



**OUTLINE TERMS OF REFERENCE FOR CONSULTING SERVICES:** Production of Organization Organizational Video for NCWC (herein after referred to as the NCWC Video)

## **I. Background**

The National Commission for Women and Children (NCWC) is implementing the project “Advancing Economic Opportunities of Women and Girls” funded by the Japan Fund for Poverty Reduction (JFPR) through the Asian Development Bank (ADB). The Project aims at improving the economic status of vulnerable women and girls in selected urban and rural areas by enhancing their capacity to access livelihood (including microenterprise) and employment opportunities.

Component A of the project focuses on strengthening the capacity of the NCWC in program design, monitoring, advocacy and networking, and gender mainstreaming. This component will involve: (i) implementing a plan to strengthen the capacity of the NCWC, and to advocate for and improve the gender mainstreaming capacities of the gender focal points; (ii) developing a system to monitor gender mainstreaming in government agencies and in the implementation of the NPAG, 2008–2013; (iii) developing gender mainstreaming tools, gender advocacy campaign materials, and sector-specific gender strategies for selected line agencies involved in the economic empowerment of women and relevant to Asian Development Bank (ADB) operations in Bhutan.

One of the core activities under the component is implementation of a program targeted at advocating for gender sensitive policies and development of gender advocacy materials. Funds have been allocated to develop both print and audiovisual advocacy materials on the rights of women and men representing most vulnerable groups of people.

## **II. Context:**

The National Commission for Women and Children (NCWC), amongst many of its mandates, is also responsible to create adequate awareness on gender equality, women's empowerment and child protection to the key partners and stakeholders of the government, private sector, non-government organizations and the public at large. While the NCWC has been conducting awareness programs on a regular basis, there are still a larger share of the stakeholders who are not aware of NCWC, its mandates and its activities.

Given the importance that the Royal Government is giving to protection and promotion of the rights of the vulnerable group in the 11<sup>th</sup> Five Year Plan, it is most appropriate that the NCWC puts in more efforts through tangible and accessible products to profile and position itself. In this context, developing the NCWC Video sharing useful information; regarding its structure, mandate, priorities and activities could result in being more strategic. The product should be distributed widely to all organizations, institutions and other interested individuals. It could also help in the omitting the monotonous presentations during the NCWC implemented activities.

## **III. Objective and scope of the Consultancy Service**

Therefore the NCWC Video will be produced with the following objectives;

1. Develop a ready to use awareness knowledge product;
2. To enable users and interested parties to learn and understand about NCWC as and when required;
3. To enable the key stakeholders to share documented information about the NCWC to their interested parties; and
4. To profile NCWC at every possible strategic gathering

## **IV. Duties and Responsibilities**

Under the overall supervision of the National Gender and Social Development Officer and the Women's Division of the NCWC, the Consultant will undertake the given Assignment based on

the concepts content inputs given. The consultant will carry out the following tasks:

- Develop scenarios of the documentary;
- Provide a broadcast quality camera, tripod and the external microphone and camera man for field trips, events, interviews and other events;
- Editing of the documentary;
- Production of a documentary on NCWC mainly capturing its history, organizational structure, mandates, functions, activities, notable achievements, and expectations of stakeholders (10 - 12 minutes )
- Be available for any ad-hoc and emergent video shootings in the process of production and
- Ensure smooth and high-quality production (video production staff, owner of its own video production studio or a documented proof of an access to a rented video studio).

## **V. Deliverables**

Organizational Video of NCWC ( called the NCWC Video) in Dzongkha and English Language. (duration 10-12 minutes) – 20 DVD copies.

## **VI. Qualifications:**

- a. **Firm with an expert with Bachelors Degree in Film/Media Production. Master Degree will be given preference.**
- b. At least 5 years of proven successful experience in mass media;
- c. Extensive experience in developing documentaries;
- d. Have all necessary equipment to undertake the assignment;
- e. Excellent technical capacities to ensure smooth and high-quality production (video production staff, owner of its own video production studio or a documented proof of an access to a rented video studio);and
- f. Preference will be given to consultants with similar productions in the past, copies of produced organizational videos (on DVD) must be furnished.

## **VII. Copyright**

The National Commission for Women and Children will have exclusive rights on the documentary after production including the right to copy, distribute and adapt the work.