Scope of Work

Production of Sinhala and Tamil versions of an electronic media message of 30 seconds duration, to improve the community awareness on available health sector services for the survivors of Gender-based Violence

Background
Sri Lanka has made a concerted and comprehensive response within the health sector to address Gender-based Violence (GBV/DV) over the years, using a multi-pronged and systematic approach. In the early stages apathy and indifference of the policy makers and service providers limited the response but as this waned off, is presently replaced by understanding, enthusiasm and a drive to assist fellow human beings.

The Mithuru Piyasa/Natpu Nilayam a GBV/DV service point in 83 state hospitals throughout the island provide GBV care services at present. National level guidelines and Standard operating procedures had been disseminated to provide homogeneous and quality assured care through the said centers.

The public health care workers are supposed to identify survivors of Gender-based Violence during their routine work, provide them with emotional support, necessary assistance, and refer them to Mithuru Piyasa centres and other service providers according to the clients’ wishes and requirements.

COVID-19 pandemic in 2020, has caused governments to impose various measures including lockdown measures, movement restrictions, and public transportation shutdowns resulting the “Shadow Pandemic,” a surge in GBV worldwide. Ministry of Health has introduced a dedicated Hot line with the support of developmental partners to provide prompt survivor centered care for GBV victims during the pandemic.

In Sri Lanka, the said issues and the bottlenecks were affecting communities for a longer time due to the financial crisis in 2022 causing fuel shortages, loss of employment, high cost of inflation, etc in turn affecting health service access by the needy public.

Although the Ministry of Health has taken steps to introduce a dedicated hotline to facilitate easy and client friendly response to GBV survivors, an effective marketing campaign has not been taken place to publicize the hotline among the general public due
to limitations in domestic funding as well as limitations in using financial resources from developmental partners for such an exercise.

Sri Lanka's cabinet has approved downgrading the nation to the status of "low income country", on 11th October 2022 warranting use of foreign aids to activities which were not considered as eligible previously.

In this scenario, Family health Bureau of Ministry of Health plans to produce 2 electronic media messages (01 in Sinhala and 01 in Tamil language) of 30 seconds duration on available health sector services for the survivors of Gender-based Violence.

Specifications are given below:

**Specifications**

**General**
The electronic media message is aimed at raising awareness of the general public on available health sector services for the survivors of Gender-based Violence. The subject matters which needs to be discussed by the electronic media message should be,

- Public Health Care providers attached to Medical Officer of Health areas as service providers for the survivors of Gender-based Violence
- Hospital based Mithuru Piyasa GBV care centres as a service point for the survivors of Gender-based Violence
- New GBV hotline – 0702611611

All the bidders will be sensitized on subject matters and on what is expected by the electronic media message at a pre-bid meeting before the bid opening.
Specification/ Points for concern

- Time duration of the electronic media message- 30 seconds
- Expected information should be conveyed to the general public through an attractive, colorful electronic media message using live models.
- Using the given information, all bidders should develop a draft concept/script including the dialogues which should be produced for consideration by the Technical Expert Committee (TEC).
- Outline of the electronic media message to be developed, models, props and professionals (where relevant) should be clearly indicated and the settings should be identified and include in the proposal.
- The script and storyboard should be discussed with the technical team of FHB & WHO and approval need to be taken before production of any material (Maximum 2 rounds of edits to be allowed before finalizing the script).
- Arrangements for re-shooting of 1-2 settings (if the need arises) and for reasonable modifications should be made in the budgeting.
- The vendor should choose the appropriate location for live videos after consulting FHB technical team & WHO.
- Vendor should facilitate transport of resource and bear the expenses / payment for resource persons
- Maintain written communication policy preferably via email with identified single focal point for communication. (FHB /vendor/WHO)

Recommendation for selection will be done by the TEC, depending on the quality of the draft script and the proposed deliverables.

Selected bidder will be called for several meetings with the Director/ Gender Focal Point-FHB and further information, clarifications and reviews would be done from time to time.

- Below mentioned items/drafts should be provided for the approval of the Director/ Gender Focal Point- FHB at the first meeting.
  - The bidder should provide pictures of the actors
  - If, the models have appeared in previous films/ documentaries/advertisements etc. should produce those for evaluation
  - The bidder should provide pictures of the settings

- The bidder should provide draft background music/songs
- Obtaining the consent for acting (from the parents of those who are under 18) should be done by the producers.
Final Product

1. 01 Sinhala and 01 Tamil version of the product (30Sec) must be available, in Beta /HD format. The models should represent the ethnic groups identified with the relevant language, and may differ in the Sinhala and Tamil versions. Before finalizing the final products, it should be provided for the approval of the Director/ Gender Focal Point- FHB.

2. Two separate electronic media messages (01 Sinhala and 01 Tamil version) of 15 seconds should be produced out of the main messages using one or more scenes. This short message should convey a clear message to the public regarding the 03 subject matters indicated above. It should be able to convey the summary of the main message on its own. Before finalizing the summary messages (Sinhala and Tamil versions), draft should be provided for the approval of the Director/ Gender Focal Point- FHB.

3. Two scrawler electronic media messages (01 Sinhala and 01 Tamil versions) should be produced. This message should convey a clear message to the public regarding GBV hotline.

<table>
<thead>
<tr>
<th>Outputs</th>
<th>Sinhala</th>
<th>Tamil</th>
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<tbody>
<tr>
<td>1. 30 Sec live media message (01)</td>
<td>1. 30 Sec live media message (01)</td>
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<tr>
<td>2. 15 Sec live media message (summarized version) (01)</td>
<td>2. 15 Sec live media message (summarized version) (01)</td>
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<tr>
<td>3. Scrawler message(01)</td>
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Bid Price

- Arrangements for re- shooting of 1-2 settings (if the need arises) and for reasonable modifications should be made in the budgeting.
- Vendor should facilitate transport of resource and bear the expenses / payment for resource persons, for videos
- All the duties, taxes and other levies payable by the company should be included into the final quotation.
- The rates quoted under the contract shall be fixed for the duration of the contract and shall not be subjected to adjustment on any account.
- All the copy righted materials (images/ music /etc) should be transferred to WHO/SRL / Ministry of Health in writing

Ownership and copy right
Ownership of the product including all its components should be given in writing to the WHO at the complete project delivery date, to use, reproduce and distribute under any software license. If use any proprietary materials is used (videos/music/etc), proper authorization should be taken from the authors and all information should be submitted at the complete project delivery date.

**Ethical and Legal issues**

The sole authority of this electronic media message rests with the WHO/SRL and Director FHB.

**Time frame:** 01 November- 20th December 2022. (agreed outputs accepted by D/FHB with invoices should be submitted to Who/SRL by 15 December 2022)

**Selection process**

**Mandatory:**
Developer must also have adequate technical ability, resources, human resources and processes.
- Must have 05 or more years of general experience in creative designing/advertising business in Sri Lanka. Evidence should be submitted with the proposal
- Need to have competent full-time manpower/consultants in the team (including language experts in Sinhala and Tamil language for creating, editing, proof reading). Vendor will have to submit CVs of each expert working with the company mentioning their positions.

**Desirable**
- previous experience in work with the Ministry of Health or Government agencies.
- Previous work experience in UN agencies

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12.10.2022