

TERMS OF REFERENCE FOR
PRODUCE A VIDEO TELE DOCUMENTARY TO PREVENT SEXUAL
EXPLOITATION AGAINST CHILDREN IN COASTAL AREAS.

BACKGROUND

Ministry of Women & Child Affairs has enshrined children's right to be protected from all forms of violence through its ratification of the UN Convention on the Rights of the Child (CRC). Building on this strong foundation, the Government has recently taken a number of landmark steps to build on this commitment. Sexual exploitation against children is one of the major contemplation under the CRC observation which was found to be associated with multiple negative outcomes of the child development and protection.

In Sri Lanka Commercial Sexual Exploitation of Children (CSEC) is reported and visible on the coastal areas, beaches and tourist hotels especially around the areas of Mount Lavenia, Hikkaduwa, Beruwela, Unawatuna, Polhena, Mirissa, Negambo, Kalutara, Panadura and Arugambe. Family financial difficulties, close proximity to hotels, lethargic attitudes and negligence of parents, under aged marriages, poor relationships between children and parents lack of affection to children from their parents are some of the key reasons for this situation. Also, it has been reported that some parents and adults exploit their children to earn money easily by pushing for sexual engagement with tourists. Lack of understanding about the harm for children, legal framework, influence of Three-wheel drivers and tour guides, poor functionality or ineffectiveness of reporting and responding mechanisms are some risk factors that effect to sexual exploitation against children.

Hence, sexual exploitation against children can be addressed through enhancing the capacity of law enforcement, community based child protection mechanism, raising awareness of children, parents & community members about the consequences of sexual exploitation of children. The Ministry of Women and Child Affairs (MoWCA) and other institutions under the Ministry has already taken some efforts to address this issue by developing the capacity of divisional level officers such as Child Rights Promotion Officers, Probation Officers and Child Protection Officers. In the meantime, we are aiming at reaching wider audience through awareness raising through different avenues.

We believe that video documentary is a powerful story telling medium that can serve a prime proving ground for our social awareness campaigns, influential ideas and experimental content efforts. Video is an emotionally resonant combination of sound, motion, and visuals which can also help us drive deeper and build more satisfying relationships between our message and its audience. This communication tool has helped fuel social movements and has been shown to strengthen social actors' ability to challenge and change power relations in society, providing platforms for debate, reflection, influencing and mobilizing people. It is provide the information to people who feel that they are at risk to can find a safe place to share their struggle and seek help. Even if needed, he/she can refer to existing services such as helplines.

Therefore Ministry has decided to produce a video docudrama especially to make aware general public in the coastal areas where their children are at risk of being victims of sexual exploitation and empower relevant local authorities, community level organizations and the communities about their roles & responsibility in an incident of sexual exploitation against children in their own communities and especially their contribution in preventing these sexual exploitation incidence. Hence this consultancy is seeking a suitable qualified and experienced consultant/agency to undertake work associated with the producing video docudrama creatively as per the facts highlighted above. The purpose of this Terms of Reference (TOR) is to seek competitive proposals from the firm for producing a video docudrama.

OBJECTIVES

1. To produce technically sound, community and culturally oriented video documentary to prevent child sexual exploitation. it will include,
 - Main video docudrama on 20 minutes which expect to disseminate though TV channels, and officers working under the MOWCA to enhance the community awareness.
 - Three 30 seconds trailers each focusing on raise awareness of children, family (especially good parenting) and community to prevent sexual exploitation against children. (Disseminate through YouTube and social media).

(All 30 seconds trailers should be resemble to the main video docudrama and main production should be in Sinhala. A copy should be in Tamil dubbed with English subtitles.)

2. To improve awareness of wider audience and general public in coastal area, where their children are at risk of being victims of sexual exploitation among their own community by advertising the video documentary.
3. To empower relevant stakeholders to accelerate adequate responses to prevent violence against children.
4. To spark public debate about sexual exploitation against children in coastal areas.
5. To enhance awareness among public on the available government mechanisms which the victims and vulnerable groups can seek for necessary support and intervention.

EXPECTED OUTCOMES

1. Raised awareness among the wider audience and general public in the coastal area, where their children are at risk of being victims of sexual exploitation through effective message include in video documentary.
2. Empowered the relevant local authorities, community level organizations and the communities about the roles & responsibility in an incident of sexual exploitation against children in their own communities to prevent such vulgar incidents.
3. Strengthened Community actions to prevent sexual exploitation against children in coastal areas by enabling relevant local authorities, community level organizations and the communities to understand the impact of this issue.

SCOPE OF WORK/WORK ASSIGNMENT;

The selected firm will work closely with the assign Technical members of the MOWCA, other institutions under the MOWCA and Save the Children to develop the video docudrama.

The process will include:

Task 1: Review issues arising from sexual exploitation against children, risk factors of sexual exploitation against children, physical, social and psychological impact of children, current policies laws to prevent sexual exploitation.

Task 2: Review existing multi-media materials related to sexual exploitation against children in local and foreign countries and draft script and storyboard.

Task 3: Share and present the draft script and story board with Technical members of the MOWCA for technical review by the committee and consolidate all feedback and incorporate them.

Task 4: All members who engage in video docudrama process should undergo child safeguarding briefing conducted by Save the Children at the pre-bid meeting prior to video production if you plan to engage children in any manner.

Task 5: After incorporating comments, selected firm should submit and present the final mannequin of video docudrama for further review of the technical committee.

Task 6. Incorporate final comments (if any) given by the committee and submit the final product to the MoWCA (Including a main video docudrama on 20 minutes, three 30 seconds trailers).

Task 7 ; Finally Design and print DVD cover in cardboard and face printed DVD after integrating technical committee input.(Total 500 copies in Sinhala and 100 copies in Tamil)

KEY DELIVERABLES

1. Submit a draft story board & script for the documentary to the technical committee for approval before filming;
2. Submit a final story board and script after integrating technical committee input;
3. Submit the complete documentaries including a main video docudrama on 20 minutes, 30 seconds three trailers as mentioned above.

4. Design and print DVD cover in cardboard and face printed DVD after integrating technical committee input. (500 DVD copies in Sinhala and 100 copies in Tamil).

COMPONENTS SHOULD BE INCLUDED IN VIDEO DOCUMENTARY

1. Information about the risks of becoming a victim, including information about risk of engaging in commercial sex, maltreatment, psychological harm related to victimization in sexual exploitation against children.]
2. Information about what different actions to prevent child sexual exploitation.
3. Information about possible punishment for such involvement.
4. Information about victims' rights.
5. Information on hotlines and available services for victims and vulnerable children.

QUALIFICATION

Experience by selected Firm/Group/Individual

- A minimum of 3 years of proven experience in video filming industry.
- Have extensive experience in producing news, documentary films, TV programmes and short format films (proof of experience is a MUST).
- Able to produce high quality broadcast video on tight deadlines on a variety of different issues and subject matter;
- Previous experiences in developing similar video clips would be an added advantage.

Technical requirements

- Broadcast quality full HD video, 1920 x1080p
- Professional sound recording at minimum of 96 kHz/24-bit
- HD web files and HD DVD as final products

DURATION; 45 days.

WORK LOCATION & REPORTING LINE

The selected firm will be expected to work regular interaction with Social Protection of Children's Project Unit at MOWCA.

COST ESTIMATE

The selected firm is invited to submit a detailed technical & financial proposal. The estimate will be finalized after negotiation with the selected firm.

20 percent on finalized Script and story board

30 percent on first edition of the video docudrama on 20 minutes and 30 second three trailers.

50 percent on final version of the video docudrama on 20 minutes and 30 second three trailers after incorporating the comments and after submitting 500 copies of DVD with designed DVD covers

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ROLE OF THE MOWCA

1. Fulfill financial commitments of the selected firm through procurement procedures.
2. Provide necessary inputs & technical support in collaboration with the Technical Committee.
3. Provide necessary coordination between public sector and the selected firm if necessary.

APPLICATION PROCEDURE

Interested Firms/Groups/Individuals should submit a proposal in response to the TOR, which should include the following:

- Signed cover letter explaining why you are the most suitable candidate for the advertised consultancy;

- CV and technical proposal that includes (crew composition and contact address, related past projects in last 3 years (with client name, contact and amount of the project), draft script of main video docudrama on 20 minutes and draft story board on three 30 seconds trailers
- Detailed financial proposal
- Short listed applicant should present the 10 minutes presentation about Firm, previous experiences on productions and also draft script of main video docudrama on 20 minutes and draft story board on 30 seconds three trailers

For Firms, the following MUST be submitted:

- Valid copy of certificate of incorporation as a company in Sri Lanka
- Valid copy of tax registration certificate (indicating TIN and VAT Number)
- Accurate physical, postal, telephone and email address of the firm

AshokaAlawatta

Secretary

Ministry of Women & Child Affairs

