

**Technical Assistance to Produce & Telecast TV Commercials**  
**on Budget Analysis & Social Accountability**

**Terms of Reference**

**Background**

Citizens for Responsive & Accountable Governance (Cerag) is a 48-month (1 January 2017 to 31 December 2020) project implemented by Omar Asghar Khan Development Foundation in collaboration with Media Matters for Democracy & local civil society organizations in 12 districts in Khyber Pakhtunkhwa: Abbottabad, Battagram, Dera Ismail Khan, Haripur, Karak, Kohat, Mardan, Mansehra, Nowshera, Peshawar, Shangla & Swat.

Cerag is opening channels for citizen engagement with government to make public budgets fair and transparent, enhance access to quality public services especially for the poor, and, increase trust in public institutions by making them more responsive, inclusive and accountable.

Working intensely with more than 200 civil society organizations and 100 journalists in some of the poorest communities of 12 Khyber Pakhtunkhwa districts Cerag has helped enhance public scrutiny of government resources and increase engagement with public representatives and government officials to suggest ways in which services and spending may be improved.

Such citizen involvement in governance goes further than electoral participation. It is an exciting democratic innovation that strengthens public institutions. By promoting inclusion and accountability it gives different levels of decision-makers the benefit of organized public opinion that makes legitimate claims for fair public finance decisions to improve the management of public resources and the delivery of government services. Cerag's results include:

- Over 300,000 families, of which 200,000 are poor, have access to improved schools, healthcare, drinking and irrigation water, veterinary care, roads and other essential services.
- 3,000 demands for improved services have been made by 217 trained civil society organizations in 12 Khyber Pakhtunkhwa districts.
- Voices and interests of hundreds of women and men in 25 very poor communities have shaped development plans.
- More than 300 public representatives and government officials have taken over 5,000 actions in response to citizen demands to improve public services.
- More than Rs.100 million from public budgets, including about Rs.29 million local government funds, have been expended in response to citizen demands for improved public services.
- 22 reforms in public finance management have been recommended based on analysis of Khyber Pakhtunkhwa's budgets for three financial years since 2017.

**Assignment**

**1. Purpose**

Behind the numbers achieved by Cerag, are hundreds of stories. The Foundation is seeking technical assistance for the production and telecast of one or more short duration TV commercials to share Cerag success stories.

## **2. Duration & timeframe**

The tasks must be completed within six weeks, by 31 August 2020.

## **3. Payment schedule**

50% on signing of agreement

50% on production of the animated films

## **4. Profile of consultant**

The consultant appointed will have an exceptionally strong background in creative media. She/he will have proven skills and track-record in producing innovative TV commercials and will preferably have a university degree in communication.

Proposals from interested consultants/consulting firms/organizations should be emailed to  
[info@oakdf.org.pk](mailto:info@oakdf.org.pk)

**DEADLINE FOR RECEIPT OF PROPOSALS IS TUESDAY 7 JULY 2020.**

It is requested that the proposal should specify the strategy for completing the assignment include past experiences & proposed work plan for production & telecast and a detailed budget.