

## CALL FOR PROPOSAL

### MEDIA CAMPAIGNS ON BOYS' ENGAGEMENT FOR ADVANCING FAMILY PLANNING & REPRODUCTIVE HEALTH RIGHTS

(Campaigning through social media, text messages-sms, electronic and print media)

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**Mode of assignment:** Development of media campaign

**Duration of consultancy:** 70 days (starting from the signing of contract)

**Requested documents:** Prospective individual/ firms should provide a CV/ company 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)
- One example of previous similar work. Submit soft copy on USB/ CD.

**Instructions to be followed:**

- All documents must be forwarded through postal service only. Please clearly write **'Proposal for Media Campaign under Youth 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), Rahnuma Family Planning Association of Pakistan, 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 face-to-face, telephone or Skype discussion before finalization of decision.

**Deadline for the submission of proposal:** 24<sup>th</sup> August, 2021

**Expected date of initiation of consultancy:** 01<sup>st</sup> September, 2021

**Payment schedule:**

30% advance payment will be made on signing of contract for the proposed assignment as first installment. 20% will be paid on the receipt of 1st draft of deliverable (Draft copy of SMS Scripts & Social Media Content) while remaining 50% payment will be made upon satisfactory submission of finalized deliverables approved by Rahnuma-FPAP.

All payments shall be made to the Consultant 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
- ii) For Companies, 8% in case of Filer and 16% in case 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:**

Director Monitoring Evaluation and Research, Rahnuma FPAP, 3-A Temple Road, Lahore Phone: (042) 111 22 33 66, Ext. 323. Direct line: (042) 3636 1583. Email address: [asifa@fpapak.org](mailto:asifa@fpapak.org)

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## **Background**

Rahnuma FPAP is working with young people through its Life Skills Based Education (LSBE) initiative. The LSBE is being provided to both in-school and out-of-school young people. The tools being used for in-school and out-of-school LSBE programs are different considering the difference of education in both groups. Through current consultancy, Rahnuma FPAP is aiming to tap into different media channels including print, electronic and social media to engage and motivate young people to advocate for family planning (FP) and reproductive health (RH) rights on media. This campaign will be helpful to promote a public discourse on these less discussed topics.

## **Location of assignment**

Lahore

## **Purpose of assignment**

The overall objective of the assignment is to launch comprehensive media campaign through text messages (sms), social media, electronic and print media to engage young boys for advancing FP and RH and other related topics like LSBE and Youth Friendly Health Services (YFHS).

This media campaign consists of three phases:

### **Phase (1)**

- Development of text messages on content about FP and RH in both Urdu & English languages.
- About 30,000 text messages will be disseminated by the consultant (15,000 Urdu, 15,000 English) for advocating FP and RH related messages.
- A consolidated report shall be submitted to Rahnuma after dissemination of messages. The reporting parameter shall include: numbers of persons reached along with their contact numbers for cross check and data validation.

### **Phase (2)**

- Development of 20 digital contents varying from digital illustrations to posters (10 Urdu, 10 English).
- Promotion of developed content on social media (Facebook, Instagram) with a hashtag of #RFPAP #UNFPA #FP2030.
- Shout out of developed content on social media through celebrity, media person and politician.
- A collective viewership of 01 lac views must be guaranteed for these digital contents.
- A consolidated viewership report will be submitted to Rahnuma after completion of the task. The reporting parameters shall include: Views, Likes/Dislikes, Age and Gender.

### **Phase (3)**

- Arrange conventional coverage at national level through TV and radio
- One TV appearance/ talk show and one radio appearance of management and young activist from R-FPAP.
- A consolidated report will be submitted to Rahnuma after TV and radio appearances. The reporting parameter shall including TRP of TV program & listeners' coverage of radio program.

## **Target audience**

Young boys of age 15-28

## **Support from Rahnuma FPAP**

- Arrange inception meeting with Consultant for the finalization of modalities of assignment under consideration.
- Provide orientation about FP, RH, LSBE and YFHS and handover material on these topics to the consultant as source documents for reference.
- Remain available for multiple rounds of discussions and reviews of scripts and other related material.
- Project Coordinator along with concern staff will contribute in discussing the scripts and ideas for media campaign.
- No equipment will be purchased or provided by Rahnuma FPAP.
- Rahnuma FPAP will not be responsible of any additional cost incurred in producing committed deliverables unless agreed and documented by both parties.

**Role and responsibilities of the consultant**

The consultant will be required to do the following:

- Attend the inception meeting for gaining deeper understanding of consultancy assignments and deliverables.
- Share draft scripts & social media contents with Rahnuma FPAP for inputs.
- Reaching and advocating 30,000 young people on content of FP & RH through text messages (SMS).
- A collective viewership of 01 lac young boys on newly developed social media contents.
- Arrangement of conventional coverage on national level TV Channel and radio.
- Submission of consolidated report at completion of every single phase and end of project completion report.

**Expected deliverables**

- Submit draft copy of script of text messages & social media contents for review by Rahnuma.
- Submit finalized script and developed digital content for approval before dissemination.
- Disseminate text messages in the community and digital content on social media.
- Arrange conventional coverage of Rahnuma FPAP management and young people on TV channel & radio.
- Provide recordings of radio and TV programs.

**Qualification and experience of the consultant**

The consultant will be required to have the following:

- More than 5 years' experience in producing and development work related text messages & digital content for social media content for national and international organizations with the aim of reaching both local and international audiences.
- Able to produce high quality social media digital content.
- Experience and qualified team who should have their own working space/ setup of editing, mixing, graphics etc.
- Having good reputation in market for easy and smooth conduction of media appearance for RFPAP team and young people.
- Have sensitivity of working on topics like as FP and RH.