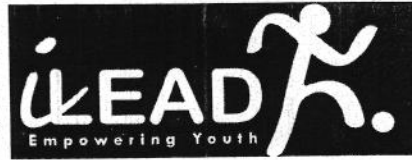




Sports & Youth Affairs Department  
Government of Sindh



Habib University Foundation

## Expression of Interest - Consultancy for Developing Digital Drawings/Vector Based Images of Sports/Games Activities for iLEAD EnergActive Program Sports Activity Booklet

Sports & Youth Affairs Department, Government of Sindh in collaboration and partnership with the Habib University Foundation (H.U.F.), is implementing a project named 'iLEAD - Inspiring Leadership, Empowerment and Development', which is an innovative youth development initiative that aims at providing the youth to aspire for a healthy and active lifestyle and build leadership skills. iLEAD uses Community Services, Sports, Health & Fitness activities as key tools to Educate, Inspire and Engage youth. iLEAD is being implemented in the major districts of Sindh which are Karachi, Larkana, Sukkur, Hyderabad and Mirpurkhas.

### Scope of the Services Required

One of the main program of iLEAD is 'EnergActive' which is an innovative program and designed keeping in mind the realities that most of the communities, schools and colleges do not have sports facilities and equipment. At times, lack of space and resources are used as an excuse for not engaging children in healthy physical activities. iLEAD believes that innovative and carefully thought out games focusing on basic physical fitness and essential sports skill and fitness can be introduced using small spaces and low cost resources.

Participation in such activities does not only energize and activate youth but help them to find easy ways to keep themselves active and get ready for participation in formal sports at any time. These activities also provide an opportunity to youth to learn team building, build tolerance and learn to acknowledge others etc.

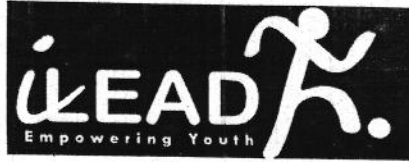
To ensure successful ongoing implementation of 'EnergActive Program', there is a need of resource of learning material comprising of curriculum and activity booklets to provide guidelines to facilitators for conducting programmatic activities on regular basis. Curriculum and activity booklets will enabling facilitators to know about activities need to be executed with practical exercise. The booklet will have activities guidelines and pictorial images/drawings to conduct practical exercises, activities and assessments.

iLEAD is looking for organizations/individuals who could work with iLEAD for developing an electronic/digital drawings/vector based images for EnergActive program booklets (Curriculum and Activity) to conduct practical exercises, activities and assessments during program implementation.

- Drawing pencil sketches of activities required for EnergActive program.
- Converting pencil/paper sketches in to digital drawings via related to software.
- Labeling and describing the idea/essence of activities through expressions, sound bites, movements and different scenarios related to program execution
- Ensuring proper presentation, color mix, shaping and idea presentation as per requirement of program/activity nature.
- Making story board and concept note of every drawing.



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## **Program Introduction and Concept:**

### **Purpose:**

iLEAD - EnergActive Program has developed a curriculum and activities resource for developing fundamental motor skills or sport skills in children and youth aged 3 to 15 years. iLEAD wants to develop the pictorial/vector based images for the sports and games activities. These pictorial/vector based images will become a part of the EnergActive Activity Booklet and will assist iLEAD trained teachers in better understanding the sport skills and games activities.

### **Objectives of the Program:**

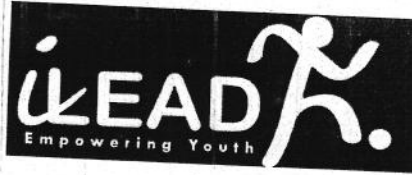
The following are the objective of the EnergActive Program:

- Enabling Schools to create a physically active and fun filled environment for children to promote healthy living and recreational opportunities.
- Inspiring children to keep themselves physically active and fit and develop love for sports and games participation.
- Facilitating children to develop their fundamental motor skills, basic sports skills and general fitness.
- Engaging children in learning the value of team work, respect, care and emotional control.

In order to implement the EnergActive Program Curriculum, an activity guidebook has been developed which aims to equip facilitators/teachers with the active learning pedagogy and sports activities essential to foster basic skills for sports. The Activity Booklet comprises of text format explanation of activities and the pictorial images of the activities are also in the developmental stage which will ensure in-depth understanding of the activities by the program implementing teachers. The sporting activities and games have been designed in a user friendly way which makes it easier even for a non-sports person to comprehend.



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### What needs to be submitted?

Interested organizations or individuals may submit Expression of Interest (EOI) with the following details and portfolio.

- A letter expressing the interest for working with iLEAD for Developing Digital Drawings/Vector Based Images of Sports/Games Activities for iLEAD EnergActive Program Sports Activity Booklet
- A brief and comprehensive proposal describing to undertake the work, what will be the timelines and what will be the cost of services (approximate)
- Individual/Company profile highlighting the strengths for undertaking the assignment and examples of relevant work done.

### Deadline:

The last date of proposal submission is \_\_\_\_\_

### All applications/EOIs must be sent to:

iLEAD EnergActive Program

Director Youth Affairs Department, Government of Sindh  
C/o Mr. Kamran Kashif

Head Projects - Habib University Foundation (H.U.F.)

Institute for Advancing Careers and Talents (iACT)

Plot # 51/39 Pilot Social Welfare Complex, opposite to Bhattai Rangers and near  
Colony Football Stadium, Saudabad, Malir, Karachi, Pakistan

Phone: 34114922-3

Or

E-mail: [Kamran.kashif@iact.org.pk](mailto:Kamran.kashif@iact.org.pk)

### Process of Selection:

After the scrutiny of all the proposals received, shortlisted organization/individual will be informed accordingly