

**OGUN STATE GOVERNMENT  
OGUN STATE ECONOMIC TRANSFORMATION PROJECT (OGSTEP)  
REQUEST FOR EXPRESSIONS OF INTEREST  
(CONSULTING SERVICES – INDIVIDUAL SELECTION)**

Credit No.: IDA-V1860

**Engagement of Consultant to produce a short movie focusing on women's earning potential  
in male-dominated trades  
OG/CS/PIU/01/2024**

The Ogun State Government through the Federal Government of Nigeria has applied for credit from the International Development Association (hereinafter referred to as IDA)/World Bank towards the financing of the **OGUN STATE ECONOMIC TRANSFORMATION PROJECT (OGSTEP)**. The Project Implementation Unit of OGSTEP intends to apply part of the proceeds of this credit to payments under contracts for the Consultancy Services listed above.

The consulting service to produce a short movie focusing on women's earning potential in male-dominated trades is to promote gender diversity, equal opportunities, and economic empowerment for women in traditionally male-dominated fields. The production of a short Movie film that focuses on women's earnings and showcases female role models in male-dominated trades, is primarily to inspire and motivate women and young girls to consider careers in these fields by featuring real-life role models who have succeeded and serves as a powerful tool for driving positive change, raising awareness about women's achievements in male-dominated trades, breaking stereotypes, and educating the public, employers, and policymakers about the benefits of gender diversity in industries and economies. The Consultant will report to the Project Coordinator (OGSTEP) through Gender Specialist.

The detailed Terms of Reference (TOR) for the assignment can be found in Annexure 1.

The Ogun State Government now invites eligible individual consultants to indicate their interest in providing these Services. Interested Individual Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

**The shortlisting criteria are:**

The key tasks of the Consultant include:

- Assess the Current Landscape of Female Participation in Male-Dominated Trades.
- Collect In-Depth Data on Female.
- Collect In-Depth Data on Female Role Models.
- Identify Key Messages and Visual Elements.
- Plan and Coordinate the Production Process.
- Edit and Enhance the Movie.
- Evaluate for Quality and Relevance

The eligible Consultant must have the following:

The individual consultant should demonstrate the following qualifications among others:

- The consultant must possess a minimum of 3 years of experience working with educational institutions at all levels.
- The consultant must have a proven track record in cinematography, sound recording, and post-production editing, demonstrating the ability to create a visually appealing and impactful Movie,
- Must have proven proficiency in drafting, editing, and producing written proposals and outcome-driven reports.

- The consultant should be proficient in content development, storytelling, and scriptwriting, with the ability to craft engaging narratives that resonate with the target audience.
- Must be well-informed and experienced in issues related to gender equality and education.

**NON-QUALIFIED APPLICANTS NEED NOT APPLY. MULTIPLE APPLICATIONS WILL BE DISQUALIFIED.**

The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank's *Guidelines: Selection and Employment of Consultants [under IBRD Loans and IDA Credits & Grants]* by World Bank Borrowers 2011 edition and revised edition July 2014 ("Consultant Guidelines"), setting forth the World Bank's policy on conflict of interest.

A Consultant will be selected in accordance with the Individual Consultant Based Selection (INDV) method set out in the Consultant Guidelines.

Further information can be obtained at the address below during office hours *i.e.* 9:00 am to 4:00 pm.

Application Process

Applicants should send one (1) copy of their CV and a signed copy of the Expressions of Interest letter which must be delivered to the address below and/or by e-mail on or before Wednesday, 15<sup>th</sup> May, 2024.

The Project Coordinator (PC),  
Project Implementation Unit (PIU)  
Ogun State Economic Transformation Project (OGSTEP)  
Floor 5, OPIC Towers, Oke-Ilewo,  
Abeokuta, Ogun State. Nigeria  
[ogstepprocurement@gmail.com](mailto:ogstepprocurement@gmail.com)

## ANNEXURE 1

### OGUN STATE GOVERNMENT, NIGERIA OGUN STATE ECONOMIC TRANSFORMATION PROJECT (OGSTEP)

#### TERMS OF REFERENCE

#### Consultancy to Produce a Short Movie Focusing on Women's Earnings Potential in Male-Dominated Trades.

OG/CS/PIU/01/2024

<b>I. POSITION INFORMATION</b>	
Project Title:	Ogun State Economic Transformation Project (OGSTEP)
Job Title:	Consultancy to produce a short movie focusing on women's earning potential in male-dominated trades.
Reports to:	Project Coordinator – OGSTEP through the Project Gender Specialist
Duration of engagement:	10 Weeks
Duty Station:	Project locations across Ogun State

<b>II. BACKGROUND AND JUSTIFICATION</b>
<p>The field of technical education has long been marked by a persistent gender imbalance, with women traditionally underrepresented in male-dominated trades and industries. This issue demands immediate and targeted action to inspire and empower female students to explore and excel in these fields. The need to bridge this gender gap goes beyond the realm of gender equality; it extends to economic growth and the overall well-being of society.</p> <p>Across various sectors, including STEM, construction, automotive, and more, the gender gap remains conspicuous. This historic disparity in enrollment and participation reflects the persistent barriers that female students encounter when considering male-dominated trades. In technical colleges, where hands-on skills and innovation are nurtured, encouraging female students to embrace traditionally male-dominated fields is vital to prepare them for rewarding and diverse career opportunities.</p> <p>This consultancy is undertaken for the following reasons:</p> <ul style="list-style-type: none"><li>• <b>Economic Significance:</b> The economic implications of underrepresentation are profound. When female students successfully enter these male-dominated trades within technical colleges, they not only contribute to personal growth and financial stability but also strengthen the technical workforce, spurring economic growth. Addressing gender disparities in enrollment is not just a matter of economic justice; it is also pivotal for fostering thriving technical industries.</li></ul>

- **Gender Equality:** At its core, gender equality is an essential principle of societal development. By inspiring and enabling female students to pursue male-dominated trades, we make significant strides towards achieving gender equality. It is about dismantling stereotypes and fostering a culture of inclusivity where individual talent and passion are what matter most.
- **Role Models and Inspiration:** A key strategy in this endeavor is the presentation of female role models who have triumphed in male-dominated technical industries. These stories serve as guiding lights, illustrating that success knows no gender boundaries. By showcasing these role models in the Movie, we aim to inspire and encourage female students to explore and embrace opportunities in these fields.
- **The Power of Storytelling:** Storytelling, particularly through visual mediums like Movie films, has the potential to be a catalyst for change. Such a film can provide insights into the experiences and achievements of women who have not only shattered gender biases but have also excelled in their technical college careers. It creates a narrative of empowerment, resilience, and success that resonates with female students, motivating them to break new ground.

In summary, the consultancy to produce a short Movie film is a pivotal step in addressing the gender gap in male-dominated trades within technical colleges. By sharing the experiences and achievements of female role models and by illustrating the boundless potential of women in these fields, we aim to empower and inspire female students to challenge stereotypes and pursue careers in traditionally male-dominated trades. This Movie will serve as a powerful tool for advocacy, education, and awareness, ultimately fostering a more inclusive and equitable technical college environment while positively impacting the representation of women in these fields.

These Terms of Reference (ToR) have been drafted to engage a consultant to undertake the creation of a short Movie film. The Movie's primary focus is to inspire and motivate female students to consider and pursue enrollment in traditionally male-dominated trades within technical colleges.

### **III. OGSTEP BACKGROUND INFORMATION**

The Ogun State Economic Transformation Project (OGSTEP) is a comprehensive effort that will help propel Ogun into a high-income State that is inclusive and sustainable. The program will lift Ogun's gross national income and raise per capita income, meeting the World Bank's threshold for high income state. The purpose of OGSTEP is to increase the participation of the private sector in the economy of Ogun State with a focus on improving the business-enabling environment, strengthening agri-food value-chains and upgrading skills.

Two sub-components support Skills Development: (a) sub-component 1.3 (US\$75 million) – results-based financing and (b) sub-component 2.3 (US\$ 7.5 million) – technical assistance.

The objective of sub-component 1.3 is to track the improvement in the demand-orientation of the skills development system, and thus the relevance of skills in Ogun State.

This sub-component will be implemented by the Ogun State Ministry of Education, Science and Technology (OGMoE).

sub-component 2.3 will finance selected TA and advisory activities to improve skills development at the State level including:

(i) strengthening of the State Education Management Information System (EMIS); (ii) TA to TCs to conceptualize their transformation into industry-driven Model Technical Colleges (MTCs);

(iii) support for the development and enhancement of apprenticeship training in the formal and in the informal sectors;

(iv) the M&E framework for skills including tracer studies;

(v) support in the design and implementation of the skills fund; and (vi) strategy development for skills development and to conduct policy studies and impact assessments.

**This sub-component will also support incentivizing the cross-over of female students to traditionally male-dominated trades that have better labor market outcomes; gender sensitization programs in communities (involving civil society groups and community leaders); and supporting the recruitment of female teachers and instructors into the system.**

OGSTEP, along with the Government State Development Program (SDP) serves to achieve economic development in the state. OGSTEP builds upon the policy directions, strategies and programs of the SDP (organized around five cardinal programs covering agriculture production and industrialization, infrastructure and rural development, education, health, and affordable housing and urban renewal) and aims to accelerate strategic reforms and public investments to enable greater private sector participation in the State's economy.

Consequent to the above, it will increase the State revenue and help achieve the Government Transformation Program. Ogun State is also focusing on governance as a cross-cutting area to improve government efficiency in the delivery of key SDP outcomes and to ensure the sustainability of these outcomes through a results-driven financing of the cardinal programs.

The project proposes to support a subset of the overall expenditure program of the State that are related to the SDP's cardinal objective of agricultural production and industrialization, alongside skills development and improved public sector performance. With a combined use of result-based financing and technical assistance, the World Bank is well positioned to support Ogun State in implementing the SDP.

The project funding will consist mainly of IDA credit (World Bank Group) and will be disbursed base on the Disbursement Linked Indicators (DLIs) in components/Result areas. The program will last for a period of five (5) years all things being equal.

#### **IV. OBJECTIVES**

The general objective of this consultancy is to promote gender diversity, equal opportunities, and economic empowerment for women in traditionally male-dominated fields. This project consultancy is for the production of a short Movie film that focuses on women's earnings and showcases female role models in male-dominated trades, primarily to inspire and motivate women and young girls to consider careers in these fields by featuring real-life role models who have succeeded. This short film serves as a powerful tool for driving positive change, raising awareness about women's achievements in male-dominated trades, breaking stereotypes, and educating the public, employers, and policymakers about the benefits of gender diversity in industries and economies.

## V. SCOPE OF SERVICE

The scope of this consultancy includes producing a compelling Movie film with the aim of inspiring and encouraging female students to enroll in traditionally male-dominated trades within technical colleges. This scope encompasses the following key tasks:

- **Assess the Current Landscape of Female Participation in Male-Dominated Trades:** The consultancy's primary goal is to evaluate the current status of female participation in traditionally male-dominated trades within technical colleges. This assessment will focus on the existing challenges, opportunities, and areas of underrepresentation.
- **Collect In-Depth Data on Female Role Models:** The consultancy aims to gather comprehensive data on accomplished female role models who have excelled in male-dominated trades. This includes their personal stories, achievements, and experiences, which will serve as the core content of the Movie.
- **Identify Key Messages and Visual Elements:** By collaborating with the selected role models and stakeholders, the consultancy will identify the key messages and visuals that will resonate with the target audience—female students in technical colleges. This step is crucial for crafting a compelling narrative.
- **Plan and Coordinate the Production Process:** The consultancy will oversee the entire production process, from scheduling interviews and on-location shoots to ensuring the availability of necessary equipment and permits.
- **Edit and Enhance the Movie:** After the filming phase, the consultancy will meticulously edit and enhance the collected footage, incorporating narration, graphics, and music to create an engaging and impactful Movie.
- **Evaluate for Quality and Relevance:** The Movie will undergo a thorough quality assessment to ensure it meets high production standards and aligns with the project's objectives. Any necessary adjustments will be made.
- **Manage the Production Budget:** The consultancy will develop and manage a budget for the Movie production, allocating resources efficiently and transparently.
- **Establish Timelines and Milestones:** Clear timelines and milestones will be set to monitor the project's progress and ensure that the Movie is delivered on schedule.

- **Comply with Legal and Ethical Standards:** Throughout the production, the consultancy will strictly adhere to all legal and ethical guidelines, obtaining permissions, respecting copyrights, and safeguarding the privacy and consent of interviewees.

- **Deliver the Final Movie:** The consultancy will provide the completed Movie in the specified formats, ensuring that it meets technical requirements for distribution and screening.

- **Offer Post-Production Support:** If required, the consultancy will provide post-production support, which may involve revisions, translations, or adaptations to reach specific audiences or regions effectively.

By accomplishing these tasks, the consultancy aims to produce a Movie that empowers female students to break barriers and pursue traditionally male-dominated trades within technical colleges, contributing to a more inclusive and equitable educational environment. The ultimate goal is to inspire the next generation of female students to excel in these fields, fostering gender equality and driving societal progress.

## VI. DELIVERABLES

The consultant is expected to provide the following deliverables:

### **Weeks 1-2: Assessment and Planning Phase**

1. **Assessment Report on Female Participation:** Deliver a comprehensive report on the current status of female participation in male-dominated trades within technical colleges, highlighting challenges, opportunities, and areas of underrepresentation.
2. **Data Compilation on Role Models:** Gather in-depth data on accomplished female role models in male-dominated trades, including their personal stories, achievements, and experiences.
3. **Key Messages and Visual Elements Document:** Collaborate with stakeholders to identify key messages and visual elements for the movie that resonate with female students in technical colleges.
4. **Production Plan and Schedule:** Develop a detailed plan and schedule for the production process, including interviews, shoots, equipment requirements, and permits.

### **Weeks 3-6: Production Phase 5. Filming and Interviews: Conduct interviews and on-location shoots with selected role models and stakeholders as per the production plan.**

6. **Edit and Enhance Movie Footage:** Meticulously edit and enhance collected footage, incorporating narration, graphics, and music to create an engaging narrative.

7. Budget Proposal and Management Plan: Propose and manage a budget for movie production, ensuring efficient resource allocation.

**Weeks 7-8: Quality Assessment and Legal Compliance 8. Quality Assessment Report: Assess the quality and relevance of the movie, making any necessary adjustments to meet high production standards and project objectives.**

9. Legal and Ethical Compliance Documentation: Ensure adherence to all legal and ethical standards throughout the production process, including permissions, copyrights, and privacy protection measures.

**Weeks 9-10: Finalization and Delivery 10. Final Movie Deliverables: Provide the completed movie in specified formats, meeting technical requirements for distribution and screening.**

## **VII. DURATION OF CONSULTANCY**

The consultancy is expected to be completed within a 10 Week period from the contract start date.

## **VIII. RECRUITMENT QUALIFICATIONS/ COMPETENCIES**

Experience/  
Competencies for  
the Individual

The individual consultant should demonstrate the following qualifications:

- The consultant must possess a minimum of 3 years of experience working with educational institutions at all levels.
- The consultant must have a proven track record in cinematography, sound recording, and post-production editing, demonstrating the ability to create a visually appealing and impactful Movie,
- Must have proven proficiency in drafting, editing, and producing written proposals and outcome-driven reports.
- The consultant should be proficient in content development, storytelling, and scriptwriting, with the ability to craft engaging narratives that resonate with the target audience.
- Must be well-informed and experienced in issues related to gender equality and education.
- Must be experienced in engaging with relevant stakeholders, such as government entities, non-governmental organizations, and educational

	<p>institutions, to ensure their support and commitment to the project.</p> <ul style="list-style-type: none"> <li>• Must be Conversant of legal and ethical guidelines related to Movie production, including obtaining permissions, respecting copyrights, and safeguarding the privacy and consent of interviewees</li> <li>• Must be Proficient in community engagement and behavior change promotion that effectively influences the target audience, particularly in matters related to women's empowerment and challenging traditional gender norms.</li> <li>• Must possess strong communication and reporting skills to effectively convey progress, findings, and recommendations to project stakeholders and audiences.</li> <li>• The consultant should have access to the required equipment, materials, and human resources to carry out the tasks. This includes having a project team comprising individuals with suitable qualifications and experience for the contract.</li> </ul>
Language requirements:	Excellent oral and written communication in English.

## **IX. INSTITUTIONAL AND ORGANIZATIONAL ARRANGEMENTS**

The Consultant will report to the Project Coordinator OGSTEP as well as work with the Ministry of Education Ogun State Technical and Vocational Education Board.

## **X. PAYMENT & TIME FRAME**

The financial proposal shall specify a total lump-sum amount denominated and payable in Nigerian Naira, around specific and measurable (qualitative and quantitative) deliverables.

### **1. Pre-Production and Planning**

- **Payment:** 30% of the total consultancy fee
- **Description:**
  - Conducting the landscape assessment, collecting data on female role models, identifying key messages and visuals, and planning the entire production process.
- **Timeline:**
  - Payment to be processed upon approval of the pre-production plan and initiation of the planning phase (end of Week 2).

### **2. Filming and Post-Production**

- **Payment:** 40% of the total consultancy fee
- **Description:**
  - Overseeing on-location shoots, editing and enhancing the movie, evaluating for quality and relevance, and managing the production budget.
- **Timeline:**
  - Payment to be processed upon successful completion of filming, post-production, and initial quality evaluation (end of Week 4).

### 3. **Completion and Delivery**

- **Payment:** 30% of the total consultancy fee
- **Description:**
  - Finalizing the movie, delivering all required documentation and files, providing post-production support (if applicable), and submitting the comprehensive final report.
- **Timeline:**
  - Payment to be processed upon the successful delivery of the final movie, documentation, and post-production support plan (end of Week 6).

Payments are based upon output following the Government of Ogun State's consideration of the Final Report.

## **XI. SPECIAL TERMS & CONDITIONS/SPECIFIC CRITERIA**

In addition to the foregoing provisions, the following conditions and understandings shall apply:

- a) During the performance of the Consultant's duties, any correspondence with the authorities or officials shall be cleared through and coordinated with Ogun State.
- b) Copies of all documents, materials, or work product received or produced in connection with employment shall be provided to Ogun State. Unless otherwise in the public domain, all documents, materials, or work product received or produced shall constitute property of the Ogun State government and, upon request, shall be delivered to the government.
- c) Certain knowledge and information (whether oral or written, in documents, materials, or work product) that is not already within the public domain, which the Consultant acquires from the Ogun State government, its staff, or under the Consultant's assignment, shall, for all intents and purposes, be regarded as strictly confidential and held in confidence by the Consultant. Such knowledge and information shall not be directly or indirectly disclosed by the Consultant to any person without written permission from an authorized representative of Ogun State.

**XII. CONTRACT PAYMENT TERMS AND TIME FRAME**

One contract will be issued for this assignment, which will be a Lump Sum contract, denominated and payable in Nigeria Naira.

Progress or interim payments will be based upon the Project team's receipt and satisfactory acceptance of the consultant's delivered reports.

This consultancy shall not exceed a duration 10 Weeks.

**XIII. PROCUREMENT PROCEDURE**

The procurement procedure to be followed in the selection of the Individual Consultant shall be The World Bank Procurement Regulations for IPF Borrowers, July 2016, revised November 2017.