



**PROJECT MANAGEMENT UNIT (PMU)  
PUNJAB URBAN LAND SYSTEMS  
ENHANCEMENT (PULSE) PROJECT  
Board of Revenue (BOR)  
Government of the Punjab**

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**TERMS OF REFERENCE**

**PUNJAB URBAN LAND SYSTEMS ENHANCEMENT (PULSE)  
PROJECT**

**ISLAMIC REPUBLIC OF PAKISTAN  
PUNJAB PROVINCE**

**HIRING OF AN INDIVIDUAL CONSULTANT AS  
VIDEOGRAPHER**

**DECEMBER 2025**

## **TERMS OF REFERENCE (TORs) – VIDEOGRAPHER**

### **BACKGROUND INFORMATION: -**

The Government of the Punjab, through the Board of Revenue, is implementing the Punjab Urban Land Systems Enhancement (PULSE) Project. The Communication Wing of the project is responsible for public awareness, documentation of field activities, production of IEC material, event coverage, and dissemination of information through digital and conventional media.

In view of continuous and extensive audio-visual requirements, the services of a professional **Videographer** are required on a consultancy basis to ensure timely, high-quality video outputs aligned with project objectives.

#### **1. Contracting Authority:**

Under the Punjab Urban Land Systems Enhancement (PULSE) Project and in agreement with the World Bank, the Project Management Unit (PMU), Board of Revenue (BOR), Government of Punjab is the contracting authority.

#### **2. OBJECTIVE: -**

The objective of this assignment is to engage a professional **Videographer** to plan, capture, edit, compile, and finalize high-quality audio-visual content for the PULSE Project. The assignment aims to ensure accurate visual storytelling, consistency with project branding and messaging, and production outputs that meet professional and broadcast-ready standards across all media platforms.

#### **3. SCOPE OF WORK:**

The Videographer shall work under the supervision of the Communication Specialist and shall be responsible for providing professional video production services for the Project. The scope of work should include, but not be limited to, the following:

##### **3.1 Pre-Production**

- i. Understand project objectives, key messages, and target audience in coordination with the Project Management Unit.
- ii. Participate in planning meetings to finalize video concepts, scripts, storyboards, and shooting schedules.
- iii. Conduct site visits, as required, to assess locations, lighting, and logistical requirements.
- iv. Prepare a detailed video plan and timeline for approval.

##### **3.2 Video Production**

- i. Capture high-quality video footage of project activities, events, trainings, field operations, interviews, and stakeholder engagements.

- ii. Ensure proper framing, lighting, audio quality, and visual composition in accordance with professional standards.
- iii. Record interviews of project officials, beneficiaries, stakeholders, and other relevant persons, as directed.

### 3.3 Post-Production

- i. Edit video footage into finalized videos as per approved concepts and formats.
- ii. Perform color correction, sound editing, subtitles/captions, graphics, and basic animations, where required.
- iii. Incorporate project branding, logos, titles, and credits in line with approved guidelines.
- iv. Produce different versions of videos (full-length, short clips, teasers) suitable for social media, websites, presentations, and official events.

### 3.4 Deliverables

- i. Final edited videos in high-resolution and aspect ratios suitable for broadcast, web, and social media (web-optimized) formats.
- ii. Raw footage and project files, if required by the Project.
- iii. Short promotional clips and highlight reels, as specified / required.
- iv. Organized digital files and archives of all raw footage and finalized video products.
- v. All deliverables shall be submitted within agreed timelines and subject to approval by the Project.

### 3.5 Revisions and Coordination

- i. Incorporate reasonable revisions and edits based on feedback from the Project.
- ii. Coordinate closely with the Project team, communication specialists, and relevant stakeholders throughout the assignment.
- iii. Maintain confidentiality of all project information and materials.

### 3.6 Compliance and Reporting

- i. Ensure compliance with applicable laws, ethical standards, and project policies.
- ii. Submit brief progress updates and a completion report, if required.

## 4. QUALIFICATION & EXPERIENCE: -

- a) Bachelor's degree (14 years) in Media Studies, Journalism, Film & TV Production, Mass Communication, or related field.
- b) Minimum three (03) years of professional experience as a Videographer.
- c) Proficiency in handling latest equipment and cameras for video recording and still photography.
- d) Strong storytelling and visual editing skills.
- e) Experience with public sector or development projects will be an added advantage.

## **5. OWNERSHIP OF MATERIALS**

All videos, raw footage, edited content, and intellectual property produced under this assignment shall be the exclusive property of PMU-BOR, Government of the Punjab, and may not be used or shared without prior written permission.

## **6. TYPE OF CONTRACT**

Time-Based Contract.

## **7. DURATION OF CONTRACT**

The duration of the contract is for a period of Six (06) month (extendable).

## **8. PAYMENT SCHEDULE**

Payments shall be made on monthly basis against satisfactory completion and acceptance of deliverables, in accordance with the milestones specified in the contract and subject to applicable tax deductions under Government rules.

## **9. CODE OF CONDUCT AND COMPLIANCE**

The Consultant shall comply with applicable Government of Punjab rules, PMU-BOR policies, and World Bank guidelines relating to ethics, fraud, corruption, and confidentiality.

## **10. SELECTION PROCEDURE**

The selection will be made in accordance with Section VII, paragraph 7.22 on Open Competitive Selection of Individual Consultants of the World Bank Procurement Regulations for IPF Borrowers”, dated November 2020. The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank’s “Procurement Regulations for IPF Borrowers” dated November 2020 (“Procurement Regulations”), setting forth the World Bank’s policy on conflict of interest.

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