



## Terms of Reference

### Interactive Street Theatres Shows on Water, Sanitation and Hygiene (WASH)

#### (CBDRM component of BDRP programme)

Lodhran Pilot Project (LPP) is a not-for-profit organization, which is committed to promote development & humanitarian objectives in Pakistan. It is governed by an independent board, which makes sure that it works in a non-partisan manner and contributes to the development of all disadvantaged communities without any discrimination on religious or political considerations. It is registered under the Societies Act 1860. Certified by Pakistan Centre for Philanthropy, LPP manages a diverse range of programs and partnerships, and is widely recognized as one of the leading NGOs in the community development sector in Pakistan.

#### **Vision Statement**

LPP envisions a society where people participate in development process with a sense of ownership and all individuals have equal opportunities for sustainable development.

#### **Mission Statement**

To eradicate extreme poverty by empowering communities through equal access to all resources including availability of safe drinking water, basic sanitation services, education, advocacy, social justice, gender equity and humanitarian assistance without any discrimination.

#### **Background**

Building Disaster Resilience in Pakistan (BDRP) project is being implemented by CAWI consortium funded by DFID (UK) in province Punjab, KPK and Sindh. In this consortium Concern Worldwide (lead), Acted, International Rescue Committee and Welthungerhilfe are partner, whereas CWW and Acted are implementing BDRP project in both in KPK and Sindh, IRC in Sindh and Welthungerhilfe is implementing the same in province Punjab.

Lodhran Pilot Project (LPP) is implementing partner of CAWI consortium lead organization CWW in District Jhang . Under BDRP project 07 flood prone union councils in Tehsils Jhang, 18 Hazari and Ahmadpur Syial of district Jhang g have selected with total 70 villages.

#### **1. Rationale for the assignment**

Poor access to adequate sanitation, resulting in the practice of widespread open defecation, has negative health and social impacts on communities; the impact is even more fatal if any disaster occurs, particularly in terms of diseases such as diarrhoea and cholera, which is considered one of the leading causes of stunting and mortality, especially among children under five. As a part of resilience building among people against such diseases, an integrated WASH component is incorporated to BDRP program, the activities include; resilient community water infrastructure, improvement of basic sanitation through community led sanitation approaches and hygiene promotion/behaviour change. Therefore, to create mass awareness among people of the targeted communities and change their behaviours to practice good

hygiene and improve basic sanitation practices Lodhran Pilot Project (LPP)) has planned to conduct theatre shows on the themes of

1- personal hygiene and hand washing

2- importance and use of latrine

3- garbage disposal

4- household water treatment, importance and benefits of safe drinking water and safe storage of drinking water.

These street theatre shows will ensure an effective outreach and help in promoting WASH related good behaviours among men, women and children including school children.

### **Specific Objectives**

- a) To produce/ write script in local language on WASH themes (personal hygiene, hand washing at critical times, importance of construction and use of latrine, garbage disposal, household water treatment, importance and benefits of safe drinking water and safe storage of drinking water.
- b) To share script with LPP/Concern for review and discussion, prior to conduct theatres.
- c) To conduct 21 street theatres in multiple communities and schools on the agreed themes.
- d) Provide DVD recordings, pictures of all theatre shows conducted in communities and schools with dates and venue.
- e) Narrative Final Report of the progress of the assignment

## **2. Scope**

**Target group** –Community men, women and children including schoolchildren, of the targeted communities and schools.

**Geographical scope**–7 Union Councils of Jhang District in Punjab province (list of villages and U/Cs will be provided later)

## **3. Approach and Methodology**

The production firm/team / Theatre Group would propose the approach and methodology for Theatre shows detail, based on the general guidelines provided below;

- Review of BDRP programme documents, IEC Material particularly WASH related information education and communication material activities;
- Review of the dramas', theatres on the same themes, conducted around Pakistan
- Meeting with relevant staff to discuss the themes, script, schedule and other related arrangements/ pre requisites for the theatre shows.

## **4. Output of the consultancy**

- UC/Village/School wise street theatre shows are conducted in local language; on the mentioned WASH themes, for general public (men, women and children) and school children on the pre - selected locations of the targeted villages/schools.
- Conducted high quality video recording of the shows, the final skits and digital assets in original software are provided to LPP with clearly marked DVDs,
- Final Narrative Report of the completion of the assignment.

## 5. Deliverables

The production firm/team/ Theatre Group will produce following key deliverables (subject to further refinement in consultation with the production) and support of CWW/LPP WASH section:

- 1) Develop script of 30 minutes –45minutes show, on personal hygiene with particular focus on hand washing soap/detergent at critical times, importance of construction and use of latrine, garbage disposal and household water treatment, importance and benefits of safe drinking water and safe storage of drinking water;
- 2) Sharing of draft scripts for the WASH team's review. This may be finalized in 2- 3 review rounds, in case of selection a demonstration will be performed by production firm/team / Theatre Group.
- 3) Conduct a series of 21 interactive street theatre shows with proper opening/ start and afterwards highlighting the, importance of construction and use of latrine, garbage disposal and household water treatment, importance and benefits of safe drinking water and safe storage of drinking water according to script and a discussion session with audience at the end of each theatre performance.
- 4) The interactive street theatres will be simple, in local language (**Punjabi**), dramatic and demonstrative in nature for better and easy understanding of all target groups, hence leaving a strong impact on their minds.
- 5) Provide all pre-production/intervention services, such as concept note, script, storyboard/panel/team and theatre shows schedules.
- 6) Provide facilities such as seating arrangement, sound system, generator, costumes, puppets (if required), make-up, vehicle to spot, Back Ground Pana-flex with Logos as proposed by LPP and crew etc required for shows;
- 7) Conduct high quality video recording and pictures of the shows during performance and public participation. The final skits and digital assets in original software should be provided on clearly marked DVDs.
- 8) Event completion report.

## 6. Lines of Communication

The consultant will coordinate with LPP /Concern's WASH section.

## 7. Skills, Experience and Qualifications

- At least 2 years' experience of Water, Sanitation and Hygiene (WASH) sector shows performance.
- Are fluent in speaking local language – **Punjabi** (as required).
- Documentation experience in conducting similar nature of theatre shows.
- Team must have Excellent facilitation/ entertainment/ presentation skills
- Strong interpersonal skills and ability to effectively perform in rural setups of Punjab
- Available during assignment period and can conduct Shows as requested.
- Inclusion of women in performance team.

## 8. Structure of Technical Proposal/Expression of Interest and Submission Guidelines

Interested potential consultants/production team/firm/ Theatre Group with relevant experience, may submit sealed technical and financial proposals according to following details;

- Company/production firm profiles clearly stating the company's capabilities of undertaking the presented task.
- Previous and existing client list with details of various assignments completed.

- Company/production firm must provide physical evidence of previous work produced, preferably for the development sector clients (script, CD/DVD recording)
- Detailed work plan of theatre shows with clearly laid out deadlines defined in the RFP supporting proposal.
- At least one innovative concept for the 30- 45 minutes show on any of the mentioned themes showing method/ ideas to interact with and engage audience.
- CVs/profiles of the team, who will work on the assignment.

#### 9. Monitoring and Evaluation:

- The activity may be monitored by the M&E Person of CWW / Lodhran Pilot Project.

#### 10. Time frame

The street theatre shows expected to be concluded within 90 **working days** first show commencing from 3<sup>rd</sup> Week of **July , 2019**, with following break up of activities;

- Discussion and finalization of scripts and skits
- Conduction of 21 theatre shows in seven Union Council (1. Hazrat Sultan Bahoo UC, 2. Kot Mapal, 2. Dosa UC, 4, Massan UC, 5. Cheela UC, 6. Peerkot Sidhana & 7. Sultan Pur Jhang) of District Jhang
- Completion and provision of shows' recordings in DVD.

#### 11. Logistics

- Consultant will be the responsible for his boarding & lodging during trainings.
- Logistics cost should be included in consultancy fee.
- Costing should be inclusive of all applicable taxes of Federal Board of Revenue/ Provisional Revenue Authority.

##### ***Bidder Instructions:***

- **Technical & Financial Proposal:** should be submitted on printed paper in a sealed envelope. Clearly marked "**Interactive Street Theatres Shows on Water, Sanitation and Hygiene (WASH).**".
- **Rates:** The prices must be inclusive of all applicable taxes.
- **Certificate:** Please provide copy of your National Tax Number/CNIC
- **Payment Terms:** Payment will be release through cross cheque on satisfactory completion of supplies /services as per agreed term and conditions in the Contract, upon submission of Invoice / supporting documents for the said supplies / services.
- **Taxes:** Tax will be deducted at source as per Govt. of Pakistan tax law / FBR's updated guidelines
- **Ethics:** Suppliers/Firms must not be engaged in any child labour, human rights abuses, corruption, fraudulent, collusive or coercive practices including but not limited to applying/ bidding by multiple names / companies. If any bidder is found to be involved in such practices his/her bid may be rejected and the companies in question permanently black listed.
- **Criteria:** Lowest price will not be the sole criteria; quality, delivery time and previous experience will also be considered. Bid committee reserves the right to change the quantities or cancel/reject any or all offers without assigning any reason.
- For more on the assignment, please direct your queries to [raees.alvi@lpp.org.pk](mailto:raees.alvi@lpp.org.pk) before deadline.

**How to apply:**

Please submit your Sealed Proposal / Bid by the dead line of **13 July 2019 on below mention address.**

**Address contact details:**

**Lodhran Pilot Project: Implementation Office, Near WAPDA Colony Multan Road Lodhran  
PH# 0608-362928**