

TERMS OF REFERENCE

SCRIPT WRITING, EDITING, RECORDING AND BROADCASTING OF PSA AND AWARENESS MESSAGE VIA RADIO

CRF No. 01-079/080

I. Background

Social Awareness Center (SAC) Nepal was established in August 1995 to enhance community development and to solve the local issues to bring out the positive change for the upliftment of the marginalized and excluded communities. It was conceived by the effort of group of dedicated, committed, aware and enthusiastic youths in August 1995.

SAC Nepal is a non-profit and social service-oriented organization, which has been launching programs in coordination and collaboration with different tiers of governments; NGO's and INGO's and other key stakeholder focusing both on rural and urban people, who have lower socio-economic status.

In the present context of Nepal, all the activities of the organization are focused on democratic exercise and organizational development of human right in participation of civil society. The organization is conducting the activities of community development in the participation of local people. In the changing context SAC Nepal has been mobilizing the internal and external resources, searching the opportunities and conducting collaborative activities/programs. We have already implemented different projects in 14 district of Nepal, with a focus on Karnali Province.

United Nations Development Programme (UNDP) together with UNICEF and UN-Women is implementing the European Union-funded project 'Strengthened Urban Preparedness, Earthquake Preparedness and Response in Western Regions of Nepal (SUPER)' to enhance understanding and shared realization of earthquake and urban risks amongst local and provincial stakeholders. It is hoped that this will lead to increased efforts, capacities and skills at community, ward, municipal, cluster and provincial levels for planning and implementing inclusive earthquake and urban disaster preparedness and emergency response actions through effective coordination mechanisms. The SUPER activities target provincial and local governments from Sudur Paschim province (Amargadhi, Dhangadhi, and Jayprithvi municipality) Karnali province and Lumbini province (Nepalgunj sub metropolitan city) with major focus on earthquake preparedness and core urban areas of four at-risk cities.

UNDP is the lead Consortium and other consortium partners are UNICEF, UN Women and SAC Nepal is the local implementing partner in Karnali.

The main objective of assignment is to develop PSA radio jingle for airing messages related to the most pertinent hazards identified in Karnali Province, including earthquake, fire, landslide, snowfall, flood, wind and thunderbolt covering Karnali Province. In addition, the qualified consultant will also be asked with developing the content for the script writing, recording, and broadcasting of the jingle. The finalized content will be approved from Ministry of Internal Affairs and Law, Karnali Province.

I. Objectives

- Finalize content for the script writing on multi hazard risk such as earthquake, fire, landslide, flood, snowfall and thunderbolt to the local communities of Karnali through local radio for better preparedness and effective response from GESI and Protection lens in consultation with the project team
- Broadcasting finalized content in Nepali language twice a day following hazard calendar during peak hour of radio program
- Monitor to ensure broadcasted message to the local community through various means of verification including SADDD and GESI responsive survey as suggested by the project team

2. Scope of work:

- Service provider should prepare at least five different contents for radio messaging on earthquake, fire, landslide, flood, snowfall, and thunderstorm
- Service provider should ensure that the PSA is of maximum of one minute in length
- Service provider should include GESI, Protection and environment friendly lens while developing PSAs
- The script should include local flavour to appeal to the people of Karnali Province
- Service provider should share the final output to SUPER team via pendrive for further dissemination via social media
- Service provider should provide the estimated number of beneficiaries through PSAs
- Service provider will be required to attend meetings with the SUPER team in order to finalize the content
- Service provider should consult with Ministry of Internal Affairs and Law in Karnali for final consent and approval on the developed content to disseminate through the local radio
- Service provider should submit final report, with the outreach of the PSAs in disaggregated data, as clearly mentioned in the deliverables/outputs.

3. Deliverables and Timeline

PSA Script Prepared & Production time line as soon as possible

PSA Broadcast at list end July 2023

4. Methodology

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5. Requirement for Service provider

- Script writing: 5 years' experience in script writing mainly on Disaster risk reduction and management and have hands on skill on preparing PSA related to awareness raising on disaster risk reduction, preparedness and effective and coordinated response, Should have past experience on developing script related to major hazard identified in Karnali Province are earthquake, fire landslide, flood, snowfall and thunderbolt. Should have capacity to prepare PSA in a simple manner to understand easily.
- Part of content should be in local context to help the messages be easily understood
- Recording: Have equipment or devices to record the PSA and jingles maintain high quality of sound and easy understandable, catchy and preferable to develop in a local context .
- Broadcasting PSA and awareness message via radio: Coverage: 10 district of Karnali Province. Member of province level broadcasting network.
- Should have clear monitoring mechanism to capture the coverage and feedback, grievances from message receiver
- Some knowledge on Gender Equality and Social Inclusive and Right to Information is preferable

6. Supervision Arrangements

Direct supervisor of the service provider is Program Coordinator SUPER project from SAC: Strengthening Urban Preparedness, earthquake Preparedness and Response in Western Region of Nepal.

Proposal Submission Guideline/Required Documents/ collection of three quotations from vendor based on available budget

- Proposal Submission Deadline 7 September, 2022
- Required Documents-
 - Submit final technical and financial proposal
 - Submit CV(s) of the proposed team with organization profile
 - For firms: Copies of- Firm registration certificate, VAT registration certificate, Latest tax clearance certificate. For firms that are tax exempted by the government, a copy of tax exemption certificate should be submitted.
 - Previous Experience Document.
 - Submit the Radio Network agreement (at least one District one Radio)

Proposals should be submitted to the following address No later than 11 September 2022, 5 PM.

Social Awareness Center (SAC) Nepal
Birendranagar – 12, Surkhet, Karnali Province
Or via email to vacancy @sacnepal.org.np /info@sacnepalorg.np

7. Budget

8. Financial proposal should be submitted with technical proposal & legal document.

9. Payment modality

The payment shall be based on the organization policy.