



**MALDIVES: ENHANCING EMPLOYABILITY AND RESILIENCE OF YOUTH PROJECT  
(MEERY: P163818)**

Ministry of Higher Education  
Republic of Maldives

**Consultancy Firm to provide Photography and Videography Services (Local Firm)**

**(Procurement Ref: MV-MOHE-184326-CS-CQS)**

**TERMS OF REFERENCE AND SCOPE OF SERVICES**

**1. Background:**

Several aspects of the Maldives' recent development pattern highlight imbalances between labor demand and supply. Public sector jobs are predominantly in the civil service with the rapid expansion of cadres in the 1990s and 2000s. However, with the increasing standard of living over time, the labor market has become more challenging for Maldivians in general. Increasing educational attainment among the younger generation and expectations have coincided/collided with the rapid growth in low-skill service jobs associated with tourism and construction, leading to a mismatch in skills supply and demand. Despite the high levels of growth and labor market conditions in public investments, tourism, fisheries and non-tradable tourism related activities, important challenges remain for young Maldivians. These relate to (i) the need for greater inclusion and productive employment for youth, especially for those who cannot rely on public sector jobs (because of a sharp reduction of public sector employment) or who are from the most vulnerable segments of the population; and (ii) an increasing reliance on foreign labor in important sectors such as tourism and construction services and limited opportunities for women.

The Government of Maldives (GoM) is implementing the "Maldives: Enhancing Employability and Resilience of Youth (MEERY)" Project. The project is funded by the World Bank. The objective of the project is to improve the relevance of technical and vocational skills and foster entrepreneurship to promote youth employment in priority sectors. The project is being administered by the Ministry of Higher Education (MoHE), with a Project Steering Committee that will be co-chaired by the MoHE and the Ministry of Economic Development.

The project comprises three components and a Contingent Emergency Component. The three primary components are;

**Component 1: Fostering skills development and entrepreneurship in priority sectors (Tourism & Construction and ICT related Services Sectors through four sub-components:**

*1.1: Labor-market assessment and analysis for demand driven skills identification*

*1.2: Revision of Skills Development (TVET and Entrepreneurship) Curriculum*

*1.3: Face-to-Face Skills Delivery.*

*1.4: Support for Entrepreneurship Development.*

**Component 2: Promoting entrepreneurship and employment through skills Development and eLearning Strategy through three sub-components:**

*2.1: Strategy Development, Strengthening and Diversifying skills development programs.*

*2.2: IT infrastructure for skills development and jobs platform.*

### **Component 3: Project Coordination, Monitoring and Evaluation**

#### **2. Objective of the Assignment:**

The overall objective of this assignment is to assist in the development of a respectable portfolio of photographs and video content as required by the implementing agency and the MEERY project.

#### **3. Scope of Work:**

It is expected that the following key activities will be completed for this assignment:

- The selected party will interact with the beneficiaries of the project in order to understand the core elements that need to be captured. Based on this, the selected party is expected produce materials that will demonstrate the impact of the project in the most appropriate and befitting manner.
- Provide appropriate photography and videography content [and editing should it be so required] for the implementing agency. This content should be appropriate for use in media such as websites and Instagram feeds, Facebook pages, Twitter accounts and other digital media tools.
- Files should be sent to a contact person from the implementing agency that will be identified as soon as the photographer/videographer is operational.
- Work closely with the implementing agency to align the photography and videography content with overall marketing strategies and business objectives.
- Assist in expanding the implementing agency's outreach capacity through Instagram, Facebook, Twitter and other digital media tools through timely delivery of contents.
- Any other related work assigned by the implementing agency.

#### **4. Deliverables:**

The Deliverables of the firm are hence stated:

- Compilation of galleries of varying themes consisting of images and videos for several activities that are intended to be undertaken by the MEERY project and the implementing agency.
  - At least 5 distinctive galleries under varying themes will be developed; the details of which will be shared with the awarded firm.
  - Each gallery shall consist of approximately 100 images
  - Each gallery shall consist of approximately 15 videos
- Development of 12 television advertisements including audio, video, animation and script of approximately 2 minutes in length. The firm will also be responsible for capturing the footage and images for the advertisement.
  - Hence the following outputs are expected for each advertisement
    - Drafts of footage and images to be used
    - Drafts of script and
    - Drafts of the Advertisements
    - A final file

- Development of 20 video social media advertisements including audio, video, animation and script of varying lengths
  - Hence the following outputs are expected for each advertisement
    - Drafts of footage and images to be used
    - Drafts of script and
    - Drafts of the Advertisements
    - A final file
- Development of Social Media advertisement templates with a general consistent theme
  - 20x Facebook templates
  - 20x Twitter templates
  - 20x Instagram templates

**5. Firm Qualifications:**

Applications are expected from suitably qualified firm satisfying the following requirement below:

- The firm should have undertaken and satisfactorily executed at least 5 related or similar projects with the last 5 years.

**6. Key Staff:**

Application from the suitable qualified firm must include the minimum of two key staff meeting the following requirement:

#	Position	No.	Qualification requirement	Minimum Experience Requirement
1.	Photographer/ graphics designer	1	<ul style="list-style-type: none"> <li>• Higher education in a related field</li> <li>• Or relevant training in a related field</li> </ul>	<ul style="list-style-type: none"> <li>• 3 years of industry experience</li> </ul>
2.	Videographer/ Video editor	1	<ul style="list-style-type: none"> <li>• Higher education in a related field</li> <li>• Or relevant training in a related field</li> </ul>	<ul style="list-style-type: none"> <li>• 3 years of industry experience</li> </ul>

*This section details the core team members required. You may engage additional staff with the assignment.*

**7. Institutional Arrangements, Reporting and Supervision:**

The work will be carried out under the guidance and direction of the implementing agency. The consultant will work at their own workplace. However, the consultant will be required to attend all the relevant meetings arranged by the implementing agency.

**8. Duration of Services:**

The duration of this agreement shall be for a period of 6 months.

**9. Confidentiality, Ethics and Conflict of Interest:**

The selected Consultant undertakes to comply with the World Bank's rules with regard to corrupt and fraudulent practices, conflict of interest and confidentiality. The Consultant shall maintain confidentially on all sensitive information obtained during the assignment and shall not publish wholly or in part the findings or such information, without prior written consent by the Client. Any draft documents produced by the consultant will be discussed and cleared with the Client before their final issue.