



INDIVIDUAL CONSULTANT PROCUREMENT NOTICE
(National Consultant: National Media Consultant)

UNDP/PN/09/2017

Date: 3 May 2017

Country: Nepal

Description of the assignment: The National Media Consultant is to initiate different interventions to disseminate the information of SKILLS Programme, engage media in TVET policy dialogue processes/events and support TVET policy dialogue processes/events at central, provinces/regions and districts level for increasing visibility of the programme as well as creating conducive environment to solicit the information at possible level. The suggested areas of media interventions are: broadcast, audio, print, online and social media.

Number of consultant required: 1

Project name: Support to Knowledge and Lifelong Learning Skills (SKILLS) Programme

Period of assignment/services (if applicable): 60 days, spread between June – October 2017

Duty Station: Kathmandu with possible field visits.

Proposal should be submitted at the following address: Procurement Unit, UNDP (**Ref. No: UNDP/PN/09/2017: National Consultant: National Media Consultant (SM)**), UN House, Pulchowk, PO Box 107, Kathmandu, Nepal or by email to procurement.np@undp.org not later than **1730 hours** (Nepal Standard Time) of **14 May 2017**.

Any request for clarification must be sent in writing, or by standard electronic communication to the e-mail: query.procurement.np@undp.org mentioning Procurement Notice (**Ref. No: UNDP/PN/08/2017: National Consultant: National Media Consultant (SM)**), on or before **14 May 2017**. The procurement unit will respond to the inquiries by **8 May 2017**. Inquiries received after the above date and time shall not be entertained.

Any delay in UNDP's response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary.

1. SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED WORK

Please refer to the attached ToR (Annex 1)

Please submit your application at the following email address: procurement.np@undp.org

2. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

Education & Experience:

- Masters' degree in mass communication , journalism, English, social sciences, political science or any other related area of study
- At least 5 years of professional experience as journalist in national media
- Strong ability in professional writing and editing of documents
- Grammar skills, creativity, communication, computer skills, working knowledge of publishing and communication tools.
- Skillful in diplomacy for negotiating changes with authors
- Ability to work in tight deadlines
- Concentration, accuracy and professionalism in the delivery of products and services

Language Requirement:

- Fluency in written and spoken English and Nepali.

3. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSAL

Interested individual consultants must submit the following documents/information to demonstrate their qualifications:

- Offeror's Letter to UNDP Confirming Interest and Availability for the Individual Contractor (IC) Assignment along with the completed financial proposal and PII template annexed to this letter.
- A cover letter with a brief presentation of your consultancy explaining your suitability for the work;
- A brief methodology on how you will approach and conduct the work (limit to under 1500 words);

Note:

- a) Applicants of 62 years or more require full medical examination and statement of fitness to work to engage in the consultancy
- b) The candidate has to be an independent consultant (If the candidate is engaged with any organization, the organization employing the candidate will be issued with a Reimbursable Loan Agreement (RLA) to release the employee for the consultancy with UNDP.)
- c) Due to sheer number of applicants, the procurement unit will contact only competitively selected consultant.

4. EVALUATION

Individual consultants will be evaluated based on the following methodologies:

Cumulative analysis

When using this weighted scoring method, the award of the contract should be made to the individual consultant whose offer has been evaluated and determined as:

- a) responsive/compliant/acceptable, and*
- b) Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.*

** Technical Criteria weight; 70%*

** Financial Criteria weight; 30%*

Only candidates obtaining a minimum of 49 points in the technical evaluation would be considered for the Financial Evaluation.

Criteria	Weight	Max. Point
<u>Technical</u>		
<i>Criterion A: Masters' degree in mass communication , journalism, English, social sciences, political science or any other related area of study</i>	10%	10
<i>Criterion B: Experience of working with Government and Non-Government organizations, private sector and other development organizations leading communication and media mobilization</i>	15%	15
<i>Criterion C: Strong ability in professional writing and editing of documents, creativity, communication, computer skills, working knowledge of publishing and communication tools</i>	25%	25
<i>Criterion D: Proven expertise in networking, facilitation and moderation, dealing with multiple stakeholders, Ministry of Education and other line agencies</i>	20%	20
	70%	70
<u>Financial</u>		
• <i>Lowest financial proposal</i>	30%	30

Contract will be awarded to the technically qualified consultant who obtains the highest combined score (financial and technical). The points for the Financial Proposal will be allocated as per the following formula:

$$\frac{\text{Lowest Bid Offered} *}{\text{Bid of the Consultant}} \times 30$$

* "Lowest Bid Offered" refers to the lowest price offered by Offerors scoring at least 70% points in technical evaluation.

ANNEX

ANNEX 1- TERMS OF REFERENCES (TOR)

ANNEX 2- GENERAL CONDITIONS OF CONTRACT FOR THE SERVICES OF INDIVIDUAL CONSULTANT

ANNEX 3- P11 Form

ANNEX 4 - OFFEROR'S LETTER TO UNDP CONFIRMING INTEREST AND AVAILABILITY FOR THE INDIVIDUAL CONTRACTOR (IC) ASSIGNMENT



**Ministry of Education and United Nations Development Programme
Support to Knowledge and Lifelong Learning Skills (SKILLS) Programme**

TERMS OF REFERENCE



*Empowered lives.
Resilient nations.*

I. Position Information

Title: National Media Consultant

Purpose: Disseminate the information of TVET policy dialogue processes/events, engage media in news publication of TVET policy dialogue processes/events, support in preparation and conduction of TVET policy dialogue processes/events and assist in increasing visibility of SKILLS Programme in broadcast, print and online media

Reports to: National Programme Director, National Programme Manager and Policy Dialogue and Research Specialist, SKILLS Programme

Duty Station: Lalitpur, Nepal

Duration of Assignment: 60 days from the date of an agreement

Expected Places of Travel: Within and outside Kathmandu Valley

Provision of Support Services:

Office space	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Equipment (laptop etc.)	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Secretarial Services	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Other Assisting staff/s	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>

II. Background Information

Support to Knowledge and Lifelong Learning Skills (SKILLS) programme is introduced to improve policy coherence for Technical Vocational Education and Training (TVET) and to coordinate planning and strengthen monitoring and evaluation of TVET programmes and services of Ministry of Education (MoE) and Council for Technical Education and Vocational Training (CTEVT). The programme is working to support TVET policy coherence involving public, private sectors, development partners and social organizations in the process of reform of TVET Policy by identifying the contradictions, inconsistencies, duplication and impractical provisions of TVET Policy 2012.

SKILLS programme aims to mitigate the gaps and set the priorities to address the current needs of TVET programmes and services. It is also assisting the government to revise TVET policy 2012 through policy dialogue processes involving TVET related government line ministries, multiple stakeholders and private sector. In order to address these problems, the Government of Nepal (GoN) has recently established TVET Policy Coordination Committee (PCC) chaired by Hon'ble Minister of Education with

representatives from Hon'ble members of National Planning Commission, relevant TVET related government ministries' secretaries, Federation of Nepalese Chamber of Commerce and Industry, Federation of Construction Association of Nepal and two experts as members and initiated a SKILLS programme to support Technical Vocational Education and Training Policy coherence involving public, private sector, organization/donors in the reform of TVET Policy 2012.

SKILLS has initiated TVET policy dialogue processes/events with multiple stakeholders. It has completed preparatory and ground works to orient and warm up all stakeholders and it is going to conduct comprehensive technical aspects of TVET policy dialogue processes with related TVET stakeholders at central, provinces/regions and districts level. Media is one of the strongest part of the policy dialogue processes and policy dialogue processes should go together with media in order to create conducive environment at central, provinces/regions and districts level.

III. Purpose and Objectives of the Assignment

The purpose of the assignment is to initiate different interventions to disseminate the information of SKILLS Programme, engage media in TVET policy dialogue processes/events and support TVET policy dialogue processes/events at central, provinces/regions and districts level for increasing visibility of the programme as well as creating conducive environment to solicit the information at possible level. The suggested areas of media interventions are: broadcast, audio, print, online and social media.

IV. Job Description

The expert involved in this assignment will have the liberty to design appropriate method for achieving the above results. However, the following responsibilities are expected from the consultant:

- a) Work extensively for laying foundations for effective media engagement under SKILLS programme
- b) Develop sound working relations with major media outlets, their editors and forums of reporters and writers who write news and opinions on the issues of TVET policy at national, provinces/regions and districts level
- c) Create media environment at national, provinces/regions and district level when TVET policy dialogue processes is happening
- d) Support National Programme Manager, Policy Dialogue and Research Specialist and TVET Policy Dialogue Consultants in the facilitation and conduction of TVET policy dialogue processes/events at central, provinces/regions and districts level
- e) Prepare list of experts in the field of technical education and vocational training, solicit their ideas on policy reforms and disseminate their ideas through traditional and social media for wider discussion among stakeholders.
- f) Develop public information materials to sensitize policy-makers, stakeholders, media and general public on the areas of MoE/SKILLS to the Ministry of Education with regards to reforms in the TEVT policy.
- g) Coordinate to develop Television and Radio programs on policy dialogue process of TVET policy
- h) Assess the political and stakeholders' dynamics in coherence, review and reform of the current TVET policy 2012
- i) Capture lessons, producing lessons learned documents and disseminate them among internal and external audiences
- j) Develop rapport with leaders of political parties, government officials, private sectors, civil society for the coherence, review and reform of the current TVET policy 2012

k) Write variety of communications materials, and media relations articles with related to TVET sector of the country. l) Provide technical and logistical support in the development and preparation of media related materials		
V. Deliverables/Final Products		
By the end of the assignment period, the consultant will deliver the following: <ol style="list-style-type: none"> 1. News from different media regarding the importance of TVET and TVET policy dialogue events 2. Materials to distribute on TVET and policy advocacy campaign 3. Feature article on different aspect of the technical education and vocational training including success story 4. Investigative piece on print, radio and television to attract people 5. Support in policy dialogue processes/events at national, provinces/regions and district level 6. Support in preparation of TVET policy report and documents to be submitted to the Ministry of Education 		
VI. Consultant Inputs and Time frame		
The assignment will be of a total of 5 months and the expert will be a national consultant. Final report of this assignment is to be submitted not later than end of October, 2017. Proposed tasks to be accomplished within the time frame for the assignments are as follows:		
SN	Activity	Number of Days
1	Conceptual work plan to be submitted by Media Consultant	1
2	Develop public information materials to sensitize policy-makers, stakeholders, media and general public on the areas of MoE/SKILLS to the Ministry of Education with regards to reforms in the TEVT policy.	4
3	Facilitate to develop Television and Radio programs on policy dialogue process of TVET policy.	3
4	Develop rapport with leaders of political parties, government officials, private sectors, civil society for the coherence, review and reform of the current TVET policy 2012.	10
5	Support National Programme Manager, Policy Dialogue and Research Specialist and TVET Policy Dialogue Consultants in the facilitation and conduction of TVET policy dialogue processes/events at central, provinces/regions and districts level and engage media in the processes/events.	40
6	Review of reports	2
	Total	60

Mode of Payment to the Expert*:		
Upon submission and approval of conceptual work-plan		20%
Upon submission and sharing/presentation of draft report		50%
Upon submission and approval of final report and final products		30%
Recruitment Qualification and Competencies:		
Qualification		
At least a masters' degree in mass communication, journalism, English, social sciences, political science or any other related area of study.		
Competencies		
<ul style="list-style-type: none"> a) At least 5 years of professional experience as journalist in national media b) Strong ability in professional writing and editing of documents c) Grammar skills, creativity, communication, computer skills, working knowledge of publishing and communication tools. d) Skillful in diplomacy for negotiating changes with authors e) Ability to work in tight deadlines f) Concentration, accuracy and professionalism in the delivery of products and services 		