

Consultancy Service

For

Media Advocacy for Start Fund Nepal

Terms of Reference (ToR)



Background CARE Nepal

CARE is an international NGO with local staff and community partners in more than 90 countries. We create local solutions to poverty and inequality and seek dignity for everyone every day and during times of crisis. CARE puts women and girls at the center of everything we do because they have proven to be the best hope for creating lasting change in the world. CARE has been operational in Nepal since 1978 and works in partnerships with government and non-government stakeholders across the spectrum of humanitarian action and long-term development programs.

Background information/context

Start Network is made up of more than 50 aid agencies across five continents, ranging from large international organizations to national NGOs. Together, our aim is to transform humanitarian action through innovation, fast funding, early action, and localization. Start Fund Nepal is a Start Network program hosted by CARE Nepal. In June 2021, with support from the UK Foreign Commonwealth and Development Office (FCDO), Start Fund Nepal was launched. The Start Fund Nepal Pilot is a collectively managed emergency financing mechanism, developed in Nepal by Start Network members and partner NGOs with support from Start Fund Nepal and the global Start Fund. The pilot project was completed in March 2022. Phase II of Start Fund Nepal began in April 2022 and will conclude in March 2024. Based on the global guideline, Start Fund Nepal also follows the 45 days implementation cycle, making funding decisions within 72 hours of a crisis alert, with awarded agencies starting project implementation in 7 days. It has 21 Members consisting of 15 Global Start Network members and 6 local and national NGOs. The Start Fund Nepal Committee is responsible for the strategic management and operations of the Start Fund Nepal Pilot within the parameters set by the global Start Fund Committee.

After successful completion of the pilot phase, the phase II started from April 2022 to March 2024. To capture our achievement and process as well as to showcase our work, we are planning to put the proper communication plan.

And as per the plan for this 1st year we are planning to carry out mainly following:

- Start Fund Nepal (SFN) Documentary covering both achievement and process
- Television and Radio Show Focusing KTM and outside KTM (most probably Gorkha and Terai districts)
- Case/Success studies, prepare photobooks
- Panel Discussions
- Social Media Campaign through twitter, webpage, Facebook, etc

Objectives

- Capture our achievements and process documentation
- Highlight our strengths and challenges
- Showcase our learnings and Achievements

Location and official travel involved

The consultant will provide the service in Kathmandu and outside Kathmandu.

Services the Service provider will provide

The consultant is expected to provide the consultancy services for capturing those events, conducting the discourse and showcasing in different forums and forms.

Methodology

The following methodology is preferred for this consultancy

- a. Desk Research and review on Start network as well as start fund programme, role of national, local government, development partners and other members
- b. Filming the different events, conduct an interview and conduct the discourse among members, community and government, donors of start fund to capture the learnings and challenges
- c. Report preparation and follow up.

Experience and skill set required

- a. Demonstrated experience of providing similar services such as conducting discourse, panel discussion, documentary production for TV/radio.
- b. Advanced University Degree (Bachelor) in international development, media, journalism or a related discipline (For Consultant/s or Proposed personnel of Media House)
- c. An excellent command of the English and Nepali languages – both written and oral
- d. Ability to produce quality report within deadline

Expected Deliverables

- TV and Radio programs – 2 each 30 minutes each
- SFN Process Documentary -1 documentary event
- Social media campaign/Mobilization (Facebook, Twitter, YouTube, Online news, TikTok, Email etc.)
- Case/Success stories-2, Photobook design -1
- Panel Discussions -2

Timeline

- Estimated commencement Date: 15 September 2022
- Estimated End Date: 31 March 2023

SN	Deliverables/Outputs	Timeline
1	TV Program/Radio Programs	September 2022- March 2023
3	SFN Process Documentary	October 2022
4	Case/Success stories	September 2022- March 2023
5	Social Media Campaign	September 2022- March 2023
6	Panel Discussions	January 2022- March 2023
7	Draft Report Submission	End of March 2023
8	Final Report Submission	End of March 2023

Supervision Arrangements

The consultant firm will work the closely with Programme Manager of Start Fund Nepal

Proposal Submission Guideline/Required Documents

- Proposal Submission Deadline- **5th September 2022**
- **Vendor can send email to npl.carenepal@care.org for queries related to consultancy service**
- Required Documents-
 - Technical and Financial proposal separately
 - CV(s) of the Consultant(s) with full date of birth in DD/MM/YYYY format. The date of birth is required for vetting purpose.

- 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 the tax exemption certificate should be submitted.
- If any documents/information is not available or not applicable, the reason(s) must be clarified in the proposal form. CARE Nepal will have the right to disqualify the proposals from the selection process if the proposal submission guideline has not been followed.

The proposal shall be submitted via email to- npl.carenepal@care.org

Evaluation of Proposal

The technical (70%) and financial (30%) proposals will be evaluated based on following criteria:

I. Technical

- Understanding and interpretation of the Terms of reference
- Methodology
- Time and activity schedule

II. Organizational/Personnel Capacity Statement

- Relevant experience related to the assignment
- Team Composition as per ToR
- Curriculum Vitae with relevant references

III. Financial

- Proposed budget with detail break down

Payment terms:

- The payment will be made based on the delivery upon mutual agreement