



A COMPANY SET UP UNDER SECTION 42 OF THE COMPANIES ACT, 2017

Request for Proposals

Basic Digital & Financial Literacy Video Production

Introduction

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.

Project Focus

Kashf Foundation's Gender Empowerment and Social Advocacy Department (GESA) is inviting proposals from experienced video production houses and animation studios for the development of one animated educational videos. The video will address identified knowledge gaps in digital financial capabilities among women participants through accessible visual learning materials that complement in-person training and provide valuable refresher content. The video '***Basic Digital Financial Literacy Fundamentals***' will be professionally produced with multiple language tracks (Urdu, Sindhi, Pashto) featuring culturally appropriate animation and practical demonstrations relevant to women entrepreneurs' daily financial experiences.

Purpose

The proposed educational videos represent a strategic, evidence-based enhancement to our successful BDFL (Basic Digital Financial Literacy) program. By leveraging visual learning methodologies, we will address identified knowledge gaps and provide consistent, accessible training resources across our operations. With careful attention to cultural appropriateness, language accessibility and practical relevance, these videos will strengthen our ability to empower women with essential financial and digital skills, directly supporting the project's documented outcomes in improving women's economic participation and autonomy.

Strategic Rationale

The proposed educational videos represent a strategic enhancement to our successful Basic Digital Financial Literacy (BDFL) program while addressing specific needs identified through our monitoring activities:

1. **Addressing knowledge gaps:** Monitoring has identified gaps in digital financial capabilities that can be effectively addressed through visual learning materials.
2. **Supplementing in-person training:** Videos will complement existing training session's particularly benefiting clients with limited literacy.

3. **Providing accessible refreshers:** Offering content that reinforces key concepts after formal training concludes.
4. **Supporting diverse learning styles:** Creating a cost-effective solution that accommodates various learning preferences and language needs.
5. **Improving client retention:** Using animated/cartoon-style videos to increase engagement and information retention.

Content Overview

- Effective Utilization of Money
- Savings methodologies
- Structured goal-setting techniques
- Health insurance awareness and benefits
- Client testimonials showcasing real-life applications
- Step-by-step visualization of monthly budgeting process
- Mobile banking/payment system guidance
- Essential online security protocols
- Fraud prevention strategies and common scams
- Safety tips for navigating digital financial ecosystems

The video will feature culturally appropriate scenarios directly relevant to women entrepreneurs' daily financial experiences. The video will incorporate social messages that resonate with the target audience making the content more engaging and relatable.

Production Specifications

- **Languages:** Multiple voice-over tracks in Urdu, Sindhi and Pashto
- **Animation Style:**
 - 2D animation with relatable female characters representing diverse target audiences
 - Contextual backgrounds showing relevant environments (home, market, mobile shop)
 - Vibrant color palette aligned with Kashf branding
 - Simple visual effects maintaining focus on educational content
 - Cartoon style animation to enhance engagement and retention
- **Accessibility Features:**
 - Voice-over narration designed for non-readers
 - Clear visual cues and demonstrations
 - Subtitles as appropriate

Format Options:

- The full 20-25 minute comprehensive training video (for field implementation)
- Modular segments that can be used independently
- Short social media versions for broader distribution

Scope of Work

The selected company will be responsible for the following:

- **Storyboarding and Concept Development:** Develop a compelling concept based on field visits, existing training material and trainer knowledge. The agency will have creative freedom to develop the language into simpler words and storyboarding approach in consultant with Kashf team.
- **Visual Style:** Develop a consistent look and feel for the video including Mood and tone, color grading and visual scale
- **Budget:** Interested companies should provide a comprehensive budget that covers all aspects of the project including research, pre-production, production, post-production, equipment and any other relevant expenses
- **Pre-production:** Create a detailed production plan, storyboard for the video using the content provided by Kashf Foundation
- **Editing and Post-production:** Edit the video into a cohesive animated, educational videos, provide draft versions for review and feedback
- **Sound and Music:** Incorporate suitable sound effects and music that add depth to the narrative
- **Graphics and Animation:** 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 two months from the contract signing date and **positively end by December 05, 2025**. This timeline includes research, pre-production, editing, reviewing and finalization
- **Finalization:** Deliver the final videos in the required format (e.g., HD video) with polished editing and a professional finish
- **Focus Group Testing:** Collaborate with Kashf in testing the videos with select client groups before final production

Project Deliverables

The company is expected to deliver the following:

- Fully edited video of approximately 20 to 25 minutes training video that combines all content for field implementation
 - 4K resolution (Master Files)
 - Full HD (1920x1080) files for digital platforms
 - Social media-optimized formats (9:16, 1:1, 16:9)
- Short-form promotional clips for social media
- SEO optimized titles and hashtags for YouTube showcasing YouTube growth
- Any relevant graphics, animations or supplementary visual materials.
- Thumbnail/cover for YouTube, Meta and TikTok.

- Licensing and permissions for all third-party materials used in the videos

Production Process and Timeline

Phase	Activities	Timeline	Responsibility
Pre-Production	<ul style="list-style-type: none"> • Conduct initial research • Develop content outline • Create storyboards • Script development • Character design • Focus group input 	October 13-October 17, 2025	Strategic Communications, Content Team & Technical Specialists
Initial Review	<ul style="list-style-type: none"> • Technical accuracy review by Strategic Communications • Field review by trainers for relevance and cultural appropriateness • Revisions based on feedback 	October 20-31, 2025	Ops & GESA
Production	<ul style="list-style-type: none"> • Record voice-overs in multiple languages • Create animations • Develop soundtrack and sound effects • Initial editing and assembly 	Nov 01-Nov 12, 2025	Production Company
Field Testing	<ul style="list-style-type: none"> • Test videos with selected client groups • Collect and analyze feedback • Make final adjustments 	Nov 13 – Nov 23, 2025	Ops & GESA
Finalization	<ul style="list-style-type: none"> • Incorporate feedback • Final editing • Approval and sign-off • Master file creation in multiple formats 	Nov 24 – Dec 01, 2025	Production Company & Strategic Communications
Distribution	<ul style="list-style-type: none"> • Distribution to all branches (starting with 30-35 branches) • Staff orientation on usage • Integration into training programs • Online availability setup 	Dec 02-Dec 05, 2025	Ops & GESA

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Technical Capability (25%)
 - Production quality and equipment
 - Team expertise and experience
 - Previous work portfolio
 - Sample animations provided during the pitch process; proposal stage
- Creative Excellence (30%)
 - Understanding of objectives
 - Quality of creative concepts
 - Cultural sensitivity and authenticity
 - Innovative approach to financial literacy concepts
- Relevant Experience (20%)
 - Experience with animated educational videos
 - Work with NGOs/social causes
 - Understanding of Pakistani market
- Cost Effectiveness (15%)
 - Competitive pricing
 - Value for money
 - Transparent cost breakdown
- Project Management (10%)
 - Proposed timeline
 - Communication approach
 - Risk management strategies

General Requirements

- Valid business registration in Pakistan
- Minimum 3 years of production experience
- Full insurance coverage for equipment and personnel
- Compliance with labor laws and safety regulations

Intellectual Property

- Kashf Foundation will own all rights to produced content
- No use of copyrighted material without proper licensing

Confidentiality

- All project information to be treated as confidential

- Non-disclosure agreement required before detailed briefing

Payment Terms

- Milestone-based payments as per agreed schedule
- Final payment upon delivery and approval of all deliverables
- All taxes and duties as per Pakistani law

Proposal Submission Process

Interested parties should submit their proposals electronically to areeba.mahmood@kashf.org by **9th October 2025**. Proposals should include:

- Cover letter introducing the company and expressing interest in the project
- Short Concept for the video with sample animation style or references
- Team's qualifications and relevant experience
- Proposed Budget
- Samples of past work (links or attachments)
- Examples of animations and approach to be evaluated during the pitch process
- Any additional relevant information

Selection Process

Kashf will review the proposals and shortlist potential agencies for further discussions or interviews. Selected agencies may be asked to participate in a focus group to address specific details of the project. The final selection will be based on the proposal's alignment with everything mentioned in this RFP.