

CALL FOR PROPOSAL

CONSULTANCY FOR MEDIA MAPPING, IEC MATERIAL DEVELOPMENT AND PRODUCING NEWS ARTICLES

Mode of Assignment:

- Development of IEC material on Life Skills Based Education (LSBE), Youth Friendly Health (YHL) Services, and Youth Policies
- Mapping of Provincial and National Media individuals
- Articles on above mentioned thematic (LSBE, YFHS, Provincial Youth Policies) areas in the leading newspapers (Jang, Dawn, The News, Nation etc.)

Duration of Consultancy:

20 days (starting from the signing of contract)

Requested Documents:

Prospective individuals/ firms should provide a CV detailing their relevant skills and experience. The overall proposal package must have following documents:

- Cover letter (Maximum 1 page)
- Updated profile of the individual Consultant or a Firm supported with resume of Chief Consultant and maximum of 3 key team members (Maximum 3 pages each)
- Proposal including methodology, work plan with timelines and cost of assignment covering all expenses (Maximum 5 pages)
- One example of previous similar work (send as an email attachment or on USB/CD)
- Copy of consultancy fee received in past as an evidence to support claim of current fee structure.

Instructions to be followed:

Please send your proposal in sealed envelope to Director MER, Rahnuma-FPAP, 3-A Temple Road, Lahore. For queries contact Director MER at asifa@fpapak.org Phone: 042-111 22 33 66 Ext.323

Please clearly write 'Consultancy for Media Mapping, IEC Material and News Articles', in the subject line of email correspondence and write on envelop of proposal.

Note: Rahnuma FPAP reserves the right of disqualifying proposals with pages more than above mentioned numbers and/or if any of the above instruction is not followed adequately.

Shortlisted consultants may be required to undertake a telephone or Skype discussion after **25th October**.

Deadline for the Submission of Proposal: 24th, October 2018

Expected Date of Initiation of Consultancy: 26th October, 2018

Payment schedule:

20% advance payment will be made after the signing of Agreement as first installment. 20% will be paid on the sharing of well-structured report submitted after incorporating feedback/ input by R-FPAP on initially submitted draft report by the consultant. While remaining 60% payment will be made upon satisfactory submission of finalized deliverables and suggestions approved by Rahnuma-FPAP. All payments will be made through Cross-Cheque. Tax will be deducted as per laws of Government of Pakistan.

Liaison person from Rahnuma-FPAP: Asifa Khanum, Director Monitoring Evaluation and Research (MER), 3-A, Temple Road, Lahore Phone No: (042) 111 22 33 66, Ext. 323, available at asifa@fpapak.org

Project Background:

Young *Omang* Pakistan aims to be an effective voice for young people's SRHR in Pakistan. It comprises of eleven member organizations that bring with them a combination of youth and experience, regional diversity and unique strengths.

Rahnuma FPAP is working for youth friendly health services and Life Skills Based Education. The advocacy and lobbying efforts are focused on inclusion of life skills based education in the main stream curriculum. Efforts for inclusion of youth friendly health services in the provincial costed implementation plans are also being made under the Young *Omang* platform.

Specific objectives of the Project:

- Advocacy inclusion of Youth Friendly Health Services (YFHS) in the Costed Implementation Plans (CIPs)
- Advocacy for Integration of Life Skills Based Education in the mainstream curriculum
- Advocacy for Youth policies in place in all provinces of Pakistan

Project Outcomes:

- Inclusion of YFHS in CIPs
- Integration of Life Skills Based Education in the mainstream curriculum
- Youth policies in place in all provinces

Project Locations:

Baluchistan, Khyber Pakhtoonkhwa, Punjab, Sindh

Purpose of this Consultancy Assignment:

The aim of this consultancy is to come up with following outcomes for further advocacy on LSBE, YFHS and Youth Policies:

- Development of IEC material designed information graphics cards with recommendations on i) Life Skills Based Education, ii) Youth Friendly Health Services, and iii) Youth Policies (1 each). These will be produced both in Urdu and English languages.
- Mapping (Names, Organizations and Contact details) of Provincial and National Media individuals (focusing on Health, Education and Social Issues)

- 4 Articles on thematic areas i.e. LSBE, YFHS and Provincial Youth Policies in the leading National Newspapers 2 English and 2 Urdu.
- Design brief Media Advocacy Campaign for LSBE, YFHS and Youth Policies each for all provinces.
- Suggest 4 Strategic Actions from Right Here Right Now (RHRN) Project's Media Advocacy Strategy.

Terms of Reference for the Consultant:

- During inception meeting take feedback from Rahnuma FPAP on methodology submitted against the call for agreeing on the terms and modalities of assignment.
- Share first drafts for feedback from Rahnuma FPAP.
- Incorporate comments in order to finalize drafts within given time frame.
- Produce 3 hard copies of assignment printed and bind (excluding spiral one) for submitting to Rahnuma FPAP as final deliverable.
- Submit 3 electronic copy of assignment. All pages containing graphs, figures and pictures must be printed in color, wherever applicable.

Rahnuma FPAP will provide:

- Policy Briefs
- Project related documents
- Media Advocacy Strategy
- Review and feedback on first drafts
- Review finalized deliverable submitted by the consultant to Rahnuma FPAP for reinsuring the quality of final deliverables

Qualification and experience of the consultant:

- Background and understanding of Print Media, Human Rights, Women Rights, Sexual and Reproductive Health Rights, Youth and Development Issues in general in context of Pakistan.
- At least 5 years' experience of professional writing in mainstream newspapers.
- Must have excellent English and Urdu writing Skills.
- Committed to produce high quality deliverables within given timeframe with minimum supervision.
- Master's Degree in Mass Communication, Journalism or equivalent in any other relevant subject