

TERMS OF REFERENCE

Individual Consultant: Engagement of Professional Photographers on Long Term Arrangement (LTA) for 2+1 years (open to National Consultants only)

Duty Station: Anywhere in India with travel to field locations

LTA Duration: 2 + 1 years

Closing Date: 30th May 2024

1. BACKGROUND AND PURPOSE

UNICEF works towards the realization of the rights of children as enshrined in the Convention of the Rights of the Child. These rights pertain to child survival, protection, development, and participation.

In its efforts to achieve its goals, various sections of UNICEF apply different strategies and intervene at different levels. With these interventions, there have been significant achievements and different lessons learnt. UNICEF has been using five strategies of (1) capacity development; (2) decentralization and improved governance; (3) partnerships; (4) social inclusion for equity; and (5) knowledge management to enhance results for children. UNICEF realizes 'Knowledge management' as a key strategy to identify and document, processes, impact, issues, key insights, experience etc.

There is an ongoing requirement for production of communication, advocacy and visibility materials that documents key children's issues and ongoing responses in the field through high quality content packages, to support UNICEF's and the Government of India's communication, advocacy and visibility efforts with legislatures, policy makers, media, donors, partners, and the public at large.

These high-quality photos/images will be used in developing content packages including designing communication products, packages, advocacy toolkits, photo packages, human interest stories, animation films and short films that document UNICEF-related initiatives. These products will be disseminated through different channels including website, social media networks, partner networks and donor reports. These LTA photographers will be made available for Delhi sections and field offices.

The purpose of the assignment is to undertake photo documentation of various UNICEF supported programmes as specified by UNICEF's programmes: Relief support by UNICEF – Health, WASH, Nutrition, Children Protection, Education etc. as required. These high-quality content packages will be disseminated through different channels and platforms including website, social media networks, partner networks and donor reports.

2. OBJECTIVES

The overall objective is to hire the services of 15 – 25 professional individual photographers for photo documentation of high-profile campaigns, advocacy priorities and results of UNICEF supported projects/programmes and partnerships across the country.

Key Objectives of the Assignment:

Under this LTA, the consultant will be engaged on consumption-based contracts based on the programme needs. The details for the mission will be shared over email and confirmed between both parties.

Further, the consultant is expected to photograph UNICEF programmes, keeping in mind culture, gender, and other diverse sensitivities as per UNICEF guidelines. The photographs should be usable for diverse audiences and have universal appeal.

In addition, the photographer needs to:

- i. Attend briefings on the project and issues to be covered.
- ii. Demonstrate a client-oriented approach, tact, and ability to work with people of different national and cultural backgrounds.
- iii. Ensure child rights are safeguarded during the photo documentation; Ensure UNICEF core values resonate through their conduct during their field visits especially when they interact with children and partners.

- iv. Ensure effective and efficient provision of services, full confidentiality in all aspects of assignment, management of information flow and follow-up on deadlines and commitments made.
- v. Ensure dignity of subjects, particularly in the context of people living or affected by HIV and children.
- vi. All images/photos should be accompanied with succinct and well written captions for all high-quality images.
- vii. Caption to be embedded in the images and shared separately as a word document as well.
- viii. Ensure consent forms are signed by children and / or guardians as per UNICEF guidelines and a digital copy of the same is submitted.
- ix. Capture B-Roll when briefed on specific shoots.
- x. Work closely in coordination with the communication and programme focal point both at the Country Office and at the state level.

Responsibilities of the Consultant:

- i. The consultant will use their own equipment; software and other accessories that may be required for this task.
- ii. The consultant will not share any footage, photographs, etc. or any part thereof to any third party without UNICEF's written permission. All components will be UNICEF's property, and the consultant will not share the same with anyone else.
- iii. The consultant will not put their own name or logo/emblem on the final output. The only organization branding will be UNICEF, if required.
- iv. The Photographer will be responsible for shortlisting best 25 photos with captions from each mission along with other photos and submit within a specific turnaround on specific missions as and when necessary.

Responsibilities of UNICEF:

- i. UNICEF will provide briefing and require details information pertaining to the activity and the requirements.
- ii. UNICEF will orient the video editor on UNICEF's branding guidelines and the brief for each assignment.
- iii. UNICEF has first selection rights to all originals taken on the assignment with non-exclusive concomitant world rights in all media in perpetuity.

3. MAJOR TASKS AND ACTIVITIES TO BE ACCOMPLISHED

Work Assignments Overview (Include Major Tasks and Activities)	Deliverables/Outputs	Timeline for submission of Deliverable
<p>Photograph UNICEF programmes, keeping in mind culture, gender, and other diverse sensitivities as per UNICEF guidelines.</p> <p>The photographs should be usable for diverse audiences and have universal appeal.</p>	<p>For each shoot day provide edited digital photos in large .Jpeg format along with detailed embedded captioned as per shoot. A word document of the captions to be submitted as well.</p> <p>At least 25 high-res curated photos to be submitted for each mission along with above.</p> <p>Digitized consent forms to be shared with the final submissions.</p> <p>B-Rolls to be shared with a shot breakdown description.</p>	<p>As per the respective assignments</p>

4. DUTY STATION

Anywhere in India with travel to field locations

5. OFFICIAL TRAVEL INVOLVED (ITINERARY AND DURATION)

The photographers on LTAs might be required to travel outside their duty station (as identified in their proposal) to cover specific events in which case the photographers would make their own arrangements for

travel and lodging. Necessary safety measures need to be undertaken by the photographer in case of special situations such as COVID-19 pandemic or otherwise.

Payment of travel costs including tickets, lodging, etc. should be agreed upon, between UNICEF and the photographer prior to travel and will be reimbursed on actuals.

All air travel will be by economy class irrespective of the duration of travel.

6. ESTIMATED DURATION OF LTA

The Long-Term Arrangement (LTA) will be for a duration of three years. The initial period would be for two years with an option for renewal for a subsequent year on the same rates, terms and conditions, subject to satisfactory performance evaluation and continuing need for the service. The services of the consultants selected under the LTA would also be made available to other UN agencies in India.

7. QUALIFICATIONS / SPECIALIZED KNOWLEDGE / EXPERIENCE/ COMPETENCIES (CORE/TECHNICAL/FUNCTIONAL) / LANGUAGE SKILLS REQUIRED FOR THE ASSIGNMENT

Qualification:

Degree in communications, arts, media, or any related field. Certificates in photography is an asset.

Years of Experience/Knowledge/Expertise/Skills required:

- Seven years' experience (nationally and/or internationally) delivering on large campaigns with Government, INGO's and other partners
- Contributes extensively to national and international media outlets (for e.g.: National Geographic; Getty images; Granta; BBC; Reuters; Nikon etc.).
- Experience in photography for development related work is required.
- Experience photographing children will be an asset.

Language: English and preference to photographers with Indian language skills.

8. TECHNICAL EVALUATION CRITERIA (WITH WEIGHTS FOR EACH CRITERIA)

Technical and Financial ratio is 75:25 (technical proposal-75 points and financial proposal-25 points)

S. No.	Evaluation Criteria	Max. Marks	Min. Marks
1.	Cover Letter – explaining the motivation for applying and explaining how the qualifications and skillset of the candidate are suitable for this position	05	45
2.	Relevant educational qualification - Degree in communications, arts, media, or any related field. Certificates in photography is an asset.	05	
3.	Relevant work experience - Seven years' experience (nationally and/or internationally) delivering on large campaigns with Government, INGO's and other partners	10	
4.	Experience photographing children	10	
5.	Minimum three Work Samples– Include portfolio and published works with minimum one campaign shoot centred around children	30	
	Sub-Total	60	45
6.	Interview	15	n/a
	Total	75	56

Note: Applicants scoring 45 marks (out of 60) will be called for interview. Qualifying score in technical evaluation is 56 out of 75 marks.

9. PAYMENT SCHEDULE

Payment will be made on submission and acceptance of deliverables. UNICEF reserves the right to withhold payment in case the deliverables submitted are not up to the required standard or in case of delays in submitting the deliverables on the part of the consultant.

10. IMPORTANT NOTES

- Individuals engaged under a consultancy or individual contract will not be considered “staff members” under the Staff Regulations and Rules of the United Nations and UNICEF’s policies and procedures and will not be entitled to benefits provided therein (such as leave entitlements and medical insurance coverage). Their conditions of service will be governed by their contract and the General Conditions of Contracts for the Services of Consultants and Individual Contractors. Consultants and individual contractors are responsible for determining their tax liabilities and for the payment of any taxes and/or duties, in accordance with local or other applicable laws.
- The selected candidate is solely responsible to ensure that the health insurance (and visa if applicable) required to perform the duties of the contract are valid for the entire period of the contract. Selected candidates are subject to confirmation of fully-vaccinated status against SARS-CoV-2 (Covid-19) with a World Health Organization (WHO)-endorsed vaccine, which must be met prior to taking up the assignment. It does not apply to consultants who will work remotely and are not expected to work on or visit UNICEF premises, programme delivery locations or directly interact with communities UNICEF works with, nor to travel to perform functions for UNICEF for the duration of their consultancy contracts.
- UNICEF offers reasonable accommodation for consultants with disabilities. This may include, for example, accessible software, travel assistance for missions or personal attendants. We encourage you to disclose your disability during your application in case you need reasonable accommodation during the selection process and afterwards in your assignment.

HOW TO APPLY:

The application to be submitted through the online portal and must contain four separate attachments, as follows:

1. A cover letter (max 2 pages) explaining the motivation for applying and explaining how the qualifications and skillset of the candidate are suitable for this position **(to be uploaded online under “Cover Letter” tab)**
2. An updated CV demonstrating all requirements stated above **(to be uploaded online under “Resume” tab)**
3. Minimum three Work Samples– Include portfolio and published works with minimum one campaign shoot centred around children **(to be uploaded online against “Other – Applicant” tab).**
4. A financial proposal indicating all-inclusive professional fee amount, as per the template attached. Please do not forget to specify your name in the file while saving **(to be uploaded online under “Financial Proposal” tab).**

Important Note: Please do not indicate financials anywhere else in the online application form, please mark "n/a or 00", under the fee related questions in the online application form.

Without all the above 04 documents, your application will be considered incomplete and invalid and will not be considered further.

- Any attempt to unduly influence UNICEF’s selection process will lead to automatic disqualification of the applicant.
- Joint applications of two or more individuals are not accepted.
- Please note, UNICEF does not charge any fee during any stage of the process.
- Women, trans, non-binary and gender diverse candidates meeting the requirements are strongly encouraged to apply.
- UNICEF is committed to diversity and inclusion and encourages qualified candidates from all backgrounds including persons living with disabilities to apply.
- General Terms and Conditions for the Consultancy Contract is attached, for your reference.

For any clarifications, please contact:

UNICEF

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