

Terms of Reference

Production and dissemination of Audio-Visuals materials of Behavioral Change Communication (BCC) of SUNHADI/MoFALD/S/QCBS-5 Reference # SUNHADI-2-SBCC-CF-

1. Background

Community Actions for Nutrition Project: Sunaula Hazar Din is a nutrition governance project implemented by Government of Nepal. The executing agency for the project is Ministry of Federal Affairs and Local Development. Sunaula Hazar Din refers the right day of conception and until the day of 24 months of a child. The Project is designed primarily to address the risk factors for chronic malnutrition although Nepal has high levels of both chronic malnutrition (stunting and micronutrient deficiencies) as well as acute malnutrition (wasting) aligning with the main focus of the Government of Nepal's Multi-Sectoral Nutrition Plan. Within the project the targeted populations will choose from a "menu" of attitudes and practices to be improved that are most relevant for their specific situation. Depending on the choice, results at community level will include improved hygiene practices (hand-washing and use of latrines); reduced smoking during pregnancy; reduced indoor air pollution; improved safety of drinking water; continued schooling for girls; delayed age of first pregnancy until at least the age of 20; improved dietary intake and diversity during pregnancy; increased consumption of micro-nutrient supplements during pregnancy; improved breastfeeding practices, improved feeding practices for children aged 6 to 24 months (frequency, micronutrient intake, continued feeding during illness etc.).

The Development Objective for the Project is to improve attitudes and practices known to improve nutritional outcomes of women of reproductive age and children under the age of 2.

The Project will support a life-cycle approach, targeting the specific populations that are relevant to achieving the Project Development Objective: (1) girls and young women between 15 and 25 years of age; (2) pregnant women and women who may want to become pregnant in the next 6 months; (3) children 0-6 months of age and their caretakers; (4) children 6-24 months of age and their caretakers; and (5) communities involved in community-wide nutrition related interventions (such as hygiene, safe drinking water, sanitation, etc). The project has the key 15 Focus Area to be addressed such as; Adequate Weight and Regular Eating, Animal Source Food, Breastfeeding, Clean Drinking Water, Delayed Marriage, De-worming and Iron Supplements, Extending Education, Family Planning, Hand-washing, Immunization, Open Defecation Free, Prompt Medical Treatment, Reduce Workload, School Sanitation, and Smoke Reduction.

Ministry of Federal Affairs and Local Development (MoFALD) / Rural Development Coordination Section (RDSCS) under the component of "Community Actions for Nutrition Project: Sunaula Hazar Din" hereby invites proposal for the preparation and production of Audio-Visuals, dissemination for Behavioral Change Communication (BCC) materials. The consulting firm is expected to produce high qualitative and localized audio-visual and disseminated at the grass-root level for the behavioral change and communication both in Nepali and local language where deemed necessary. The firm will also ensure that the audio-visuals materials are disseminated through the media by submitting broadcasting certificate and report of impact survey of broadcasting TVC and PSA.

2. Objective of the Assignment

To increase the knowledge of mothers who are pregnant and lactating, family members or the caretakers of children less than two years to practice appropriate behaviors relevant to improve nutritional status of children less than two years of age and women of reproductive age.

3. Scope of work

- a) Development of Public service announcements PSAs/jingles for radio/FM stations in the form of PSAs/jingle in Nepal language and another in Maithili and Bhojpuri languages.
- b) Produce Television Commercials (TVCs) in Nepali language in the form of short video clips.

- c) Selecting suitable radio/FM stations and TV channels with a view to cover all populations from all geographical region of Nepal.
- d) Broadcasting PSAs from radio/FM stations and TVCs from National Television channels.

4. Detailed scope of work

I. Productions

- a) Develop four radio PSA /jingles (2 in Nepali and rest two in both Maithili and Bhojpuri languages) not more than one minute in length to include the messages below.
- b) Develop one one's minute TV spot in Nepali language including the messages below.
- c) Arrange the music of the jingle and TV spot highlighting local context, culture, and folk music with local instruments.
- d) Make the PSAs radio/ jingles catchy and attractive.
- e) Incorporate elements of the project Sunaula Hazar Din within the radio jingles; for example, incorporate Sunaula Hazar Din tagline at the end of each spot/jingle.

S.N.	Topic	Message	Expected air times
1.	Regular eating and adequate weight gain	<p>1. Pregnant women need to eat an extra meal and breastfeeding mothers need to eat 2 extra meals including egg, fish, and meat, green leafy vegetable and orange fleshed fruits for healthy mother and healthy and clever baby</p> <p>स्वस्थ आमा तथा निरोगी र चलाख बच्चाको लागि गर्भवती महिलालाई हरेक दिन सधैं खाईरहेको भन्दा एक पटक थप र बच्चालाई दूध खाईरहेकी आमालाई २ पटक थप पोषिलो खाना जस्तै अण्डा, माछामासु, हरिया सागपात तथा पहेला जातका फलफूल खुवाउने गरौं ।</p> <p>2. Once the babies turns six months old and until the baby is 2 years old, add egg, fish or meat, green leafy vegetables and orange fleshed fruits in the baby's food, for a clever and healthy child.</p> <p>बच्चालाई निरोगी र चलाख बनाउनका लागि छ महिना पूरा भए पछि, आमाको दूधको साथै अण्डा, माछामासु, हरिया सागपात तथा पहेला जातका फलफूल पनि खुवाउने गरौं ।</p>	
2.	Eating Animal Sourced Protein/food	<p>3. For a strong and healthy baby, feed eggs to the child and pregnant women and breast feeding mother.</p> <p>निरोगी र चलाख बच्चाको लागि गर्भवती महिला, आमा तथा बच्चालाई अण्डा पनि खुवाऔं । आफ्नो कुखुरालाई सधैं स्वस्थ राख्न कुखुरालाई खोरमा पालौं । दानापानीको भाँडा सधैं सफा गरौं । कुखुरा विरामी भएको शंका लागेमा तुरुन्तै नजीकैको जिल्ला पशु सेवा कार्यालय, पशु सेवा केन्द्र, वा प्राविधिक संग सम्पर्क गरौं ।</p>	
3.	Breastfeeding	<p>4. For a strong and healthy child, begin breastfeeding within one hour of birth and continue it for 6 months. Water is also not necessary. After 6 months, add nutritious food to compliment breast milk.</p> <p>निरोगी र चलाख बच्चाको लागि बच्चा जन्मेको १ घण्टा भित्र स्तनपान गराऔं र ६ महिना पूरा नभए सम्म आमाको दुध मात्र खुवाऔं । पानी पनि खुवाउनु पर्दैन । बच्चा ६ महिना पूरा भए पछि, आमाको दूधको साथै पोषिलो खाना खुवाऔं ।</p>	
4.	Use of clean and safe drinking water	<p>5. To protect diarrhea and infections like typhoid, drink clean and safe water.</p> <p>भाँडा पखाला र टाइफाइड जस्ता संक्रमणबाट बच्न सफा र स्वच्छ, पानी पिउने गरौं ।</p>	

5.	Delayed marriage and delayed pregnancy	6. To avoid early pregnancy risk and bad pregnancy outcomes, one should delay the marriage until 20 years of age चाँडो बच्चा जन्माउँदा हुने जोखिमबाट बच्न २० वर्ष पछि मात्र विवाह गरौं ।	
6.	Preparation for the first pregnancy	7. To prepare for pregnancy with adequate blood hemoglobin for healthy child and mothers, weekly iron/folic acid supplementation and six monthly deworming is suggested. गर्भवती महिला तथा स्तनपान गराउने आमा लाई रक्तशून्यता बाट बचाउन आइरन फोलिक एसिड तथा जुगा को औषधि खुवाउने गरौं । 8. Education for Adolescent Girls will keep girls in school which not only helps delay their marriage/pregnancy but also educates them to make right decisions in the future किशोरिशिक्षा बाट उनिहरूलाई केवल ढिला विवाह र गर्भधारण बारेमा मात्र ज्ञान हुने नभई सहि निर्णय गर्न सक्ने क्षमताको पनि विकास हुन्छ ।	
7.	Family Planning	9. Frequent and close pregnancies are harmful for both the child and the mothers. So family planning contraceptives should be used to delay and space pregnancies. Take help from the nearest health facilities for the choice of contraceptives छिटो छिटो गर्भधारण हुनु आमा तथा बच्चा दुवैका लागि हानिकारक छ । अतः ढिला गर्भधारण र जन्मान्तर का लागि परिवार नियोजन का साधन प्रयोग गर्नुपर्छ । सहि साधन को लागि नजिकको स्वास्थ्य केन्द्रमा सम्पर्क गर्ने गरौं ।	
8.	Hand washing and Sanitation	10. Wash hands with soap and water before feeding the child to protect baby from diarrhea and typhoid बच्चालाई भाडापखाला तथा टाईफाइड जस्ता सरुवा रोगहरूबाट बचाउन सावुन पानीले मिचिमिची हात धोएर मात्र खाना खुवाउने गरौं । 11. Everyone should keep their schools and household surroundings clean to prevent spread of diseases. Clean house and create physical barriers between children and animals, particularly animal feces to protect them from frequent illness. बच्चालाई पटक पटक विरामी हुनबाट बचाउन पशुपक्षिको मलमुत्र, सुली वा अन्य फोहरहरूबाट टाढा राख्ने र घर वरपर पनि सफागर्ने गरौं ।	
9.	Adequate immunization of Children and care of sick children	12. Children should be ensured all necessary immunization to prevent them from illnesses. Children need more energy during illnesses. Feed them an extra meal and continue mother's milk also. Give them ORS and Zinc during diarrhea. बच्चा विरामी भएको समयमा भन्नु बढी शक्ति चाहिने हुँदा छ महिना पूरा नभएका बच्चालाई सधै खाईरहेको भन्दा बढी पटक आमाको दूध खुवाऔं ।	
10.	Open Defecation Free and Management of child feces/	13. Open defecation can lead to transmission of fecal-borne diseases like typhoid, diarrhea and worm infestations. Everyone should defecate in toilets and child feces should be managed by throwing in toilet to protect baby from diarrhea and typhoid. बच्चालाई भाडापखाला तथा टाईफाइड जस्ता सरुवा रोगहरूबाट बचाउन बच्चाको दिसा पनि सधै चर्पी मै फाल्ने गरौं ।	
11.	Decrease workload of pregnant women	14. Heavy work can harm both pregnant mothers and babies' development. Family members should ensure that pregnant mothers are not burdened with heavy work as they require rest more often.	

		बच्चा तथा गर्भवति आमा दुवैका लागि धेरै र गरी काम गर्नु हानिकारक छ । परिवारका सदस्यहरूले यो कुरालाई मननु गरि गर्भवति महिला को कार्य बोझ कम गरि आराम दिने तिर पनि सुनिश्चित गर्नु पर्छ ।	
12.	Reducing indoor air pollution and smoking during pregnancy	15. Smoke can hamper fetal growth during pregnancy and cause and aggravate respiratory diseases which will decrease child growth. SO households should use improved cooking stoves which produce less smoke and pregnant mothers should avoid smoking for the benefit of the upcoming child. धुवाँले गर्भमा रहेको बच्चालाई हानी गर्छ । उनिहरूको श्वासप्रश्वास क्रियामा अशर पादै शारिरिक बृद्धिमा रुकावट गर्छ । अतः घरपरिवारले उन्नत चुलो जस्ले कम धुवाँ निकाल्छ त्यस्को प्रयोग गरि गर्भवति आमा र पेटमा रहेको बच्चा दुवैको सुरक्षा गर्नु पर्छ ।	

II. Dissemination

- The 18,000 PSA/jingles are to be broadcasted for one year (30 times in each week at least from 15 local radio/FM stations).
- Radio Jingles/spots to be aired through all (or fifteen) local FM channels at the same prime time (**at least total 18,000 airtimes**). We recommend changing the local FM stations for broadcasting in each two months, because seventy five local FM stations will broadcast 18000 PSA/Jingle during the period of 10 months.
- TV spot to be broadcasted through at least five popular TV channels, thrice a week for 10 weeks at the same prime time(**at least 90 such airtimes**)

5. Description of Tasks

Based on the above context, the consulting firms are required to undertake the following tasks for the audio-visual production and dissemination:

- a) Conduct research, receive the concept, contents and other relevant reference materials from the Project Management Team and prepare the rollout plan accordingly.
- b) Prepare the script/lyrics for PSAs/jingle for Radio and TV spots in Nepali, Maithili and Bhojpuri language accordingly and get approval from the MoFALD/Project Management Team.
- c) Prepare the dummy of each item and get approval prior to finalization.
- d) Prepare the draft version of each item, organize presentation program and get approval from the MoFALD/Project Management Team.
- e) Select the local FM stations and TV channels get approval from the MoFALD/Project Management Team.
- f) Disseminate PSAs/jingle through local FMs stations and televisions as prescribed.
- g) Submit bimonthly reports certified by managers of TV/radio stations where the materials are broadcasted

6. Payment

a. 1st billing:

Upon approval of the Scripts for PSAs/jingles for Radio and TV spots in Nepali, Maithili and Bhojpuri language (expected within one month of contract signing)

b. 2nd billing:

Upon submission of the approved radio and TV jingles/spots in the following format:

- 1) One master copy in DVD format
- 2) One master copy in Flash drive

Note: The video camera should be able to shoot at least in 1920x1080 (using HD or other formats). The shooting frame should be 16:9. The film should be delivered in a digital format to be used for the YouTube channel and other digital media tools (open files) as well as in TV broadcast quality. (expected within two month of contract signing).

- c. Subsequent billings upon submission of bimonthly reports.

7. Duration of assignment

The duration of the assignment will be for a period of 6 months from the day of contract signing.

8. Expertise and Inputs

The consulting firm must have at least five years of experience working in the audio/visual production and broadcasting:

9. Team Composition for this assignment:

Core Team Members

- a. **Team Leader/researcher/script writer:** Team Leader/researcher/script writer will oversee the overall tasks of content finalization, designing, and production of abovementioned tasks. The Team Leader/researcher/script writer should have depth knowledge in developing concept, research, writing script, producing and broadcasting audio/visual materials like, spots/jingles, documentaries, radio programs both for radio and TV channels with demonstrated experience working with Governmental and Non Governmental organizations. The Team Leader/researcher/script writer must have Masters in Mass Communications/Journalism or related field with good track record of at least five years of working experience in above mentioned fields. S/he should submit appreciation letters issues by these organizations/agencies upon successful completion of their respective assignments.
- b. **Cinematographer (cameraman):** The Cinematographer shall work to make the TV spots lively, catchy and easy to understand and TV spots should be designed to be striking and memorable, which may remain in the minds of television viewers long after. S/he should have been involved regularly in professional videography of TV spots, documentary, telefilm and such relevant field of production since five years most preferably with the governmental organizations and INGOs and such development organizations. The

Cameraman should have good track record of working experience and should submit appreciation letters issues by these organizations/agencies upon successful completion of their respective assignments.

- c. **Visual Editor/sound recordist/graphic animator:** Visual editor/sound recordist and graphic animator will record the script/lyrics, compose background music, bridge music, graphic animation, and edit the TV spot and radio jingle.

Additional/supporting team members: Apart from the above mentioned team members, the firm may propose additional team members like, singers of the jingle, artists, arranger of the music and so on.

10. Minimum Eligibility and Qualification Requirements of the Consultancy company/firm

Eligible firms should provide brief outline covering the following general headlines:

- a) Company registration certificate
- b) PAN/VAT registration certificate and Tax Clearance certificate of FY 2071/72.
- c) The firm should have minimum of NPR Three million (Thirty Lakhs) average turnover of each year during the last three FY, The firm should submit audit reports of the past three years.
- d) The consultant many apply in Joint Venture but each JV partner should require fulfilling minimum eligibility and qualification required for this assignment.
- e) The company should submit two TVCs and two radio jingles as a sample product produced by the company/firm.
- f) The firm should have an experience of at least five years working in the field of audio/visual production like; TV spots, jingles, documentary film, advertisements. The consulting company/firm must have adequate working experiences with good track record in the field of TV spots, jingles, documentary film, and advertisements production preferably with the government agencies and / or international development partners with standard appreciation letters issues by these agencies upon successful completion of their respective assignments.

11. Notes to bidders

- a) The firm should bear all the expenditures incurred during the duration of the project and the payment will be made to the firm as per the deliverables agreed.
- b) The schedules of field shoots/interviews and other production activities shall be coordinated with the project Management Team of Sunaula Hazar Din Project, Ministry of Federal Affairs and Local Development (MOFALD)
- c) All the above materials including the raw materials shall remain the intellectual property of MOFALD

12. Other Terms and Conditions

- a) The consultant will be overall responsible to carry out the above-mentioned activities.
- b) The project staff will facilitate the consultant during field visit for the field observation.
- c) The concept and Scripts/lyrics should be approved from MOFALD before recording.
- d) The working team and the equipments should be managed by the consultant.
- e) The consultant should submit the proposal along with the certificate of company registration firm, PAN/VAT registration firm and Tax Clearance Certificate of the fiscal year 2071/072.

Selection of the firm: The consulting firm/company will be selected based on Quality and Cost Base Selection (QCBS) method as per procedures set for in procurement of consulting services World Bank's GUIDELINES: Selection and Employment of Consultant by World bank Borrower January 2011 Current edition.

For Further Information:

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