



National Disaster Management Authority



Terms of Reference for Development and Printing of Coffee Table Book Stories of Women Resilience

A. Background:

National Disaster Management Authority (NDMA) is the lead agency at the Federal level to deal with Disaster Risk Reduction/Management (DRR/M) activities. The Gender and Child Cell (GCC) NDMA aims at prioritizing, mainstreaming gender and other vulnerable population to ensure their needs, concerns and vulnerabilities are being addressed in humanitarian response, crisis management and DRR/M initiatives. GCC in collaboration with UNFPA, is currently working to enhance the national and sub-national capacity of marginalized and affected population in humanitarian settings. When disasters strike, women are most heavily impacted but often overcome immense obstacles to lead response efforts and provide care and support, even at risk of their own health and well-being. In lieu of the above, GCC aims to conduct research and documentation of women resilience stories to aid development of resilience strategy.

B. Purpose of the assignment:

NDMA seeks the services of a Consultant/Firm for documenting the case studies through print, in the form of a Coffee Table Book, to showcase women's leadership and contribution in humanitarian preparedness and response in DRR/M through personal stories of resilience. These remarkable stories of courage and resilience will serve as an inspiring reminder of how women can make a difference and how in the face of even some of the most daunting challenges, courage and women leadership can pave the way to greater peace and progress. It will feature case studies of women who have contributed as leaders in crises situations and have shown remarkable resilience in times of natural disasters like floods and earthquake, human-induced disasters, Gender Based Violence (GBV), sexual exploitation, displacement, health, school massacre in Peshawar, adaptation to climate change in disaster prone areas, etc. The case studies will be supported by powerful photographs to capture the true essence of resilient Pakistani women.

In line with the overall project output and a gender-integrated approach, the research and documentation of women resilience stories will help serve as a foundation for development of a resilience strategy to prepare communities with innovative thinking, tools and resources to adapt build their capacities as effective agents of change. It will help formulate informed interventions to advance gender equality and to prevent and respond to gender-based violence in development and humanitarian settings.



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Spotlighting the positive actions of women in planning and decision-making to make themselves and their communities safer, highlights the fact that risk reduction efforts can never be fully effective or sustainable if the needs and voices of women are ignored.

C. Scope of Work:

NDMA seeks services of a consultant/firm produce 1 high quality Coffee Table Book, capturing 21 short stories of women as leaders in humanitarian setting, from 7 different provinces, regions and areas of Pakistan, along with high quality supporting photographs and rough cuts of video recording of interviews.

All content produced will be the property of NDMA and may not be used without permission. The consultant will work in close collaboration with NDMA's team to ensure delivery of required outputs on pre-defined standards.

Activity 1: Selection of Case-Studies and Interviews:

Interviews of selected subjects by NDMA will be conducted in K.P, Balochistan, Punjab, Sindh, G.B, AJK and FATA. The Consultant/Firm will be expected to travel to the specified provinces and conduct interviews of selected women.

The activity will be supported by NDMA/UNFPA, with close coordination with relevant Provincial Disaster Management Authorities (PDMAs) and other line departments (Department of Health / FATA health, Social welfare, women commissions, women development department etc.) for the selection and identification of case studies within respective jurisdiction of PDMA. The selected consultant/firm may propose/identify relevant subject to NDMA for selection.

The script will be developed by the firm and will be finalized after NDMA/UNFPA's technical feedback, review and approval.

The assigned consultant/firm will gather data and conduct individual interviews of at least three (3) women from each location in K.P, Balochistan, Punjab, Sindh, G.B, AJK and FATA. The consultant/firm will develop content for a coffee table book based on emphasis on the case studies and present data in a non-technical, reader-friendly style that will appeal to a general audience. Manuscript should be edited and proofread to ensure clarity, coherence and consistency of the content and the flow of information.

Activity 2: Photographs:

The consultant/firm will provide high quality photographs (edited and captioned) of women who will be interviewed. These photos must be accompanied by information collected by the consultant on site, including the names, ages, family details and 'back stories' of the people photographed. The photographs should have a minimum



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resolution of 1920x1280, taken with a full frame DSLR camera. It would be the consultant's responsibility to provide edited images along with Raw files.

Reportage style of photography is required to ensure authenticity. The photographs should strongly represent the women resilience stories and the subjects within the image should appear natural, relaxed and images should not be posed. The photography style should not appear superficial with an over use of added effects. Please ensure images are not contrived and have an inspirational, positive feel to them.

Activity 3: Interview Videos:

All Interviews must be captured/recorded in high quality video format. It would be the consultant's responsibility to provide Raw files and rough cuts of the videos recorded.

Activity 4: Designing and Printing Coffee Table Book:

The book will be minimum of 40 pages approx. printed on good quality paper, with prior approval of GCC, NDMA. It will include a foreword from the Chairman NDMA, acknowledgements, etc. along with the main content and supporting photographs. The proposed design, format and contents will be provided to GCC NDMA for review before finalizing.

Activity 5: Report:

By the end of this service the Consultant/Firm will submit the final product to GCC-NDMA, as a narrative and statistical report that should follow the agreed format. The report will be presented in English for review and technical feedback from NDMA/UNFPA. Final draft of the report will be submitted to NDMA after incorporating comments and subsequent approval.

D. Expected Outputs:

At the end of the project, the Consultant/firm is required to submit the following:

1. 200 printed copies of the publication (coffee table book)
2. High-resolution PDF file of the publication for web uploading
3. Complete high-resolution files of all photographs taken for the documentation
4. High-resolution edited files of selected photographs that will be used in the coffee table book



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E. Key Deliverables:

1. Establish the team of technical personnel required for the production of the media products
2. Submit Inception Report to NDMA with preliminary concept of the Coffee Table Book, suggested title, clear timelines with dates for submission of deliverables
3. Design/develop interview tools, consent forms to conduct IDI with each selected case/individual/subject and submission to NDMA for approval before finalizing
4. Conducting interviews of 21 women as leaders in Humanitarian setting from 7 different provinces, regions and areas of Pakistan
5. Capture good quality photographs of interviewees with a minimum resolution of 1920x1280, to support the case studies along with names, ages, family and other relevant details to make compelling stories
6. Record all interviews in high quality video format and provide to NDMA as rough cuts.
7. Submit first draft with documented case studies and photographs after approval of format and layout from NDMA/UNFPA, for technical review and approval
8. Submit second draft of book after incorporating comments from NDMA/UNFPA and graphically designed in an aesthetically pleasing layout
9. Incorporate changes after feedback from NDMA/UNPA and submit final draft for approval before printing
10. Submit all collected data that will include IDI, photographs, videos, short stories, consent forms and other related material to NDMA.
11. Print 200 copies of coffee table book after final approval from NDMA
12. Submit report of entire activity as per the shared format (attached)
13. Provide all data in hard and soft copy to NDMA for record which includes but not limited to interviews, interview transcripts, consent forms, interview tools, photographs, video recordings, background information of interviewees etc.

F. Qualification & Experience:

1. Postgraduate qualification in journalism, communication or social sciences
2. Must be have prior experience and be knowledgeable in areas of disaster risk reduction, gender, Gender-Based Violence (GBV), sexual exploitation, displacement health, etc. with at least five (5) years' experience writing about these topics
3. Outstanding writing and communication skills
4. Prior experiences for collecting and documenting case studies
5. Good understanding of the political, economic and cultural landscape of K.P, Balochistan, Punjab, Sindh, G.B, AJK and FATA



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6. Excellent written and spoken English language skills;
7. Capacity to establish a team of bilingual individuals to conduct the interviews in local languages i.e. Urdu, Punjabi, Sindhi, Balochi and Pashto is a must
8. Experience in conducting baseline studies/ surveys/ assessments with multiple components
9. A demonstrated ability (through previous similar assignments) to analyze, compile and synthesize information in coherent and succinct formats
10. Expertise in qualitative data collection, designs tools, questionnaires, conducting of IDI, analysis, report development and designing.
11. Familiarity and experience of in working in the remote areas of Pakistan
12. Excellent data analysis and interpretation skills
13. Evidence will be required of similar work done in the past (sample submission at the time of interviews.
14. Proven ability to work in multicultural environment
15. Demonstrated high level of professionalism and an ability to work independently and in high-pressure situations under tight deadlines
16. Photographer should have at least seven (7) years' experience as a professional photojournalist, with at least five years' experience in documentary photography of development issues.
17. Outstanding photo editing skills
18. Should be equipped with professional photography equipment (camera, lens, and essential peripherals)
19. Graphic Designer/Layout Artist must have at least 7 years' experience in design and layout of publications
20. Working knowledge of design and layout software such as InDesign, Illustrator, Photoshop, etc.

G. Payment Schedule:

- First installment (30%)- on signing of the contract
- Second installment (20 %)- on submission of first draft with documented stories and supporting photographs
- Third installment (20%)- on submission of final draft, after approval and incorporation of all changes suggested after technical review by NDMA/UNFPA
- Fourth installment (30%)- on printing 200 copies of approved final version of Coffee Table Book and delivery to NDMA, along with complete data in hard and soft format (including but not limited to interviews, interview transcripts, consent forms, interview tools, photographs, video recordings, background information of interviewees etc.)

All related travel will be sole responsibility of the firm/technical consultant etc.



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H. Duration of the Assignment:

The duration of the project/contract is six (6) months from May to Sept 2018.

I. Copyrights:

NDMA will hold copyrights to all data collected, photographs captured, videos recorded and material published. All content produced will be the sole property of NDMA and may not be used without permission.

J. Technical/Financial Proposal

The consultant is required to submit a sealed detailed Technical and Financial proposal in hard copy. The technical proposal must contain:

- Understanding and interpretation of the terms of reference
- Proposed methodology
- Activity schedule
- CVs of the consultants & proposed team who will conduct the activity (contact details included)
- Name and contact details of 2 references from previous work done in the similar field in last 2 years
- A detailed budget to conduct the study and validity date of the offer including all daily consultancy fees (gross, including tax according to the Pakistani government law), estimated travelling cost in line with the suggested methodology, estimated cost covering data collectors hired
- A letter of commitment specifying availability to conduct the study during the requested period
- If possible, copies of past case studies/ surveys/reports documented by the consultant/s on the relevant subject
- A detailed work plan including dates for submission of the draft and final report
- Evidence of availability of appropriate qualifications, manpower and key staff that will constitute the team

The financial proposal must be submitted in Pak Rupees (PKR) with a detailed breakdown of all activities budgeted for, showing unit, unit cost and duration.

Disclaimers:

NDMA may require the applicant to clarify their quotation during presentation. However the applicant may not modify their quotation after the deadline for submission of quotations.

NDMA reserves the right to stop the service hiring procedure completely or partly, temporarily or permanently until the moment of contract signing. In these situations applicants are not entitled to reimbursement of any costs or damages incurred in connection with this service hiring procedure.



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Financial quotations should be valid for at least three months after the deadline for handing in quotations.

NDMA cannot be charged in any way for costs related to preparation and submission of a quotation. This can also include interviews and/or providing further information about the quotation.

The risk of any costs and/or damages which may arise by not awarding this contract to a bidder lay solely with the bidder. NDMA cannot be held responsible for any such costs or damages.

All interested candidates may send sealed technical and financial proposal to Room Number 207-A, Gender & Child Cell, National Disaster Management Authority, Prime Minister's Office, Islamabad by 26 April, 2018 COB

Annex- 1



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Report Format:

- A. Table of Contents
- B. Abbreviations/Acronyms
- C. List of Tables and Graphs
- D. Executive Summary

- E. Chapter I - Introduction
 - 1. Overview of the Project
 - 2. Rationale
 - 3. Objectives
 - 4. Expected Outcomes

- F. CHAPTER II – Methodology
 - 1. Formulation of Interview Tools
 - 2. Selection of Case Studies
 - 3. Interviews/ Data Collection
 - 4. Compilation of Interviews
 - 5. Study Limitations, Challenges & Lessons

- G. CHAPTER III – Findings

- H. CHAPTER IV –Recommendations

- I. APPENDICES
 - ✓ *Interview Tools*

 - ✓ *Consent Form*