



REQUEST FOR EXPRESSION OF INTEREST
Project Management Unit
The Land Records Management and Information Systems Project
Board of Revenue, Punjab
(A Project funded by the World Bank)
IDA Credit No. PAK4258



**Consulting Services for Project Introductory & Promotional
Video Production**

Government of the Punjab has launched a project for establishment of Land Records Management and Information Systems. The higher level objective of the project is to improve the land record service delivery in the province of Punjab, contributing to long-lasting tenure security. Land owners will be able to verify the ownership of lands, alienate and acquire the rights in land in a transparent, easy and secure manner.

PMU-BOR is wants to engage services of a media firm which would conceptualize, design and produce audio-visual presentation in order to make people aware of their land related rights in general and the facilities made available through the project in particular.

The Project Management Unit – Board of Revenue now invites eligible media firms to indicate their interest in providing consultancy services for production of Project Introductory and Promotional Video which will be used for dissemination to internal and external stakeholders at different stages of the project. Interested firms having creative, innovative, educational/training/information documentary production skills may provide information indicating that they are qualified to perform the services (brochures, description of similar assignments, availability of staff with relevant skills etc.).

A firm will be selected in accordance with the procedures set out in the World Bank's *Guidelines: Selection and Employment of Consultants by World Bank Borrowers*, May 2004 revised October 2006 for Selection Based on the Consultant's Qualification (CQS).

Terms of Reference for the consultancy and the list of documents to be attached with the EOI can be obtained from our web site or the address given below.

Expressions of interest must be delivered at the address given below latest by 15-06-2009. PMU-Board of Revenue reserves the right to reject one or all of the proposals without assigning any reason.

Nadia Ahmad, Sociologist
PMU-Board of Revenue, Punjab
5th floor LDA Plaza,
Egerton Road Lahore. Pakistan
Tel: 092-042-9204429, Fax: 042-9204435
E-mail: sociologist.lrmis@gmail.com

Web site: <http://www.punjab-zameen.gov.pk/current.asp>

List of Documents to be provided with EOI

The following documents are required to be provided with the EOI.

1. Certificate of Registration (with name of relevant professional body/organization) along with the latest renewal letter.
2. Copy of Registration with Securities and Exchange Commission or Registrar of Firms.
3. Copy of Registration with Income Tax Department.
4. A Certificate/ Affidavit that the firm is not blacklisted by any Government /Autonomous Body.
5. List of permanent professional staff along with detailed CVs of Creative Director, Script Writer and Lead Designer showing project wise experience with duration for each project.
6. Detailed description along with CDs/DVDs/samples of Information/training/ dissemination/educational documentary video productions completed by the firm during last 10 years with an evidence/certificate from client.
7. List and samples (CDs/DVDs) of electronic (video) advertisements produced by the firm during last 5 years with an evidence/certificate from client.

Terms of Reference **For** **Project Introductory & Promotional Video Production** **Land Records Management and Information Systems**

Introduction

Government of the Punjab has launched a project for computerization of land revenue records to make land records accessible to land owners, simplify the processes and with the support of robust software and appropriate legal and institutional changes, improve delivery of services to the public. Land owners will be able to verify the ownership of lands, alienate and acquire the rights in the land in transparent, easy and secure manner. The higher level objective of the project is to improve the land record service delivery in the province of Punjab, contributing to long-lasting tenure security.

To achieve this end LRMIS Project seeks to establish service centers at district, tehsil and sub-tehsil level in all 36 districts of Punjab. One intention of the project is that the Service Centers will evolve to provide a wider range of public services to the population in a more efficient way than they are currently provided. It seeks to improve the speed, quality, accountability of the services already being provided.

PMU-BOR, as a client is interested to engage services of good media/communication firm which would conceptualize, design and produce audio-visual aids to provide information and create awareness of project interventions to the stakeholders.

Objectives

The content of the video should be specific, need based and directed at achieving the following objectives:

- To empower the functionaries with the knowledge and skills to implement the land record computerization
- To increase awareness to minimize resistance and to enhance support of project initiatives and activities at district level
- To inform all stakeholders about the new and improved processes
- To expand information about the benefits of the project (more secure rights, lower transaction costs, access to records, transparent processes etc.).

Scope of Assignment

The firm would conceptualize, design and produce the audio-visual which would encompass coverage of project intervention through a Project Introductory & Promotional Video of appropriate duration. The consultant will suggest the appropriate duration for the video to achieve the desired objectives. The video would be used to effectively communicate the interventions, processes and benefits among the project internal and external stakeholders intended to be utilized at two distinct levels:

District Level (including the Management Cadre and the functionaries of Revenue Department)

End user/beneficiaries level (Land right-holder including owner, mortgagors and tenants)

These audio visuals will be presented/ broadcasted during the Awareness and Dissemination campaigns to be launched by the Project Management Unit at different stages of the project. The firm will develop the script/content; arrange the sets and performers in consultation with the PMU-BOR. The consultant would prepare the 2-3 major local languages (of Punjab) versions of the same video accounting the literacy level of end users. It is important that the messages are conveyed in a manner which will appeal to the viewers and be useful in minimizing resistance and gaining support for the project.

The firm will be responsible for all cost and expenses incurred including human resource and operational logistics in carrying out the assignment. PMU-BOR will provide the thematic support and guidance and will provide the relevant information. The product will be the sole property of PMU-BOR and could only be utilized by the client when and wherever required.

Theme

The video presentation may include the screenplays; 3D animation [testimonial (spokesperson), animated narrative, use of animated characters and/or symbols] and should focus on the following theme:

- Description/introduction of the Project
- Description of new improved service delivery system
- Work flow processes, inclusive of the information on what it entails to obtain a record, how to change a mutation in their name, grievances and complaint system etc.
- Change in role of service delivery groups as a result of automation (to highlight that how automation will facilitate the working of revenue officials and will increase output with ease)
- To highlight the benefits (more secure rights, lower transaction costs, access to records, transparent processes etc), the project stakeholders would get from computerization/ project
- The location of service centers explaining the roles of various service providers, functioning of Kiosk to give an idea about what the project envisions.
- Overview of the software (issuance of fard and mutation of records etc)

Deliverables

Sr. No.	Deliverables	Time for submission after award date
1	Script/Story Board	20 days
2	Prototype Video Format	60 days
3	Video CDs/DVDs	75 days