

# KASHF FOUNDATION

## 30th Anniversary - Video Production

### Request for Proposal (RFP)

#### Introduction

Kashf is registered as a Non-Banking Micro Finance Company, which the Pakistan Securities and Exchange Commission regulates. Set up in 1995 as Pakistan's first specialized microfinance institution, Kashf has successfully carved out a distinct and unique niche for itself in the microfinance sector by offering a suite of innovative and transformative products and services to low-income households, especially women. Kashf offers appraisal-backed individual lending to its clients along with nonfinancial services to create a transformative impact at the household level. Kashf believes in creating an enabling environment for women micro-entrepreneurs and is committed to creating products and services driven by client needs and demands which leverage on experiences of successful programs from across the world. Kashf's main spheres of intervention include (1) Financial Services, (2) Insurance and Safety Nets, (3) Capacity Building Trainings, and (4) Social Advocacy Interventions.

This RFP is for production companies interested in developing a **3–5-minute song video** as part of Kashf Foundation's **30th Anniversary celebration**, capturing the journeys of women entrepreneurs empowered by Kashf's support.

#### Kashf Media Presence

Kashf Foundation is a pioneer in producing and creating awareness campaigns on societal issues through mainstream media. Specifically focusing on women's concerns, Kashf develops meaningful media campaigns that challenge societal perceptions regarding women, foster dialogue, and offer solutions to prevalent problems created by existing social and cultural norms. Kashf's media productions have laid great emphasis on the positive spillover effects of women's economic empowerment through strong dignified female characters who question societal norms. Notable series like "Rehaai," "Udaari," "Aakhri Station," "Kuch Ankahi" and "Zard Patton Ka Bunn" have garnered both audience and critical acclaim. The foundation has also ventured into the web series realm with House Full Batti Gul. 2 Looking Forward, Kashf aims to bolster its digital presence, intending to enhance brand recognition and expand its audience base.

Presently, our reach extends across various platforms, including Facebook, Instagram, Twitter, LinkedIn, TikTok and YouTube.

#### Phase 1: Concept Development and Storyboarding

**Timeline:** Feb 1 – Feb, 15th 2025

- **Deliverables:**
  - Submit three video concepts within two weeks of project selection for Kashf's review, followed by a detailed storyboard.
  - The concept should highlight Kashf's mission, emphasizing **real-life stories of resilience** from women entrepreneurs.
- **Milestones:**
  - Kashf to provide feedback within five days of concept submission.
  - Approved storyboard due by Feb 15th, 2025.

## **Phase 2: Pre-Production Planning**

**Timeline:** Feb 15 – Feb 20th, 2025

- **Deliverables:**
  - Comprehensive pre-production plan covering casting, location selection, script refinement, and scheduling.
  - Submit an **implementation plan** outlining the filming, editing, and promotional activities.
- **Milestones:**
  - Kashf will review and approve the pre-production plan by February 20, 2025.

## **Phase 3: Production & Filming**

**Timeline:** Feb 20-5<sup>th</sup> March, 2025

- **Deliverables:**
  - Complete filming by 5<sup>th</sup> March 2025, to capture the transformative journeys of four diverse women entrepreneurs.
- **Milestones:**
  - Submit raw footage for review by 7th March 2025.
  - Kashf will provide feedback within five business days.

## **Phase 4: Post-Production & Initial Release**

**Timeline:** March 5 – March 20th, 2025

- **Deliverables:**
  - Finalize editing, sound, and visual effects, ensuring the video reflects Kashf's theme of empowerment.
  - Submit a **30-second teaser** by **March 20th** for release on social media.
  - Release the **full song video** across all digital platforms on **April 10, 2025**.
- **Milestones:**

- First draft submission by March 10<sup>th</sup>, 2025, with final edits completed by March 20<sup>th</sup>, 2025.

## **Promotional Material Development**

**Timeline:** Feb 20<sup>th</sup> - 10<sup>th</sup> March, 2025

- **Deliverables:**
  - Develop **3–5 posters & 3–5 Reels** for social media, cover photos for Twitter, LinkedIn, Facebook, and YouTube, and thumbnails for TikTok, Instagram, YouTube as well as website.
  - Content should be optimized for each platform's requirements, available in both **Urdu and English**.
- **Milestones:**
  - Submit all promotional materials by March 10<sup>th</sup>, 2025.

## **Target Audience**

- **Donors, Financial Partners and Policymakers:** To highlight Kashf's transformative impact, driving support and awareness.
- **Potential Beneficiaries:** To inspire women in low-income communities through stories of entrepreneurial success.
- **Kashf's Employees:** To recognize their contributions and motivate them in achieving Kashf's mission.

## **Applicant Instructions**

### **Submission Requirements:**

- Present **three potential concepts** with one selected for development.
- Provide an **introduction to your organization** including **experience and relevant past projects**.
- Include **profiles of key personnel** and a **financial budget** detailing project cost.
- **Submission Deadline:** Email your proposal to maham.kamran@kashf.org and amna.kausar@kashf.org at your earliest.

**Contact:** For questions, email maham.kamran@kashf.org. Any **NOCs for filming** are the responsibility of the production company.

## **Selection Criteria**

Applicants will be evaluated on:

- 1. Alignment with Kashf's Mission**
- 2. Experience in Social Impact Media Production**
- 3. Technical Capacity to Deliver on Timelines**

## **Project Focus**

This project brings to life the Kashf Foundation's mission of empowering women entrepreneurs through financial inclusion, captured in a compelling visual and musical narrative. The film will feature four women entrepreneurs, each representing the diverse challenges and triumphs faced by Kashf's beneficiaries. Through their stories, the video will showcase the transformative impact of Kashf's support on their lives, businesses, and communities.

Beginning with intimate moments of struggle—a tailor balancing work deadlines, a student grappling with self-doubt, a farmer laboring through hardships, and an artisan struggling to sell her crafts—the narrative reflects the difficulties women face in breaking free from economic barriers. As the story unfolds, viewers witness their personal turning points, as each woman rises above adversity through the empowerment gained from Kashf's financial services and guidance.

Roshaneh Zafar, Kashf's founder, and Managing Director, serves as both narrator and participant, with her voice providing continuity between scenes and symbolizing the organization's hands-on approach to leadership. Her interactions with the women highlight Kashf's vision of fostering resilience, community building, and self-reliance.

The crescendo builds as these women entrepreneurs come together at a Kashf-organized community event, symbolizing the strength of collective progress and shared support. The final scenes depict the women confidently showcasing their work, illustrating Kashf's long-term impact in enabling them to thrive and become leaders.

This project not only celebrates Kashf's 30-year legacy but also reinforces its vision for the future—where women entrepreneurs continue to break barriers, drive economic growth, and inspire social change. By focusing on these deeply personal stories of struggle and success, the production will visually reflect Kashf's commitment to empowering women and driving long-term community resilience.

## **Target Audience:**

This project is aimed at donors and financial partners, including philanthropic organizations and impact investors, who are key to sustaining Kashf's mission of empowering women through financial inclusion. Policymakers and development organizations are also targeted to influence change and foster environments that support women entrepreneurs.

Potential beneficiaries—women from low-income communities—are a key audience, with the film aiming to inspire them through real success stories of entrepreneurship.

Additionally, the public, social advocates, and media stakeholders will be engaged to raise awareness of Kashf's impact and women's economic challenges. Kashf's employees are also a focus, as the project will highlight their critical role in driving the organization's success and motivate them for the future.

**Objectives:**

- The project aims to celebrate Kashf's 30-year legacy, highlighting its transformative impact on women's lives. It will showcase the power of financial inclusion, inspiring continued support from donors and partners, while raising awareness about the economic challenges women face in Pakistan.
- By highlighting real success stories, the project will strengthen Kashf's brand as a leader in financial inclusion and inspire community empowerment, encouraging more women to pursue entrepreneurship and financial independence.

**Note:** All content—videos, cover photos, and thumbnails—must be optimized to meet the specific dimensions, file size, and format requirements for each distribution platform, including television, social media channels, and device types (both mobile and desktop). This optimization will ensure that visuals display, consistently, and at the highest quality across all viewing mediums.