



TERMS OF REFERENCE (ToR)

To The

Consulting Firm - Production and Broadcasting of Social Protection (SP) Television Program

1. Introduction

Established on 16 February 2012, Social Protection Civil Society Network (SPCSN) has been active in raising the voice of right holders, promoting interfaces among right holders, experts, and duty bearers, and making duty bearers more accountable on various social protection issues. SPCSN is a liberal forum comprising 13 non-government organizations (NGOs), which are actively engaging themselves in the sector of human rights and social protection, and 2 INGOs with supportive as well as advisory roles. Member organizations represent and are dedicated to working with the most vulnerable groups in Nepal such as children, the elderly, people with disabilities, traffic survivors, people with HIV/AIDS, single women, landless people, and so on.

2. Background

Vulnerable groups in Nepal have been compelled to stay behind in living their life indefinitely due to many reasons including abject poverty, socio-economic context, and natural disasters. The existing non-contributory social security program widely covers the vulnerable population even though there have been some coverage issues (OPM 2019¹). Besides these groups, there may be others who are still not addressed by social protection policies. Likewise, the operational issues of social protection program implementation, as well as the benefit size, have been the subject of discourse among the beneficiaries and policymakers. Similarly, fragmented social protection programs through different ministries and departments may carry a significant portion of fiscal space as there are tangible outcomes. This may require a robust debate that would guide specific actions.

3. Purpose of the Assignment:

SPCSN is planning to engage the stakeholders in the formal policy dialogues relevant to different social protection aspects. For this, the network envisions a TV talk program that shall last for 1 hour (including TV commercials) that would be a discussion interface for civil society activists, experts, and government agencies. Moreover, the network anticipates that the discussion comes up with robust ideas and promises to better social protection policies that may support further expansion and strengthen the present social protection programs and systems in Nepal. The consulting firm will support the team in producing TV talk programs by collecting cases (video footages of beneficiaries) and generating evidence through constructive dialogues so that it would guide the development of favorable policies on social protection. The program will be convened with financial support from the World Bank Group.

¹ <https://www.opm.gov/about-us/budget-performance/performance/2019-annual-performance-report.pdf>

2. Objectives

- To make viewers aware of prevailing social protection issues and challenges
- To help policymakers be more accountable for social policy design and implementation
- To engage more stakeholders in the promotion of social protection discourses in Nepal

3. Anticipated results

- Raised awareness among the policymakers and viewers at large on prevailing social protection issues and challenges
- Strengthened accountability among policymakers particularly the implementing agencies in ensuring effective implementation and better impact of social policies and programs.
- Bolster stakeholder-level dialogues and solution-oriented discussions on social protection-related issues.

4. Scope of the assignment

The consulting firm is a member of the TV talk program that will produce 10 episodes of a television talk show on social protection. This includes desk review of existing social protection policies, research, studies and reports, and other available secondary sources of information, generating case/ human stories from the government's implemented social protection programs. Based on the desk review a draft plan will be developed, discussed, and agreed upon by the key agencies engaged in this talk show. This plan should propose key panelists, possible interviews, human stories as well as key research findings related to each episode. Some preliminary meetings will take place before stepping out for the TV talk program. To grease the issues and for better coverage, the team will propose to host the program on national television preferably on Kantipur television. In the planning stage, at least 30 representative case studies/video bytes will be collected from various parts of the country that would include relevant stakeholders and beneficiaries of social protection. Each episode will contain 3 case studies (2-3 mins per byte) based on the weightage of the issue. To see the feasibility, gaps, challenges, and opportunities that persist in the impact and governance structure of social protection, the consulting firm will be supporting the team.

Broadly the following methodology is suggested for the finalization with the consulting firm:

- Literature review of existing information, policy documents, and reference materials on the social protection system in Nepal.
- Conduct field visits to collect cases relevant to social protection to generate evidence.
- Collect video footage (vox-pops/feature stories/report) and produce 30 case studies from beneficiaries to see the strengths and areas of improvement in social protection.
- Interview with the members of SPCSN to raise the voices of CSOs, bureaucrats as an implementer, and policymakers and experts of development organizations to generate issues on social protection.
- Develop at least 30 high-quality case studies, and submit broadcast-quality episodes to SPCSN.

5. Roles and Responsibilities

1) SPCSN and other stakeholders

- SPCSN will select a consulting firm based on the following criteria: at least 5 years of work-related experience in producing social protection TV-talk shows along with at least 10 years of experience as the team leader of the production team.
- Subject experts from the World Bank Group will be supporting during the entire process.
- SPCSN will organize an inception meeting with the relevant experts before the program production.
- SPCSN will be proactively engaged in TV-talk shows episodic discussion, selection of themes and messages, due diligence of interviewees and experts, and quality control of the TV-talk show production.
- SPCSN and the relevant experts will provide thematic and technical guidance and feedback during both the pre and post-production of the TV talk shows.

2) The consulting firm shall be responsible to

A consulting firm may choose its team to smoothly run the TV talk shows for better outcomes. However, it will be the responsibility of the consulting firm for all expenses incurred during the TV talk shows.

- Conduct desk research on social protection themes, generate evidence-base on policies, interventions, and plans, and also conduct a media monitoring of existing media programming on social protection issues.
- Develop and design a TV-talk shows strategy mentioning the pre and post-production actions, Key Performance Indicators (KPIs) to measure reach, resonance, and impact, and a publicity plan of the TV-talk shows to diffuse content from multiple entry points.
- Design a content plan for 10 episodes of the TV talk shows including themes, sub-themes, and formats.
- Gather case studies and videos (feature stories/reports/vox-pop) from both target beneficiaries and social protection actors, and ensure participant-led TV-talk shows development.
- Conduct due diligence of the interviews or materials collected for the TV-talk shows, and ensure consent for broadcast and diffusion.
- Garner and incorporate feedback and ensure timely production of the weekly episodes.
- Provide production reports, and communicate challenges and observations related to TV-talk show production pre and post-production and during the broadcast phase with SPCSN.
- Provide high-quality broadcast-ready episodes after broadcast and diffusion.

5. Key Deliverables and Timeline

Proposed dates to start the consultancy would be from the first/ second week of July 2022. The Consulting firm will provide the following deliverables:

| S.N. | Deliverable | Timeline (After the start of consultancy) |
|------|---|---|
| 1. | Preliminary meetings | Week 1 |
| 2 | Draft plan with details for 10 episodes | Week 2-3 |
| 2. | Case Stories collection | Week 4 |
| 3. | Interviews | Week 5 |
| 4. | Final telecast | Week 5 to Week 15 |

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| 5. | Final deliverables | Week 16 |
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6. Required Experience and Qualifications

- At least 5 years of work-related experience in producing TV-talk shows along with at least 10 years of experience as the team leader of the production team.
- Understanding of social protection issues, and evidence generation for communication for development actions.
- Proven track record of producing high-quality national-level policy dialogue TV-talk shows including social protection issues.
- Strong knowledge of social protection issues in Nepal and networking with local government agencies and CSO actors.

8. Remuneration and other costs

- SPCSN will negotiate upon the submission of a financial proposal both for the production, broadcasting, and case stories collection, edit, and voice-over per episode (altogether 30 case stories on social protection) of a television talk show. Tax will be deducted as per the Government Tax Policy.
- The consulting firm will not receive additional costs besides the agreed amounts.
- The consulting firm will be responsible for any incident which has an insurance impact during the production.

10. Payment schedule

Both parties agree that the payment will be made as per the completion of major deliverables and upon acceptance to SPCSN as per the following schedule:

| S.N. | Deliverable | Payment |
|------|---|---------|
| 1. | Desk review, inception meeting, case collection, content development plan, the pilot episode, field tests, and pre and post-production strategy | 100% |
| 2. | Submission of 10 high-quality TV-talk shows, reporting, and evaluation | 100% |

We encourage you to send your conceptualized production design (2-3 pages), a visual piece of previous work experience, price quotation, registration, company profile, and registration document for the early screening. We request you to mention the ‘**Application for the Production and Broadcasting of Social Protection TV-Talk Shows**’ in the subject line. Only a shortlisted consulting firm will be contacted for the online interviews. Canvassing at any stage of the process shall lead to automatic disqualification of the application. SPCSN reserves the right to accept or reject any or all applications without assigning any reason.

Deadlines of submission:

The final dates of submission will be for **20 June 2022**, 18:00 hrs. A later submission shall automatically be disqualified from the screening processes.

Social Protection Civil Society Network (SPCSN)

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