Consultant Firm is required for Media Campaign – Developing/Airing of TV Messages on PHP in Jacobabad, Sindh

Interested Advertising Agencies/TV Channels/Cable TV Operators are requested to submit their profiles and quotations for airing/broadcasting TV messages on Physical and Humiliating Punishment (PHP) at following address: not later than November 15, 2019. Please write ‘Consultant Media Campaign-PHP TV Messages’ on envelop or in subject line of the email.

Legal Rights Forum
31-C, Mezzanine Floor
Old Sunset Boulevard
DHA, Phase-2, Karachi
Tell No. +92-21-35388695
Fax No. +92-21-35310309
Email: info@lrfpk.org

Terms of References (ToRs)
Conducting Media Campaign – Developing/Airing of TV Messages on Physical and Humiliating Punishment (PHP) in district Jacobabad, Sindh

1. Introduction

The Legal Rights Forum (LRF) is a not-for-profit organization that envisions a democratic, just, peaceful and inclusive society. LRF strives for a progressive and inclusive society by strengthening the Rule of Law; Improving Access to Justice and Access to Health; Protecting Human Rights for all focusing Women, Children, Person with Disabilities, Minorities and Transgender Rights; supporting Reforms in Criminal Justice System, Police, Labor Laws, Education; and Promoting Democracy, Democratic Institutions, Good Governance, Alternate Dispute Resolution, Public Interest Litigation, Environmental Rights, Labor Rights, Child Rights, Youth Empowerment and Education for All.

LRF is implementing three years project for prevention and protection of children Right in district Jacobabad, Sindh, Pakistan. The project has two outcomes: 1) Reduced Physical and Humiliating Punishment (PHP) in communities, homes, and schools in selected rural district Jacobabad; 2) Improved prevention and response mechanisms to child protection violations in Jacobabad District. The project focuses on working on reducing PHP. For next 03 years the project will focus on replacing PHP practices in schools and communities with positive discipline. At CSOs level, a campaign to ban the corporal punishment will be implemented. Campaign will use the
“edutainment” strategy (radio and T.V dramas/ programs, theatre, social media, online petitions and signatures in support of the bill and implementation) to bring the attention of masses to the issues of PHP. The interventions under second outcome will focus work on strengthening the child protection system in district Jacobabad, Sindh.

Corporal punishment is one of the key reasons behind high ratio of drop-outs in education facilities, in addition to its worst effects on child’s physical and psychological growth. Despite the fact, that millions of children are affected by the corporal punishment, many believe that it is the ultimate way to maintain discipline. Majority of parents and teachers are unaware about other methods of positive disciplining.

Recently, LRF has also conducted Knowledge Aptitude and Practices Survey (Pre- KAP) to determine the extent of corporal punishment being practiced in Jacobabad District. In this regards, LRF intends to hire the services of Advertising Agencies/TV Channels/Cable TV Operators for the development and airing of the messages on PHP on TV and Cable TV Channels for creating awareness among parents, teachers and general community.

2. Objective of the Assignment

The objective of this assignment is to develop and air the messages on PHP on TV and Cable TV Channels for mass awareness in District Jacobabad, Sindh.

3. Scope of Work

The scope of the assignment is limited to development and airing of the messages on PHP on: 1) live TV Channels, and 2) Cable TV Channels in District Jacobabad (all Talukas), Sindh.

4. Important Notes

- The Consultant Firm will submit a detailed proposal (technical and financial) to carry out the assignment. The Consultant Firm will submit per minute rates in Pak rupees; LRF will then decide about the purchase of time per day.
- LRF will provide text/contents for developing and airing messages as per schedule with mutual understanding of both parties.
- The Consultant Firm will broadcast TV messages of LRF as per given time & Schedule.
- LRF has the right to make changes in the TV messages during the entire contract.
- In case the Firm fails to air the scheduled messages on TV or Cable TV Channels, LRF will deduct the per program cost with 5% penalty.
- At the end of every message, the Firm will ensure to broadcast that the program was sponsored by LRF.
- All taxes and duties shall be paid by the supplier as per prevailing Tax Laws of Govt. of Pakistan, Federal and/or Provincial with absolutely no compensation by the LRF.
- Payment shall be made in the form of cross cheque and withholding tax shall be deducted at the time of payment as per Government law.
- LRF reserves the right to reject any or all the quotations without assigning any reason(s) thereof.
5. **Inception Meeting and Orientation**

After the contract agreement, the representative/s of Consultant Firm will have a meeting with LRF team and will be oriented on objective of the consultancy, methodology and its deliverables. Subsequently, the Consultant Firm will submit a detailed plan of work on how s/he will carry out the consultancy tasks.

The Consultant Firm will develop TV messages and after proper review and approval from LRF, it will start and continue broadcasting the PHP related messages on TV and Cable TV Channels in Jacobabad on routine basis.

6. **Key Deliverable of the Assignment;**

- Hold preliminary meeting with LRF to discuss ToRs, scope and timelines of assignment.
- Submit a detailed Plan of Work on how the Firm will carry out the consultancy tasks.
- Develop and submit the TV messages on PHP to LRF for review and approval.
- Broadcast the messages on PHP on TV and Cable TV Channels in Jacobabad on routine basis.
- Submit assignment completion report along with data/proof of delivery of messages on TV and Cable TV Channels in Jacobabad.

7. **Timeline**

The time period of the assignment is 02 months (60 days) including weekends from signing of the contract agreement.

8. **Payment mode**

- 20 % after submission and approval of Plan of Work of assignment;
- 40 % by the end of one month;
- 40 % upon receipt and approval of assignment completion report along with data