

## Terms of Reference (ToR) *for an* Animated Cartoon Video Production

### 1. Background of the Organization

Good Neighbors International (GNI) has been working in Nepal since 2002 for improving the lives of poor people, especially children through child protection, education, income generation, health services, water, sanitation and hygiene, disaster risk reduction/climate change adaptation, and advocacy programs. Currently, GNI Nepal serves marginalized, vulnerable, and poor children, families, and communities in 20 districts across Nepal.

### 2. Background of the Assignment

The promotion of child rights and child protection through advocacy is one of the key tools to enhance children's knowledge of their rights. GNI Nepal has been conducting advocacy activities against the prevalent social issues at the local level. Advocacy campaigns, street plays, cultural programs, and the production and dissemination of IEC/BCC materials are some of the major activities to raise awareness against child rights issues.

With an objective to raise awareness of children on child rights, GNI Nepal seeks service from an expert to produce a 3D animated cartoon video. The video will be broadcasted through different social sites, including the YouTube channel of the organization. The video will be also used in pertinent platforms to raise children's awareness level.

### 3. Objective of the assignment

The overall objective of the assignment is to sensitize children about their rights through a 3D Cartoon Video containing educational, informative, behavior-changing, and entertaining content relating to their daily lives. Thereby, the children are well-informed and empowered to claim their rights.

### 4. Scope of the Work

- Clear concept for the video
- Script in Nepali language and English text for subtitles
- Production of an appealing 3D cartoon video in Nepali language with English subtitle containing child-friendly content and presentation.

### 5. Methodology

The selected company/consultant/video producer shall

- Assemble a team of story/script writers, characters, recording studio owner and editor, and other staff as needed
- Prepare the initial 3D animated cartoon video concept with story, characters, and moral/key message and submit it to GNI Nepal
- Discuss with GNI Nepal, revise the concept as required, and finalize

- Submit the work schedule and meet GNI Nepal periodically (as per agreement) for feedback
- Submit the final script of the animated cartoon video to GNI Nepal and include feedback
- Develop/produce draft video and submit them to GNI Nepal for review and feedback
- Incorporate feedback and develop the final video and submit to GNI Nepal
- Share the progress of the work at each stage for review and feedback

## 6. Expected Deliverables

The selected company/consultant/video producer must provide GNI Nepal with follow-ups from start to finish of the work.

- An initial animated cartoon video concept
- Submit a work schedule with resource credentials
- Preliminary story/script
- Final story/script
- Final animated 3D cartoon video with a length of minimum 12 minutes and maximum 15 minutes
- Duration of the Assignment

The target is to complete the work within 62 days of signing the agreement. The company/consultant/video producer will follow the final schedule as mentioned in the agreement. The schedule of expected deliverables will be as below:

SN	Task	Workdays/month
1	Inception Meeting with GNI Nepal	2 days
2	Concept, Script/story, and Character Finalization	1 month
3	Animation Videos Making, Editing and Finalization	1 month
<b>Total Number of days allocated</b>		<b>62 days</b>

## 7. Budget

The company/consultant/video producer will submit a total budget with a detailed breakdown, including applicable taxes, at the time of proposal submission. The proposal should have a clear allocation of budget under each heading, the amount of which will be agreed between GNI Nepal and the selected video producer.

GNI Nepal will make payment in three installments:

- **First installment:** 30% of the agreed amount upon submission of final story/video scripts with work schedule
- **Second installment:** 70% of the agreed amount upon submission of all agreed works within the timeline

## 8. Acceptance of Proposal

All rights are reserved with GNI Nepal either to approve or disapprove any proposal without giving any reasons whatsoever. If needed, the service provider will be asked for modifications and presentations of the proposal before approval.

## **9. Management of the Work**

The selected company/consultant/video producer will manage all necessary resources and be responsible for the timely delivery of quality products. However, the company/consultant/video producer may consult other experts, if necessary, during the contract period, but GNI Nepal will not bear any additional cost of expert consultation. During and after the agreement period, GNI Nepal will not take any responsibility regarding the enrollment of various human and non-human resources to complete the assignment.

## **10. General Qualifications of the company/consultant/video producer**

The company/consultant/video producer will be required to have the following:

- Comprehensive experience in script writing, editing, and producing 3D animated cartoon videos
- Extensive experience in producing child rights and child protection issues-based videos with reference to rural parts of Nepal reaching children and community people
- Must be free from all forms of child rights violation cases and respect the rights of the child

## **11. Composition of the Team Members**

GNI Nepal expects a team composition (Scriptwriter, Narrator, Animators, Graphic designers, Video editor, etc.) of experts with proven experience in child rights and 3D animated video production. Please, attach a detailed CV of all the team members who will be involved in carrying out the proposed assignment. All the proposed team members should be free from all forms of child rights violation cases and must sign the child protection code of conduct before engagement.

## **12. Responsibilities of GNI Nepal**

Remaining within the policies and practices, GNI Nepal's primary responsibility will be to help the company/consultant/video producer to achieve the objectives of this ToR.

- Reviewing and approving the video's concept, story/script, work plan, and approaches
- Reviewing and providing feedback upon recorded draft videos
- Reimburse relevant costs related to this assignment and agreed upon in the contract

## **13. Responsibilities of the company/consultant/video producer**

The selected company/consultant/video producer will be responsible for carrying out all the tasks outlined in this TOR and service contract. The service provider should ensure the delivery of the output within the agreed budget and timeline.

## **14. Termination of the Contract**

GNI Nepal will terminate the contract if the company/consultant/video producer commits a breach in the performance or observance of its obligation under this ToR. The company/consultant/video producer shall be notified in written form within a week prior to the termination of the agreement.

## **15. Confidentiality**

During the performance of the assignment or any time after the expiry or termination of the agreement, the company/consultant/video producer should not disclose or share any information to a third party or person. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever form without written permission of GNI Nepal.

## 16. Intellectual Property Rights

All data/story/script/information/animated cartoon video pertaining to this assignment belong to GNI Nepal. The company/consultant/video producer cannot publish or re-use this output without taking prior consent from GNI Nepal. The copyright of the entire outputs/deliverables/products under this ToR will belong to GNI Nepal.

## 17. Documents and Samples to be Submitted

The application shall contain the following documents:

### A. Technical and Financial Proposal

- Technical Proposal: Concept of the story, production methodology, work plan, and a list of resources to be used.
- Financial Proposal: Detailed budget breakdown including taxes.

### B. Samples of prior work

- Link to at least three relevant samples of work previously produced by the service provider.

### C. Additional documents including the proposal

#### *(a) for registered company*

- Company/firm and production profile with relevant experiences
- CV of the team leader and members
- A copy of the company/organization registration
- A copy of the tax clearance certificate
- VAT/PAN registration
- Audit report
- Other relevant documents

#### *(b) for individual consultants*

- Copy of PAN/VAT registration of team
- Other relevant documents that demonstrate the experience of the proposed team.

The RFP should reach the address below via courier/hand delivery and e-mail by 19 September 2023, 17:00 hrs (Nepali Time). Please, enclose the application and proposals in an envelope and mark it “**RFP for Animated Cartoon Video Production**” and submit at:

### **Good Neighbors International, Nepal**

Ekantakuna-13, Lalitpur, Nepal

GPO: 8975, EPC 1605, Kathmandu, Nepal

**Email:** [eoig@gninepal.org](mailto:eoig@gninepal.org)

For Electronic (email) submission, the financial proposal shall be submitted in PDF format protected with a password. The password shall be sent via email only upon request from procurement/logistics department.