

TERMS OF REFERENCE – ARCHIVE

Background:

An archive provides awareness by improving the mind-set of the society in some way which can be very beneficial for any organization. As SAARC is a regional organization and SAARC Energy Center is one of its regional centers, the development of an archive film can be an alternative training strategy focusing on different areas of energy interventions on which SEC is currently working on.

The development of proposed SEC archive will be a step forward in making concerted efforts to take the activities and achievements of SEC to the wider audience within and outside the region. For this the initiation of development of the proposed archive will create a strong network of communication both outside the SAARC region and beyond.

The archive on SAARC Energy Centre will cover detailed interview of the New Secretary General SAARC- Mr. Amjad Sial , Mr. Mohammad Naeem Malik- Director SEC & other Experts of Energy in SAARC region.

Purpose:

1. The Archive will function as a regional medium for communication for dissemination of information about SEC initiatives, programmes and activities.
2. The development of archive will help create linkages with all Member States by projecting our core work.
3. SEC can use this archive in all major events which will further help to develop linkages with Energy sector.
4. This can help the SEC for projecting our core work and ongoing programme activities.
5. The archive aims to promote a softer image of SAARC Member States and to create harmony in the region.

Methodology:

This activity can be managed through the collaboration of National T.V channel and other media partners of the Member States for the shooting and editing phase. The archive will also cover the exclusive interview of Secretary General SAARC Mr. Amjad Sial. Interview of the Director SEC will also be an essential part of this archive. Travel to the SAARC Member States is planned for coverage of the energy sites and interviews of experts and Directors of Regional SAARC Centers.

Objectives:

1. An attempt to bring a change and improve the image of SAARC Energy Centre at the regional level and information dissemination regarding opportunities available for private sector investment in the Energy sector.
2. To accumulate the major issues of Energy in the SAARC region and the steps that are being taken in order to address them accordingly.
3. To help create and raise awareness regarding the programs, ongoing activities and initiatives of SEC.
4. Detailing of potential future endeavors in the light of currently ongoing projects.

Benefits:

1. Spreading awareness to the public about SEC regional and international activities for investment in different energy related projects to overcome energy crisis and enhance its availability for public at affordable prices.
2. This archive will act as an educational medium for the relevant issues and concerns raised.
3. A yearly documented video will be added to the database to maintain a record of the achievements and future endeavors.