

Media Advocacy Group

Terms of Reference

Project: Supporting collective voice and action against caste based discrimination in Nepal (SAJHA AAWAJ)

1. Brief introduction of the project	SAJHA AAWAJ is a consortium project of Nepal National Dalit Social Welfare Organization (NNDSWO), Finn Church Aid (FCA) and Media Advocacy Group (MAG) with the main financial support from European Union and co-finance from FCA. The project aims to combat caste-based discrimination (CBD) by creating an enabling environment for CBD people to restore their dignity and enjoy rights to non-discrimination, effective participation and access to services and justice. This intends to build solidarity of wider communities against CBD, support for implementation of laws and policies against CBD. It also contributes to strengthen democratic institutions and promote partnership at local level for economic empowerment of the target groups.
2. Overall objective of the project	To contribute to elimination of caste-based discrimination (CBD) and promotion of human rights of all (Dalits and non-Dalits people).
3. Specific Objective of the project	To raise awareness through media mobilization for information and knowledge about CBD issues to create enabling environment at grass root level among dalit and non dalits and influence the law makers in the federal, provincial and local level during the law making process.
4. Project Period	November 2017 to October 2020
5. Project location	Kalikot, Jajarkot, Surkhet, Mahottari and Siraha districts
6. Target group	Community members (Dalits and Non-Dalits) [13,500], Leaders of grassroot level organizations [640], members of ward committee/citizen forums[300], Religious leaders [60], Local political leaders [160], Police officials[80], Journalists at local level [35], teachers and Members of School Management Committees [SMCs) [180], youths/students [3,000], Local schools [60], Grass-root level organizations [Mother groups-80, youth clubs 80], CSOs at district and national level [110], district chapter of Federation of Nepalese Journalists (FNJ) [5] and local bodies [25]. The total expected beneficiaries of the project is 192,396 catchment population from five districts, including 42,033 Dalits.

7. Scope of work	A) Broadcast Television PSAs and recorded video program through a national TV. B) Development and airing of radio program related to the CBD issues in the given themes.
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8. Detailed scope of work

A) Broadcast TV PSAs and recorded video program through a national TV

- a) Broadcast TV PSAs with a duration of 1 minute - prepared by MAG*.
- b) Broadcast recorded video program (a duration of max. 30 minutes) through the national Television.

**MAG will provide 5 different TV PSAs based on the CBD and Untouchability issues.*

B) Production and airing of radio program related to the CBD issues

- a) Develop 30 episodes of radio program based on the themes given below.
- b) Duration of each radio program will be 30 minutes (Max.).
- c) Theme/Concept for the radio programs.

SN	Themes
1	Access to service: The facility and services guaranteed by the Government of Nepal to the dalit community.
2	Access to justice: process and judiciary entities in local level
3	National and international legal frameworks: Available legal provisions
4	Cases related to Caste Based Discrimination: cases of victimization and harmonious living
5	Right to information: Linking caste based discrimination with access to service and justice.

Description of Tasks

Based on the above context, the selected community radios will be required to undertake the following tasks;

- a) Conduct research, develop the concept, contents and other relevant reference materials under the above mentioned themes in coordination with MAG and prepare the quarterly rollout plan accordingly.
- b) Record, edit and air recorded radio program in an allotted time.
- c) The airing will be emphasized during the special day celebration and other focused activities against caste based discrimination.
- d) Send the link of aired program immediately after the program and submit bimonthly reports certified by managers of radio stations.

9. Duration of assignment

The total duration of the assignment will be for a period of 2 years. However, annual renewal of contract will be done after annual performance evaluation.

10. Minimum Eligibility and Qualification Requirements of the Consultancy agency

An eligible agency should apply with the following documents:

A. For Media Agencies:

- a) Letter of Interest mentioning the rate of airing of the PSA (1 min) and recorded program (30 minutes) through national TV;
- b) Company profile;
- c) Company registration & renewal certificate;
- d) PAN/VAT registration certificate and Tax Clearance certificate of FY 2074/75;
- e) Evidence of past similar working experience. The firm should have an experience of working in a similar field for at least two years and a partner national TV should have a good viewership.

Please provide the rate of airing of the PSA and recorded program through national TV in the following format:

S.N	Service	Duration	Time of broadcast	Rate	Remarks
1	For broadcasting of the TV PSA	1-minute	Normal		
			Prime		
			Super Prime		
2	For broadcasting recorded program	30-minute			

** Please clarify if the rate/cost is inclusive or exclusive of VAT.*

B. For Community Radios:

- a) An interested Community radios based in Siraha, Mahottari, Surkhet, Kalikot and Jajarkot can apply Letter of Interest mentioning rate of production and airing radio program related to CBD ;
- b) Organization profile with transmission capacity and coverage area;
- c) Company registration with renewal certificate;
- d) PAN/VAT registration certificate and Tax Clearance certificate of FY 2074/75;
- e) Evidence of past similar experience of radio program development and airing. The firm should have an experience of working in a similar field for at least three years.

Please provide the rate of airing of the PSA and recorded program through national TV in the following format:

S.N	Duration	Production rate per episode	Airing rate Per episode	Airing Time	Total Cost per episode
1	30 minutes				

**Also add total cost for production and airing of 40 episodes of radio program. Please clarify if the cost is inclusive or exclusive of VAT.*

11. Process

- The expression of interest with valid company / organization seal and signature should be sent to sajhaawaj.mag08@gmail.com and cc'ied to magfinance08@gmail.com via email on and by 21st December, 2018, 5 PM.
- MAG will evaluate the proposals as per MAG's procurement rule and award the assignment based upon technical and financial feasibility. Only the successful applicant will be contacted for further process.

Media Advocacy Group (MAG)
Thapathali, Kathmandu, Nepal
www.mag.org.np