



Component - I

Terms of Reference (TORs) for Development of TV Ads

Background

Under contract with USAID “Small Grants and Ambassadors Fund Program”, *Centre for Governance and Public Accountability*, is not-for-profit, non-governmental and non-partisan civil society organization. CGPA works for development in Khyber Pakhtunkhwa (KP) province and Federally Administered Tribal Areas (FATA) through governance focused and rights based approaches. CGPA is based in Peshawar, and is registered under the Societies Registration Act, 1860. CGPA is implementing a project “**Improving Public Service Delivery through Civic Participation by Effective Implementation of KP Good Governance Legislative Framework**” in *District Peshawar, Mardan & Nowshera*.

The project specifically focuses on implementation of Khyber Pakhtunkhwa Right to Information, Right to Services Act, 2014 and Local Government Act, 2014 under the overall goal, the project focuses on following three objectives:

- Building capacity of local government elected members, CSO Representatives and journalists in RTI, RTS and LG Acts;
- Holding Seminars at District & Provincial level for bringing improvement in these laws
- Launching a comprehensive media campaign for increasing awareness and utilization of these laws at the mass level

These objectives will be achieved through a number of activities including awareness rising through TV advertisement on KP Right to Information law, KP Right to Public Services Law and KP Local Government Act. This TOR is seeking services of Consultant that can develop three TV advertisements under the scope and terms given below.

1. Scope of Work:

CGPA is looking for radio channel/Consultant to develop (maximum 60 second) TV advertisement 1 (one) each on;

1. The importance of KP RTI law and process of accessing information.
2. The importance of KP RTS law and awareness raising on KP RTS law
3. The importance of KP LG law and awareness raising on KP LG act

These TV advertisements will serve as a source for awareness raising campaign.

2. Who Can Apply?

- Having previous experience in the same scope of work
- Media Houses
- TV Channels

3. Deliverables:

- Development of Content for TV Ads.
- Recordings of TV advertisement and its approved submission to CGPA via CD.

4. Time Line:

- Development of messages till 10th March, 2017 one each on;
 1. The importance of KP RTI law and process of accessing information.
 2. The importance of KP RTS law and awareness raising on KP RTS law
 3. The importance of KP LG law and awareness raising on KP LG act

5. Payment Schedule:

- 1st Installment 10 % on Signing the agreement
- 2nd 30 % Submission of first draft of three TV advertisements one each on KP Right to Information law, KP Right to Public Services Law and KP Local Government Act
- 3rd Installment 60%: Upon satisfactory completion of assignment and submission of approved assignment

6. What Happens When You Apply?

CGPA will inform the successful applicants till January 25th, 2017.

7. How to Apply?

Interested individuals please send a proposal (also indicating consultancy fee) to hr.cgpa@gmail.com OR sealed proposal to CGPA-Room No. 402, Block C, City Tower, University Road, Peshawar. Last date to submit proposal is January 22nd, 2017. Please mention following in subject line “Component – I, Development of TV Advertisements on KP RTI, RTS and LG laws”