Terms of Reference

Relating to: Content Gathering for PACS

About PACS :

Poorest Areas Civil Society Programme [PACS] is an initiative of the UK Government's Department for International Development (DFID) in partnership with civil society. PACS helps socially excluded communities to claim their rights and entitlements more effectively. PACS focuses on socially excluded groups including scheduled castes, scheduled tribes, Muslims, women and people with disability. This seven-year programme (2009-2016) aims to support civil society organisations (CSOs) in promoting inclusive local, district and state policies, programmes and institutions. It focuses on areas of livelihood, education, health and nutrition in gender and rights perspectives. PACS programme is being implemented in 90 districts across 7 states of Bihar, Chhattisgarh, Jharkhand, Madhya Pradesh, Odisha, Uttar Pradesh, and West Bengal. PACS programme is managed by the IFIRST Consortium (Indian Forum for Inclusive Response and Social Transformation), the management consultants for the programme which is a consortium of five organizations led by Christian Aid with Caritas India, Financial Management Service Foundation (FMSF), Indian Institute of Dalit Studies (IIDS) and Access Development Services.

Objective of Assignment :

The PACS programme has a wide range of theme-based and individual/group protagonist-based stories of change and impact. These reflect the true essence of non-discriminatory access to rights and services and demonstrate that social barriers and exclusion can be overcome.

Through this assignment PACS wants to capture and illustrate these stories of positive change using a range of mediums – text, audio, photography and videography.

The stories that are gathered will be primarily shared via the website and through PACS social media channels. However, they may also be used in offline content, for example publications, exhibitions and reports.

The content gathering will be commissioned as a series of individual assignments across the year, in line with the PACS Communications Calendar. Each individual assignment will have its own project brief.

Planned communications gathering activities include:

o   MGNREGA case studies on female site supervisors, MGNREGA help centres and the inclusive participatory planning process (for MGNREGA Day on 2 February)

- FRA case studies on the use of GPS in forest rights claims, individual and community successes, and participation in Forest Rights Committees (for International Day of Forests and the Tree on 21 March)
- Following students on our skills training course over time (for International Youth Day on 12 August)
- Case studies on each of our 8 livelihood models (for World Cooperative Day on 4 July)

The objective of the overall assignment is therefore to collect a variety of high quality case studies (via text, audio, photography and/or videography) that illustrate stories of positive change and impact, showcasing the work of our partners, in line with PACS communications priorities.

Scope of Work :

The exact scope of work will differ on a case-by-case basis but will involve:

- **Attending a briefing meeting –** this will be with the PACS communication and programme team, to understand the story pitch, the audience, the purpose of the product etc.
- **Travelling to the field to collect stories** – the exact projects, themes and communities to be visited will be decided by the PACS Communications Team.
- **Collecting stories that show positive change**– the stories have to show positive change that has come about because of the PACS programme initiatives. The PACS Communications Team will guide the consultant on the number and types of stories to collect and should be captured through interviews (written or audio recording), photography and/or videography.
- **Using agreed templates** – the PACS communications team has developed specific templates for content gathering (including case study templates, caption templates and interview transcription templates). These should be used by the consultant.
- **Processing content** – the content should be delivered to PACS in agreed formats (defined on a case-by-case basis). Processing will take a number of forms including editing videos and photos, writing narrative stories and case studies, compiling photo stories, captioning images, creating audio slideshows along with writing up interview transcripts.
- **Providing the first draft of products and incorporating suggested revisions and feedback –** the consultant will need to provide edited videos, narrative stories, case stories, photo stories, captioned images and audio slideshows as per the individual project brief. PACS will provide feedback on narration, photographs and video/audiovisual material and this should be incorporated into the final versions and edited cuts.
- **Working with translators –** in regions where the consultant is not fluent in the local language, a translator will be provided to help with interviews and to aid contextual understanding.

For **WRITTEN CASE STUDIES** the scope of work will additionally include:

o **Interviewing key individuals** – all in-depth interviews should be documented, either on paper or on video/audio. Consultants will be provided with a case study template that includes specific questions to ask.

o **Transcribing interviews** – the interviews should be transcribed word-for-word, alongside any time codes (for audio recorded interviews).

o **Recording key information** – certain key information needs to be collected about the state, district, block, issues being highlighted, the CSO partner, the CSO project, community and individuals. This will be discussed at the briefing meeting.

o **Providing narrative context** – the case studies should include story narration alongside the transcript to capture the personality and context of the case study. The consultant will be provided with specification in each individual project brief.

For **PHOTOGRAPHY** the scope of work will additionally include:

o **Taking a range of high quality photographs** – through photography, we want to communicate how people are taking action to challenge barriers and discrimination. They should accompany and enhance the testimonies of beneficiaries and their experiences of strengthening demand for improved access to and delivery of services. Photos need to clearly show the case study environment, theme and subjects. The images should not perpetuate stereotypes of people as passive and anonymous or victimised and trapped by circumstances.

o **Captioning** – all photographs should be accompanied by captions so that it is clear who is in the photograph and the work it is depicting.

For **VIDEOGRAPHY** the scope of work may additionally include:

o **Recording high quality video images and sound** – relevant footage as per the individual project brief provided and the briefing meeting needs to be captured using a high definition video camera, along with proper sound and light equipment. The footage needs to clearly show the case study environment and theme along with high quality interviews with key individuals. Footage should be collected keeping in mind a story line and script which will be decided beforehand in consultation with PACS.

o **Transcribing interviews** – any recorded interviews should be transcribed word-for-word alongside time codes.

For **AUDIO RECORDING** the scope of work may additionally include:

o **Recording high quality sound** – relevant interviews and wild track should be recorded as per the individual project brief provided. Sound should be recorded using professional audio recording equipment. Audio should be collected keeping in mind a finished product, which will be decided beforehand in consultation with PACS.

o **Transcribing interviews** – any recorded interviews should be transcribed word-for-word alongside time codes.

Timeframe :

The engagement will be for a period of 12 months. Specific individual assignments will be given on a case-by-case basis.

The timelines for individual assignments will be agreed upon by the initiator of the assignment and agreed in a separate project brief before the commencement of work.

Eligibility criteria for the consultant :

The following eligibility criteria are required to carry out the assignment:

1. Experience of doing assignments of a similar nature for the development sector.
2. Proven experience in storygathering and interviewing.
3. Proven experience in filming, audio recording and photography along with associated editing.
4. Experience of working with translators.
5. Ability to take up assignments at short notice.

The following criteria is preferred

1. Knowledge of community development, especially on community mobilization processes, networking and community context.
2. Fluent in English and Hindi/Bengali/Odiya.

Reporting & Coordination :

The consultant will primarily be coordinating with the PACS Content Specialist throughout the duration of the assignment.

A briefing meeting (either face-to-face or via Skype) before each individual assignment will be mandatory.

Travel to designated states and districts will be required as per the travel plan agreed with PACS, after the consultant has received the individual project brief and attended the briefing meeting.

Key Deliverables

1	WRITTEN CASE STUDIES For written case studies, the key deliverables may additionally include: - Narrative case studies/stories – these should incorporate all specifications mentioned in the scope of work and as described in the individual project brief. - Written case study transcripts – the interviews with key individuals should be written up, word for word, alongside key information about the

individual e.g. name/age/social group/children/personality. Transcripts need to be in English and provided in soft copies.

2	PHOTOGRAPHY For photography, the key deliverables may additionally include: - An edited selection of high quality photographs with captions – these photographs should clearly show the case study environment, theme and subjects. They should be delivered as high resolution, digital images. The minimum file size should be 5MB and they should be in JPEG format set at 300 dpi resolution. Captions should be supplied as a separate document with corresponding image numbers. Captions should include: • the correct spellings of any names • location (village, panchayat, block, district, state, CSO partner name) • context (three to four lines of what the photograph depicts) and direct quotes - Edited audio-visual slideshows – slideshows should clearly and succinctly show the impact that the PACS project is having through a mix of photos, text and audio. Audio-visual slideshows should be delivered in both high resolution (for screening) and low resolution (for website use – MPEG format). A copy of the final slideshow should be uploaded by the consultant to the PACS Youtube channel (details will be provided).
3	VIDEOGRAPHY For videography, the key deliverables may additionally include: - Edited high quality videos – videos should clearly and succinctly show the impact that the PACS project is having through a mix of footage, narration and subtitles/text. All interviews should be subtitled. Videos should be delivered in high resolution (for screening) and low resolution (for website use – MPEG format). A copy of the final video should be uploaded by the consultant to the PACS Youtube channel (details will be provided). - Clean, high quality audio – any audio that is collected should be delivered in .wav format and should be clean – sharp, crisp and without background noise or interruptions. - Written interview transcripts - the interviews with key individuals may need to be written up, word for word, alongside time codes. Key information about the individuals e.g. name/age/social group should also be provided. Transcripts need to be in English and provided in soft copies.
4	AUDIO RECORDING For audio recording, the key deliverables may additionally include: - Clean, high quality audio – any audio that is collected should be delivered in .wav format and should be clean – sharp, crisp and without background noise or interruptions. - Edited audio-visual slideshows – slideshows should clearly and succinctly show the impact that the PACS project is having through a mix of photos, text and audio. Audio-visual slideshows should be delivered in both high resolution (for screening) and low resolution (for website use – MPEG format). A copy of the final slideshow should be uploaded by the consultant to the PACS Youtube channel (details will be provided). - Written interview transcripts - the interviews with key individuals may need to be written up, word for word, alongside time codes. Key

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