

CALL FOR PROPOSAL

SBCB ACTIVITIES UNDER WISH2ACTION PROJECT OF RAHNUMA

Mode of assignment: Airing/ Broadcasting FM Radio Messages (three different types) on leading five FM Radio Stations (nationwide) for 30 days (48 per day) and broadcast cable message at 10 districts (project clusters) including Muzaffarabad, Badin, Chakwal, Faisalabad, Rawalpindi, Muzafargarh, Haripur, Kohat, Mardan and Quetta) for 30 days 48 tickers per day per TV Channel.

Duration of consultancy: 35 days (starting from the signing of contract)

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

- Cover letter (Maximum 2 pages clearly demonstrating the suitability of applicant for stated assignment)
- Updated profile of the individual Consultant or a Firm supported with resume of Chief Consultant and maximum of other 3 key team members (Maximum 3 pages each)
- Proposal including cost of assignment covering all expenses (Maximum 4 pages)
- Submit soft copy of one example of previous similar work.

Instructions to be followed:

- All documents must be forwarded through postal service only. Please clearly write '**Media Activity of WISH2ACTION Project**' on sealed envelope.
- Please fold details of cost of assignment in a separate envelop to send along with other documents.
- Please send your proposals to Director Monitoring Evaluation and Research (MER), 3 A Temple Road, Lahore, 54000.

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. Proposals sent through an email will not be considered for shortlisting.*

Shortlisted consultants may be required to undertake a telephone or Skype discussion before finalization of decision.

Deadline for the submission of proposal: 26th July, 2021

Expected date of initiation of consultancy: 29th July, 2021

Payment schedule: 50 % payment will be made at time of signing the agreement signing and remaining 50% after submission of assignment completion report to Rahnuma FPAP.

All payments will be made through cross-cheque in Pak Rupees after deduction of withholding of Income Tax i.e. i) For individual, 10% in case of Filer and 20% in case Non-Filer; and ii) For Companies, 8% in case of Filer and 16% in case of Non-Filer. And, Withholding of Sales Tax i.e. 16% on services as per Law of Punjab Revenue Authority (PRA). The above rates may change if there is any amendment in tax rates by PRA & Federal Board of Revenue (FBR).

Liaison person from Rahnuma FPAP:

Ms. Asifa Khanuma, Director MER, Rahnuma FPAP, 3-A Temple Road, Lahore Phone No: (042) 111 22 33 66, Ext 323, Email address: asifa@fpapak.org

Background

Rahnuma Family Planning Association of Pakistan (R- FPAP) is an affiliate member of IPPF, serving Pakistan's RH needs since 1953. R-FPAP is leading service delivery NGO in Pakistan. Rahnuma-FPAP in partnership with IPPF is implementing a three years DFID/ FCDO funded project Women's Integrated Sexual Health (WISH). WISH2ACTION (W2A) project aims to enable Women to safely plan their pregnancies and improve reproductive health and rights. The project aims to ensure access to Reproductive Health and Rights (RHR), particularly Family Planning (FP) for all, especially the poorest women and girls and to make sustainable improvements in the RHR, with a specific focus on the poorest and most marginalized populations.

Rahnuma FPAP, Humanity & Inclusion (HI) and other partners are the W2A Consortium Partners in Pakistan and working with country level collaborating partners including the Departments of Health, Population Welfare Departments, and Integrated Reproductive, Maternal, New Born and Child Health and Nutrition (IRMNCH&N) Program of the Primary and Secondary Healthcare Department (PSHD) Punjab, to deliver on the W2A outputs. The project is implemented in 10 districts of Pakistan and AJK through cluster model.

The SBCC Component of the Project has been designed to complement service delivery approaches to making RH services accessible to the women of reproductive age including adolescents and youth, appreciating the deep cultural and religious foundations of Pakistan that serve as barriers to women accessing RH services. These barriers are heightened especially to girls and women living in rural areas, emphasizing the need to intervene in areas of high poverty.

The SBCC component of the project will help to upscale and showcase human interest stories and successful project execution across Pakistan while covering the following target groups and interventions.

- Engaging community RH and FP Services providers and social organizers to mobilize and create awareness of RH services in areas of high poverty.
- Youth engagement through strengthening the 20 Youth Resource Centers and working with higher learning institutions for peer education on Life Based Skills Education with youth ambassadors and youth leaders.
- Promoting the youth call center support online, confidential counseling for youth and provide linkage to service delivery points.
- Working with HI to establishing partnerships with DPOs at cluster level to support in mobilizing and reaching people living with disability.
- Engaging men and boys who contribute to the barriers to accessing RH services. The project will also engage women influencers; matriarchs such as elders, mothers in law. Their engagement is centered around creating an enabling environment for women to access RH services in their communities.
- Leverage on existing infrastructure to conduct wall branding in FHMC and FHCs.

Purpose of this assignment:

The aim of launching extensive media campaign is to promote three different types of messages including those on **Women to safely plan their pregnancies and improve reproductive health (RH), gender based violence (GBV) and Covid19**. The campaign is expected to create a hype about RH and GBV related issues in general.

Rahnuma-FPAP will be responsible to:

Following will be provided by Rahnuma FPAP

- Arrange inception meeting for reviewing methodology submitted by the Consultant and agreeing on implementation plan along with timelines.
- Project related documents and background information
- Remain available for prompt feedback on draft content produced by the Consultant

- Review finalized deliverables submitted by the consultant.

Role and Responsibilities of the Consultant:

Broadcast radio & cable messages (three different types) on leading five FP radio stations and broadcast cable messages at project cluster locations for 30 days (48 slot per day per FM Radio/Cable channels).

Deliverables by the Consultant:

Following deliverables will be submitted to the liaison staff from Rahnuma FPAP: Broadcast radio & cable messages on leading five FM Radio Stations and broadcast Cable message at project cluster locations for 30 days.

Qualification and experience of the consultant

The consultant applying for this assignment must have:

- At least 5 years prior experience of conducting FM Radio and Cable TV network Campaign on population, RHR, SGBV, women empowerment, youth and overall reproductive health related issues.
- Demonstrate deep understanding and sensitivity of women's health issues, Reproductive health and gender-related issues.