Intellectual Property Rights

In consideration of the fees paid, the Production House expressly assigns to WWF-Pakistan any copyright arising from the work the Production House produces while executing this contract. All images and videos will however bear the Production House photo credit, as specified by international intellectual property rights. The Production House may not use, reproduce or otherwise disseminate or authorize others to use, reproduce or disseminate such works without prior consent from SAFP-WWF

11. Schedule of Payment

Following is the schedule of payment for the Consultancy:
   a) 30% at contract signing
   b) 30% upon submission of acceptable docudrama draft and
   c) 40% Final payment upon submission of the final outputs, incorporating suggestions and recommendations from SAFP Team;

12. Applications

Firms interested in the Docudrama Production will be expected to provide the following documentation to

• Detailed technical proposal showing activities plan, methodology, List of similar or near similar activities conducted recently and current capacity to produce quality films/dramas
• Financial proposal/Budget breakdown and work plan of the drama from the script writing to the production of the drama;

(The firm should include all expenses including boarding/lodging, travelling, accommodation, travelling towards locations/sites etc. in their financial proposals.)
• Concept note based on your understanding of the task with CVs of your experts.

Applications not including all of the above information will not be reviewed. Only short listed firms will be contacted.