

Terms of Reference (ToR) for Developing a 2D Animated Film on "Demand side LMI and ELMS's Intervention"

1. Background

Skill mismatch¹ in TVET² has been a major problem discussed among TVET stakeholders that has raised question on quality and relevancy of the TVET Programs in Nepal. This has further hindered training graduates to get gainful employment opportunities while private sector has been complaining of not getting skilled workforce as per the need of their business/industries. The main reason behind this skill mismatch is absence of integrated labor market information system (LMIS) in general and demand side labor market information in particular.

Therefore, major private sector employer associations, viz.: FNCCI, CNI, FNCSI, FCAN and HAN³ have come together and operationalized Employer led Labor Market Secretariat (ELMS) to address these key issues of skill mismatch and absence of demand side labor market information, through their meaningful engagement in the process of collecting and compiling their skills demand and sharing it with supply side actors. These activities are further expected to analyze and project future skill-demands of whole business/industries sector of the country as well. Although ELMS has been carrying out several sensitization/orientation activities among the employers regarding the importance on engagement of business/industries leaders in such LMI activities, large number of these peoples specially working in the remote part of the country are still found unaware on these aspects. Moreover, their awareness and active involvement for collecting and compiling demand side information of labour market is more important to make these activities sustainable even after phase out of Dakchyata support.

Under this background, development of short animated film on "Importance of demand side LMI for higher relevancy of TVET programs" is considered relevant to sensitize and aware larger group of business industries people. Therefore, FNCCI LMI Unit, ELMS Project is looking for a qualified service provider to develop a short animated film.

2. Purpose of this Assignment

The main purpose of making this animated film is to share and inform to a wider group of stakeholders (particularly to business industries,) about the significance of demand side LMI, its process of collection & analysis, integration to LMIS, and its utilization into TVET system that ultimately contributes in productivity enhancement of an enterprise through supplying demanded skilled workforce. Along with this, it is also intended to share about how ELMS has taken initiative to intervene in the process of demand side LMI collection and identifying skill requirements of business industries in three key economic sectors; construction, agriculture and tourism.

3. Content

This film explains how and why active and institutional involvement of business and industries associations/people will be instrumental throughout this process. Moreover, this film conveys a clear message regarding the importance of the LMI for preparing enabling environment to mitigate the existing skills mismatch through appropriate skill development policy and programs which leads towards creating

¹ Skill mismatch is skill difference between skills possessed by labor and skills demanded by employers.

² TVET (Technical and Vocational Education and Training)

³ FNCCI (Federation of Nepalese Chambers of Commerce & Industry), CNI (Confederation of Nepalese Industries), FNCSI (Federation of Nepal Cottage and Small Industries), FCAN (Federation of Contractors' Association Nepal) and HAN (Hotel Association Nepal)

decent employment opportunities, enhancing enterprise productivity and growth and subsequently resulting in socio-economic transformation of the country.

The specific content of the film may include the following

- Major sources of demand side LMI
- Brief process for collecting and analyzing data and information
- Role of each enterprise to collect demand side LMI
- How enterprises can be benefited by LMI
- Integration of demand side LMI into LMIS
- Utilization of demand side LMI in TEVT system, Policy and program
- Results of fully operationalized LMIS on employment and productivity

Detailed script can be worked out through consultation between ELMS Team and Service Provider throughout the process of development.

4. Roles and Responsibilities of the Service Provider

The main roles and responsibilities of the service provider includes following:

- i. Develop draft content/script of the film in Nepali and English language;
- ii. Consult with ELMS team while developing the draft script of the film;
- iii. Take final approval from ELMS before using it for film;
- iv. Develop animated film including sound and SFX (Sound Effects) creation, character creation character animation-rigging of some characters, general animation) in 30 fps (frames-per-second)
- v. Share draft of the animated film with ELMS team for review and inputs;
- vi. Consult with ELMS Team through out the process as per the need;
- vii. Revise the film as per inputs provided; and
- viii. Production of a 2D (2 Dimensional) animated film of 3-5 minutes long in 30 fps (frames-per-second).

5. Qualification of the Service Provider

The service provider must meet following qualification to apply for providing above required service:

- At least 5 years of experience in making animated film;
- Working experience in making animated film related to labor market information or technical and vocational education and training is preferable;
- Updated company registration documents; and
- Tax clearance.

6. Output/deliverable

Creation of 2D (2 Dimensional) animated film of 3-5 minutes long in Nepali language voice over, with English language subtitles and also with appropriate background music in 30 fps (frames-per-second).

7. Tentative Time Plan

This assignment of making the brief animated film is targeted to be completed by August 7, 2022.