

CALL FOR PROPOSAL

LAUNCHING/ EXECUTION OF SOCIAL MEDIA CAMPAIGN IN SUPPORT OF CIVIL SOCIETY ORGANIZATIONS ENGAGEMENT FOR FP2030 COMMITMENTS

Important Note: This is a re-circulation of the same call. Those who have already applied against this opportunity need not to re-submit their same proposals. However, we are open to replace their previous submission if they themselves decide for submitting a fresh technical or financial proposal.

Mode of assignment: Launching/execution of social media campaign

Duration of consultancy: 60 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 ‘**Social Media Campaign for FP2030**’ 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: 25th September, 2021

Expected date of initiation of consultancy: 1st October, 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 content of all channels of social media messaging) 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

Background

Rahnuma FPAP represented Civil Society Organizations (CSOs) at the national level forum of Country Engagement Working Group (CEWG) on FP2020. This national level mechanism kept track of Pakistan's commitment towards FP2020 and now following FP2030 framework on quarterly basis. This senior level forum is represented by Ministry of National Health Services Regulation and Coordination, Provincial Population Welfare Departments and Department of Health, UNFPA, and Rahnuma FPAP among other stakeholders. Rahnuma FPAP, being a CSOs' focal organization for CEWG, is expected to play a pivotal role in shaping-up and finalization of national family planning commitments under FP2030 framework. In this regards Rahnuma FPAP proposed to create a hype related to FP2030 commitments of Government of Pakistan. Execution is planned through two main strategies:

- Engagement with CSOs to inform through proposed social campaign on national commitments on FP2030.
- Intensive social media campaign to create awareness on national FP2030 framework.

Project goal

Through designed interventions, Rahnuma FPAP expects to reach out to approx. 3 million people to create awareness about FP2030 framework and enabling them to develop a strong case for national commitments as per FP 2030 framework.

Location of assignment

Lahore

Purpose of assignment

Through social media interventions, Rahnuma FPAP expects to reach out to approx. 3 million people to create awareness on FP2030 framework and enabling them to develop a strong case for national commitments as per FP 2030 framework.

Target audience

People from all age groups with special focus on young people and women.

Support from Rahnuma FPAP

- Arrange inception meeting with selected consultant for the finalization of modalities of assignment under consideration.
- Provide orientation about family planning, FP2020 and FP2030 commitments and frame works, and handover requisite material on these topics to the consultant as source documents for reference.
- Remain available for multiple rounds of discussions and reviews of draft content and other related material.
- 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 content and plan of social media campaign with Rahnuma FPAP for inputs and go ahead for implementation.
- Execute concerted social media campaign through following social media platforms with following expected reach-outs:

1	Twitter	The selected content will be used on twitter alongside generated hashtags and tags for trending.	Approximately 1 million
2	Instagram (40 postings)	The content after adaptation will be posted by minimum of 15 bloggers/influencers on their Instagrams having minimum of 10,000 followers and above. The duration will be 4 weeks. Furthermore, the edits will be posted on 5 national level online magazines e.g. Sunday, Paparazzi, and Hello among others.	Approximately 1 million
3	Facebook	2 Facebook groups will have discussion on out National FP2030 commitments and will share information around it for about 6 weeks.	Approximately 0.25 million
4	Radio	The radio messaging about National FP2030 framework will be developed and put on-air with 100 slots and will cover 5 major cities of Pakistan for 6 weeks.	Approximately 0.5 million
5	Cable TV	The cable TV messages will be scrolled in 5 main cities for minimum 2 days in a week for a month.	Approximately 0.25 million

Expected deliverables

Following deliverables will be submitted by the Consultant to the project liaison staff from Rahnuma FPAP:

- Furnish complete plan and methodology to reach social media users of Facebook, Twitter, Instagram, Radio, and Cable TV network with a reach of over 2.5 million social media users.
- Generate content for posting on their respective platforms. The hashtags and tags will be shared with Rahnuma FPAP.
- Maintain and share count of outreach against each channel of campaign.
- Produce graphics or proof of outreach of posts and trending/viral effect for submission to Rahnuma FPAP.
- Submit verifiable report of all deliverables at the end of assignment.

Qualification and experience of the consultant

The consultant will be required to have:

- At least 5 years prior experience of conducting social media campaigns on Facebook, Twitter, Instagram, Radio, and Cable TV about social issues especially on topics like as: Population, Reproductive Health and Rights, Gender Based Violence, Women Empowerment, Youth, etc.
- Demonstrate deeper understanding and sensitivity of women's health issues, reproductive health and gender-related issues.
- Able to conduct high quality social media digital campaign.
- Experience and qualified individual/team who should have their own working space/ setup of editing, mixing, graphics etc.
- Having good reputation in the market for easy and smooth conduction of media campaign.