

KASHF FOUNDATION

Terms of Reference for Hiring an Agency/Filmmaker to Create Mini- Documentaries

Kashf Foundation

Kashf is registered as a company under Section 42 of the Companies Act and is a Non-Banking Micro Finance Company which is regulated by the Securities and Exchange Commission of Pakistan. Set up in 1996 as the first specialized microfinance institution of Pakistan, Kashf has successfully carved out a distinct and unique niche for itself in the microfinance sector by offering a suite of innovative and transformative financial 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 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, creates 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, Dil Na Umeed Tou Nahi, Zard Patton Ka Bunn and Kuch Ankhahi have garnered both audience and critical acclaim. The foundation has also ventured into the web series realm with House Full Batti Gul.

Looking forward, Kashf aims to amplify its digital presence, leveraging impactful storytelling to extend the reach of our clients' stories. We aspire for these narratives to resonate deeply with diverse audiences while effectively engaging our donors, stakeholders and the broader public. Currently, our digital footprint spans Facebook, Instagram, X, LinkedIn, TikTok, YouTube and WhatsApp, providing multiple channels to share these compelling stories and elevate Kashf's brand visibility.

Project Focus

Kashf Foundation is inviting proposals from experienced documentary filmmaking agencies or individual filmmakers to produce four (4) insightful and impactful mini documentaries centered on the stories of our clients and the impact of the transformative work of Kashf Foundation. Each documentary aims to provide a compelling, in-depth portrayal of one client's journey, highlighting how Kashf's microfinance and social development programs have empowered them to overcome challenges and uplift themselves, their family and their community. Through candid interviews, evocative visuals and impactful storytelling, the films will illustrate the transformative impact of Kashf's support.

The documentaries should cover the following:

1. **Client Journey:** Highlight the woman's personal story, her challenges and how she connected with Kashf.
2. **Transformation through Kashf:** Showcase the impact of Kashf's programs on her life including financial and non-financial services.
3. **Empowerment and Growth:** Emphasize how the client has leveraged Kashf's microfinance plus approach, social responsibility initiatives and media interventions to uplift herself and her community.
4. **Milestones:** Illustrate her tangible achievements, such as business growth, income generation and community influence.
5. **Looking Ahead:** Capture her future aspirations and how she envisions her continued journey with Kashf.

Possible Themes

- Diversity and Inclusion
- Women Empowerment
- Intergenerational Change
- Resilience, Personal Growth and Social Change
- Support and Solidarity
- Breaking societal Barriers

Scope of Work

The selected agency/filmmaker will be responsible for the following:

- **Storytelling and Concept Development:** Develop a compelling story based on the points mentioned above which includes client Stories, Kashf's contribution & impact and future aspirations
- **Visual Style:** Develop a consistent look and feel for the documentary including Mood and tone, color grading and visual scale
- **Narration:** Deliver compelling and empathetic narration that guides viewers through the client's journey building a sense of connection and relatability
- **Budget:** Interested agencies/filmmakers should provide a comprehensive budget that covers all aspects of the project, including research, pre-production, production, post-production, equipment, travel and any other relevant expenses
- **Pre-production:** Create a detailed production plan outlining interview guidelines and subjects/clients and the overall visual style that aligns with the foundation's values

- **Filming:** Capture high-quality footage, interviews and visuals that portray the essence of Kashf Foundation's work. Ensure excellent production values including cinematography, sound and lighting
- **Editing and Post-production:** Edit the footage into a cohesive and emotionally engaging documentaries, seamlessly weaving together interviews, footage, music and narration. Provide draft versions for review and feedback
- **Sound and Music:** Incorporate suitable sound effects and music that add emotional depth to the narrative
- **Graphics and Animation:** If necessary, include relevant graphics, animations or visual aids to clarify complex concepts or data related to Kashf
- **Timeline:** The project is expected to be completed within three months from the contract signing date. This timeline includes research, pre-production, filming, post-production and finalization
- **Finalization:** Deliver the final documentaries in the required format (e.g., HD video) with polished editing and a professional finish

Project Deliverables

The agency/filmmaker is expected to deliver the following:

- Fully edited four (4) documentaries film of approximately [4 to 6] minutes.
 - 4K resolution (Master Files of 4 docs)
 - Full HD (1920x1080) files for digital platforms
 - Social media-optimized formats (9:16, 1:1, 16:9)
- Short-form promotional clips for social media
- All raw footage, behind-the-scenes content and high-resolution photography assets
- SEO optimized titles and hashtags for YouTube showcasing YouTube growth
- Raw plus edited footage, interviews and audio recordings.
- Any relevant graphics, animations, or supplementary visual materials.
- Thumbnail/cover for YouTube, Instagram, and Tik Tok.
- Licensing and permissions for all third-party materials used in the documentary
- A final report on the impact of the documentaries post-dissemination

Project Timeline

Activity	Time Line
1. Concept development, Detailed Story Boarding including Narration and Look and Feel	1 week
2. Detailed Budget Breakdown & Production Plan	1 week
4. Filming and Interviews	2 weeks
5. Editing and Post Production including providing drafts for feedback	2 weeks
6.All deliverables after incorporating feedback	September 15, 2025

Submission Process

Submission of Proposals

Interested parties should submit their proposals electronically to amna.kausar@kashf.org by **10 June 2025**. Proposals should include:

- Cover letter introducing the agency/filmmaker and expressing interest in the project
- Short Concept for the documentary
- Filmmaking team's qualifications and relevant experience
- Budget
- Proposed project timeline
- Samples of past documentary work (links or attachments)
- Any additional relevant information

Selection Process

Kashf will review the proposals and shortlist potential candidates for further discussions or interviews. The final selection will be based on the proposal's alignment with everything mentioned in this RFP.