**TERMS OF REFERENCE**

**Thematic Area**: Human Resources

**Project Title:** Karandaaz Value Launch Program

**Expected Start Date:** February, 2019

**End Date:** March, 2019

**Task Manager:** Head of HR & CS

**About Karandaaz Pakistan**

KARANDAAZ PAKISTAN, a private company established in August 2014, promotes access to finance for small businesses through a commercially directed investment platform, and financial inclusion for individuals by employing technology enabled digital solutions. The Company has financial and institutional support from leading international development finance institutions; principally the United Kingdom Department for International Development (UKAid) and the Bill & Melinda Gates Foundation. The Consultative Group to Assist the Poor (CGAP), a member of the World Bank Group, provides technical support to Karandaaz Pakistan.

Karandaaz Pakistan operates through four program verticals:

1. **Karandaaz Digital**: Provides technical assistance and services to promote financial inclusion through technology enabled solutions. Karandaaz Digital is working with national regulators, public agencies, private corporations, and technology entrepreneurs to strengthen national payments infrastructure, digitizing government to people payments, corporate supply chains, and supporting FinTech innovation in Pakistan.
2. **Karandaaz Capital**: Provides growth capital through credit facilities and private equity investments in small and medium size enterprises (SMEs) with the objective of generating commercial financial returns for Karandaaz and support broad-based employment generation in Pakistan.
3. **Karandaaz Knowledge Management and Communication**: Develops and disseminates evidence-based insights and solutions to inform the core themes of the company, including innovation, women entrepreneurship and youth, and to influence the financial eco-system to promote financial inclusion in Pakistan. Regulatory and Policy analysis and advocacy to address the remaining policy barriers to digital financial inclusion is part of KMC.
4. **Karandaaz Innovation**: Innovation Challenge Fund (ICF) running under Karandaaz Innovation provides risk capital and grants to partners with an aim to generate innovative yet practicable solutions for solving complex problems in areas of financial inclusion and entrepreneurship. The Fund is especially focused on addressing stubborn barriers faced by SMEs, women and youth in accessing appropriate financial services and participating in the economy.

**About the Project**

Karandaaz Pakistan (“Karandaaz”) is looking for a consultant to assist the HR Team in KRN Corporate Value Launch. The consultant will provide support in developing content, designing and launching of the values.

**Scope of Work**

The consultant will be required to work on the following deliverables;

1. Short Animated video that briefly explains the 5 values, not more than 2 minutes long. The consultant will be required to develop the content as well as the animated video from scratch.
2. Short video (3 mins max) that would be a mix of clips showing our employees exhibiting behaviours, sharing their experiences which reflect the values and would include text, word art and animations along with background music and voice overs.
3. Branding Material: The consultant will be required to design promotional material like standees, banners, fb page cover, website, buntings, logo for the values etc.

**Timeline & Location**

The Engagement shall commence in mid of January 2019 and expected to be concluded in 2 months from the start date in Karandaaz Islamabad Office.

The consultant will be required to submit the final content (videos, images and other material) as and when finalized during the agreement period.

At the end of the contract, the Consultant will be required to provide the raw files, editable version of video and images to the HR Team and is expected to remain available to respond to any queries thereafter.

**Requirements for the Consultant**

* 4 years Bachelor’s degree inmarketing, media sciences, journalism, and/or design or a related creative discipline
* Previous experience of preparing corporate documentary and animated videos
* Excellent written communication and content writing ability
* Excellent creative skills
* Full time availability for the duration of the consultancy

**Documents to be submitted**

Interested individuals are kindly requested to submit an updated and comprehensive CV and monthly rate quoted for this assignment.