



Terms of Reference (ToR) for Radio Campaign to Counter Child Domestic Labour

Consultancy: Terms of reference (ToR) for spearheading a nationwide radio Campaign to counter child domestic labour

1 About Group Development Pakistan (GDP)

Group Development Pakistan (GDP) is a Civil Society Organization registered under the Societies Registration Act, 1860 working on protecting and promoting child rights and strengthening child protection and justice with children across Pakistan. GDP believes in a democratic and humanistic society in which the most important stakeholders -children- are acknowledged, respected, and protected from all forms of violence and discrimination. GDP follows a holistic, creative, participatory, inclusive, eco-friendly, child-focused and human rights-based approach.

2 Project Information

Group Development Pakistan (GDP) is implementing a project titled 'Protecting and Promoting Children's Rights in Pakistan'.

The project aims to strengthen prevention of and response to CSA in Pakistan. Two interrelated objectives will help achieve this goal:

- a) Increase awareness of Child Sexual Abuse and state obligations to child rights protection;
- b) Expand access to support services for victims and their families and improve quality of legal services available to victims.
- c) Strengthen enforcement and implementation of laws and policies that outlaw child domestic labor and protect the rights of child domestic laborers.

To this effect, the project will focus on realizing the following outcomes;

Outcome 1.1: Increased awareness of the community members including children/pupils, teachers, parents, religious leaders and local authorities on prevention and response to CSA and CDL.

Outcome 1.3: Improved access to support services for victims and their families and improved quality of legal services available to victims.

Outcome 1.4: progress towards improved legal framework and improved quality of legal services available to victims

3 Scope of Work for Radio Campaign

The firm will be briefed on the scope of work after signing the contract in the preliminary inception meeting. The consultant will thoroughly review GDP's communication strategy before starting the assignment. GDP believes in the following technical elements and ethical values and expects the consultant to reflect these in all the deliverables produced for the radio campaign:

- Gender sensitivity
- Cultural sensitivity
- Equality
- Participation
- Inclusiveness
- Zero tolerance for discrimination and violence
- Positive messaging

The agency/contracting firm will be responsible to plan, design, produce (radio messages), and execute a radio campaign by carrying out the following tasks:

a) Campaign Strategy:

On signing the contract, GDP will hold an inception meeting with the firm to give an overview of the intended objectives and the project to communicate the expectations and clarify the scope of work. Based on the inception meeting, the consultant in close coordination with GDP will conduct a desk review on the situation of child domestic labour in the country to identify key opportunity areas for awareness raising. Based on the need assessment, the consultant and GDP will conduct a thorough stakeholder analysis that will help in determining the language, frequency, cultural values, risks & key messages.

b) Production of Focused Campaign Messages:

- The agency/contracting firm will develop script of **6 (six)** radio messages (**3** in Urdu and **3** in Pashtoo language) focusing on the key messages identified.
- The script of the radio messages will be reviewed by GDP team and legal/technical experts. The consultant will be responsible to revise and improve the drafts in light of the feedback received.
- The agency will be responsible for production of radio messages and shortlist renowned voiceover artists for productions. For audio productions, engaging renowned artists and celebrities is highly recommended to reinforce the campaign visibility and impact. GDP will select the final voice over artists.
- The duration of the radio messages must be **45 to 60 seconds**. GDP welcomes innovative ideas/strategies to engage the radio listeners, but it must be supported with facts.

c) Media Plan:

- The target of this campaign is to reach out to radio listeners across Pakistan. The agency must propose top rated radio channels having wide outreach across Pakistan. Multiple regional or national radio channels may be proposed by forming a cluster for the media plan.
- The agency will submit a detailed 21-30 days media plan along with list of districts and outreach of each radio channel being proposed. A valid recent third-party rating report

must also be attached.

- Proposed list of districts to be covered: ICT, Lahore, Rawalpindi, Sahiwal, Kasur, Peshawar, Swabi, Mardan and Karachi.
- A total of **5,000** spots must be quoted including all taxes applicable and must be reflected in the media plan. Agencies offering drive time and prime time slots will be given preference.

d) Radio Shows: A total of **3** featured radio shows must be arranged and conducted with participants from GDP team on the topics suggested and proposed in line with the campaign objectives. The list of participants will be decided and finalized by GDP. The radio shows may be recorded or live.

e) Campaign Monitoring: Monitoring and evaluation plan of the PSMs, including the frequency, timing, content, impact of messages, outreach must be proposed and undertaken to ensure dissemination as per the approved media plan.

The agency/contracting firm must propose and undertake a monitoring plan that ensures accuracy and legitimacy of the campaign dissemination. The agency is responsible and must make sure that the messages are aired as per the approved media plan and propose a monitoring mechanism to ensure it. GDP will also oversee the monitoring process being undertaken by the agency.

f) Reporting: The agency/contracting firm will submit a detailed work plan after signing the contract and a final completion report with comprehensive details and means of verification of reaching out to the target audience must be submitted. The reports must also include outreach statistics with strong evidence and means of verification. The agency must also share the verified transmission certificates with GDP and the latest outreach statistics of the radio channels from credible sources.

4 Key Deliverables

The consultant is responsible to produce and submit the following key deliverables:

- Work plan
- Well-designed, gender sensitive and culturally appropriate campaign messages
- Dissemination plan with timelines
- Updated listenership of selected radio stations from accredited sources
- 3 radio shows
- Airing of the PSMs
- Campaign monitoring plan
- Completion report
- Verified transmission certificates

5 Copyright & Intellectual Proprietary Rights

All the materials, designs, plans and any other materials produced by the service provider under this contract shall be the sole and exclusive property of GDP and will not be reproduced on any other platform/forum without taking written consent.

6 Duration of Assignment

45 to 60 days approximately including weekends. The service provider will have to produce, finalize, and share all the deliverables by mid of November 2022.

7 Expected Start Date of Assignment

October 2022

8 Required Competencies

The agency/firm must possess the below stated qualifications, competencies and adhere to the set criteria. Creative agencies, firms, having relevant experience, equipment and competence are encouraged to apply and will be given preference. The technical competencies required are stated below:

- Demonstrated experience in awareness campaigning on human rights issues and child labour in Pakistan;
- Proven capacity to develop and execute successful, impactful and culturally sensitive awareness campaigns on child rights;
- Track record as an ethical child rights campaigning firm/agency;
- Experience of communicating with younger children from disadvantaged backgrounds;
- Preference will be given to agency/firm having membership of Pakistan Broadcasting Association (PBA).

9 Format of Technical & Financial Proposal

The technical proposal must include the following:

- a) Cover letter
- b) Experience
- c) Approach & Methodology
- d) Proposed Media Plan
- e) Outreach of the proposed FM radio channels (districts, population etc)
- f) Work plan (tentative)
- g) CVs of the team
- h) Legal documents (registration certificate, tax certificate/status, bank account details), office address, contact person details.

The financial proposal must include all direct and in-direct costs. The rates quoted per spot must be inclusive of all the taxes.

10 How to Apply

Interested firms/agencies are requested to please submit detailed technical and financial proposal inclusive of CVs, profile, previous experience and work plan with timelines along with their sealed bids latest by **Monday, September 26th, 2022 (before 1700 hours)** to the address mentioned below. Incomplete bids/received after due date will not be entertained.

Address: Office # 11-18, Lower basement, Magnum Arcade, Northern strip (on D-12 road)
Sector E-11/2, Islamabad.

For queries write to info@gdpakistan.org