

CALL FOR PROPOSAL

Development of Social Media Campaign

Mode of assignment: Development of Social Media Campaign

Duration of consultancy: 30 days (starting from the signing of contract)

Requested documents: The overall package must have following documents:

- Cover letter clearly demonstrating the suitability of applicant for stated assignment (Maximum 2 pages)
- Updated profile of the Company/ Firm/Agency detailing their relevant skills, experience and expertise supported with resume of Chief Consultant and maximum of other 3 key team members (Maximum 3 pages each)
- Technical proposal clearly reflecting the following (Maximum of 4 pages)
 - Understanding of the purpose and scope of assignment,
 - Stepwise methodology addressing the completion of individual tasks and deliverables identified in the scope of work
 - Work plan with proposed number of days covering various activities mentioned in the methodology
- Financial proposal covering the cost of assignment with bifurcation into different types of expenses (Maximum 2 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 Social Media Campaign’** on sealed envelope.
- Please fold financial proposal 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 Company/Firm/Agency may be required to undertake a face-to-face, telephone or Skype discussion before finalization of decision.

Deadline for the submission of proposal: 21st September, 2022

Expected date of initiation of consultancy: 28th September, 2022

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) will be deducted. 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

Introduction

RFPAP is an affiliate member of International Planned Parenthood Federation (IPPF), working in Pakistan as national organization since 1953. It has been extending family planning (FP) and reproductive health (RH) information and services across all four provinces, Gilgit Baltistan and Azad Jammu & Kashmir (AJK) through a network of its own service delivery outlets and through collaboration with public and private sector.

Rahnuma-FPAP Youth Program:

Rahnuma-FPAP Youth Program aims to empower young people in Pakistan by building their capacities and skills to access Reproductive Health (RH) Services. The main objective of this program is to advocate for inclusion of Life Skills Based Education (LSBE) in youth component in national school/college curricula and to increase access to comprehensive, youth friendly, gender sensitive information, education and services.

The LSBE Program of Rahnuma FPAP is being implemented across Pakistan in-school and out-of-school children and young people. So far 854 young people & 635 school teachers have been trained on LSBE. 19,376 in-schools students and 94,060 out-of-schools young people are provided with the information on LSBE.

Co-Working Space for Young Entrepreneurs

Co working space is an emerging trend where young people get to work in a safe and decent working environment. Rahnuma FPAP in collaboration with Department of Youth Affairs Punjab and with financial support of UNFPA has established a co working space for 20 young people in e-library Lahore. 7 out of these 20 young people will be RH related entrepreneurs and rest of 13 would be from general category entrepreneurs. All of these 20 young people will be provided with a safe and decent co-working space to work on their ideas/projects. During the project development phase these young entrepreneurs will be provided with the mentorship from experts. After two months of co-working space establishment, these young entrepreneurs will present their project ideas in front of experts and first three winners will be provided with an awards of 0.5 million each to carry out their project.

Establishment of Punjab Youth Helpline in Collaboration with Rahnuma FPAP and UNFPA

Rahnuma FPAP with the financial support of UNFPA established the youth helpline in order to reach out the unmet needs of young people's particularly RH information, education & services. An MOU with Punjab Youth Affairs & Sports Department was signed and allocation of helpline room and refurbishment of helpline was initiated which included procurement of all the necessary equipment and installation of complete new helpline setup. A new Toll Free Number (TFN) was attained from PTCL (i.e. 0800-88812) and software for data recording and reporting was also developed through consultancy and it's completely operational at helpline office. Two clinical psychologists (male & female) were hired to provide on call counseling to young people on RH issues, career counseling and psychosocial counseling.

Location of Consultancy Assignment

Lahore

Purpose of Assignment

The overall objective of the assignment is to launch comprehensive social media campaign to publicize Punjab Youth Helpline and co-working space established at e-library, Lahore. The designed campaign should run in three phases to reach out to young people to access free telephonic counseling on RH issues, career counseling and psychosocial counseling. The overall purpose of this campaign is to reach out the unmet needs of young people's particularly RH information, education & services.

This Social media campaign consists of three phases:

Phase (1)

- Development of 4 text messages to publicize Punjab Youth Helpline related to free counseling on RH, career and psycho social issues in both Urdu & English languages.
- About 100,000 text messages will be disseminated at 4 project locations (Chakwal, Lahore, Faisalabad, Muzaffargarh) by the consultant (50,000 Urdu, 50,000 English) to publicize Punjab Youth Helpline.
- A consolidated report shall be submitted to Rahnuma FPAP 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 10 digital contents varying from digital illustrations to posters (5 Urdu, 5 English) related to Punjab Youth Helpline and co-working space.
- Promotion of developed content on social media (Facebook/Twitter) with a hashtag of #RFPAP #UNFPA #co-working #PYHL, #080088812 etc.
- A collective viewership of 01 lac views must be guaranteed for these digital contents.
- A consolidated viewership report will be submitted to Rahnuma FPAP after completion of the task. The reporting parameters shall include: views, likes/dislikes, age and gender.

Phase (3)

- Produce 20 good quality/HD pictures of Punjab Youth Helpline and co-working space.
- Produce 1 video of 90-120 seconds on Punjab Youth Helpline in Urdu language.
- Produce 1 video of same duration on co-working space in Urdu language.
- Prepare content, story board, voiceover and English subtitles for both videos. etc.

Target audience

Young people of age 15-29 years (Chakwal, Lahore, Faisalabad, Muzaffargarh)

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 social 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 and Expected Deliverables:

The Company/Firm/Agency will be required to do the following:

- Attend the inception meeting for gaining deeper understanding of consultancy assignment and deliverables.
- Share draft scripts & social media contents with Rahnuma FPAP for inputs.
- Submit finalized scripts and developed digital content for approval by Rahnuma FPAP before dissemination.
- Disseminate text messages (SMS) at the 4 project locations and digital content on social media.
- Reaching and advocating 100,000 young people on content of YHL & RH through text messages (SMS).
- Submit script of 4 text messages (SMS) about Young people RH issues both in English & Urdu
- Produce outreach plan and share with Rahnuma FPAP for approval.
- Submit comprehensive report of dissemination of text messages along with the details of message recipients.
- Developed 10 digital contents related to RH of young people varying from digital illustrations to post on social media (5 Urdu, 5 English).
- Promote social media content on Facebook/Twitter with at least 1 lac recipients.
- Submit a consolidated viewership report as per social media plan.
- Produce 20 good quality/HD pictures of Punjab Youth Helpline and co-working space.

- Produce 2 videos of 90- 120 seconds, one each on Punjab Youth Helpline and co-working space.
- Submit draft reports on completion of tasks as mentioned above.
- Submit draft consolidated report at the end of assignment inclusive of all sub-reports shared during the entire course of assignment.
- Submit finalized report after incorporating input from Rahnuma FPAP.

Qualification and experience of the consultant

The Company/ Firm/Agency 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 understanding of topics like reproductive health, family planning, counseling, entrepreneurship, co-working space, helpline etc.