

# **Pre-Qualification Terms of Reference**

## **Communication and outreach in support of participatory constitution building in Nepal**

### **1. Summary**

In the post-CA election period, one of the major constitution-building challenges facing Nepal is to ensure broad-based, balanced and meaningful public participation in the constitution building process. Recognizing this challenge, UNDP has developed a project to enhance the capacities of civil society to participate meaningfully in the development of a new constitution. The aim of this project is to increase knowledge and understanding of the constitution making process among the general public, with particular emphasis on the participation of excluded groups. The project will develop and implement a national strategy using mass media and community mobilization to engage the general public and traditionally excluded groups in the constitution building process and channel their priorities and concerns to the Constituent Assembly.

### **2. Background**

#### **2.1 United Nations Development Assistance Framework for Nepal 2008 - 2010**

This project addresses the need for support identified in the 2008 – 2010 Country Programme Action Plan and the corresponding United Nations Development Assistance Framework (UNDAF). The UNDAF is the result of a consultative process on how the UN can best support Nepal's development needs. It is guided by the goals and targets of the Millennium Declaration of 2000, by consultations held on the draft National Interim Plan (July 2007 – June 2010) and by consultations held with civil society and donors. The UNDAF translates the UN's support into a single strategy for development programmes, upon which UNDP, UNICEF and UNFPA formulate their harmonized Country Programme Documents for the period 2008-2010. Peace and development for an inclusive society are at the core of the UNDAF, which builds on the analysis of the 2007 Common Country Assessment (CCA). This project contributes directly to the first of four interlinked UNDAF outcomes which emerged as priorities for the UN's support to Nepal: A) National institutions, processes and initiatives are strengthened to consolidate peace.

#### **2.2 Relevant Background**

This project aims to ensure an inclusive and participatory constitution making process by supporting a civil society initiative to inform the public and promote understanding. This is especially important for traditionally excluded groups, many of whom will have no existing mechanism for channelling their concerns and priorities to the CA.

Many experts believe that if Nepal is to secure a lasting peace, participation in decision-making and representation must be broadened and made inclusive. Traditionally, Nepalese society has been deeply divided along caste and ethnic lines. Members of lower castes and people from ethnic groups (Janajatis), Madhesis and religious minorities, as well as women from all categories, have less education, less access to information and less opportunity to participate in decision-making.

While the CA polls have shown a high level of sensitivity towards making candidature inclusive of all castes, ethnicity, gender and region, Nepal must ensure their fair representation and meaningful participation in the political processes. A range of surveys conducted recently have concluded that people from these disadvantaged groups remain confused by or poorly-informed about the constitution-building process.

If the development of a new constitution is to be a peace-building process, there is an urgent need for a far greater and more systematic effort to genuinely engage people from all sections of society. Intensive civic education must be undertaken to inform people about the broader principles of democracy and state-building, and their role in the development, adoption and implementation of the new constitution. This process of communicating and reaching out to civil society and particularly excluded people also provides unique opportunities and platforms to package and feed back into the CA structures their concerns and aspirations for the future constitution.

Key to engaging people in this process is an understanding of their information needs, of the extent to which they can utilize information to form an understanding of particular issues, and then provide them with a balanced and unbiased platform to engage in discussion about these issues to further their understanding and express their opinions and concerns. However, ensuring a significant improvement in people's knowledge and understanding will not be easy. Communication and transport infrastructure in many parts of the country are seriously underdeveloped, more than half the population is illiterate and 87 % of people live in scattered rural villages.

Taking the particular conditions of Nepal into account, this project will produce multiple communication products and tools aimed at different groups of audiences ranging from particular marginalized groups to the general public. Strategic and far reaching dissemination of these products will also be central to the project.

### **3. Outcomes and Outputs**

#### **3.1 Country Programme Action Plan 2008-2010**

The Country Programme Action Plan which was developed with and signed by the Government of Nepal includes one specific outcome and two outputs requiring UNDP to provide support to the constituent assembly and civil society groups to produce a new constitution.

**CPAP Outcome:** Increased access to and participation in constitution building and electoral processes.

**Relevant CPAP Output:** Selected civil society organizations supported to facilitate participation of excluded groups in the development of the new constitution.

Based on the Country Programme Action Plan (2008-2010), and building on the achievements and lessons learned during the preparatory activities, UNDP plans to provide support to enhance civil society capacities to participate meaningfully in the development of a new constitution.

This project relates to the relevant CPAP Output from the Country Programme Action Plan for ensuring an inclusive and participatory constitution making process by supporting civil society initiatives to inform the public and promote understanding. This is especially important for traditionally excluded groups, many of whom will have no existing mechanism for channelling their concerns and priorities to the CA.

### **4. Scope of Work**

#### **4.1 Production of Radio Programmes**

The project will require the production of radio programmes that educate, entertain and engage excluded groups in the peace-and constitution-building process. Radio programmes must be produced with content that represents the specific local and regional circumstances of particular

groups, and mechanisms must be developed to capture the concerns and aspirations of local people and channel them back to the centre – to the constituent assembly – where the new constitution is being developed. In addition, radio programmes must help to foster a conducive environment for political participation and social inclusion across all strata of society.

#### **4.1.1 Political Dialogue Programmes**

The contractor will produce weekly radio programmes to encourage greater accountability among political leaders by fostering dialogue between politicians, their constituents and the general public, examining the policies and actions of government and providing impartial, accessible information on key constitutional issues. Programmes must feature the participation of senior political leaders and opinion formers as well as ordinary people from across Nepal, particularly from disadvantaged and marginalized groups. The programmes will provide a platform for these groups to express their views and to participate in the constitution building process and political discourse more generally. The programmes will also provide accurate and balanced information about the constitutional process.

While focusing on issues of national importance, the content of programmes must also cater to local issues and concerns related to the constitution building process, ensuring that the programmes have a strong local character. Close collaboration with a geographically diverse array of local radio stations in the collection of content and the representation of views is required.

#### **4.1.2 Popular Educational Programmes**

The contractor will produce weekly, entertaining and educational radio programmes to promote reflection on key social issues and to encourage discussion of sensitive subjects that cannot be tackled head-on in public dialogue programmes. The programmes will reflect political and social developments as well as local issues and concerns. By adopting a popular format such as drama, these programmes will reach out to groups that do not ordinarily listen to political programmes and whose exposure to debate on sensitive social and political issues remains limited. In so doing, the programmes will help to shift attitudes and perceptions in support of broad-based participation in the constitutional process.

## **4.2 Production of Television Programmes**

Television programmes will provide an opportunity to expose opinion leaders, gate keepers and urban audiences to the views and contributions of disadvantaged groups. The aim of such programmes is to normalize the participation of disadvantaged groups in mainstream political discourse.

### **4.2.1 Political Dialogue Programmes**

The contractor will produce a weekly television programme to expose opinion leaders, gate keepers and urban audiences to the views and contributions of disadvantaged groups. The programme must have mainstream appeal and must regularly feature dialogue and interaction between political leaders and CA delegates and disadvantaged groups. The format of the programme must allow ordinary people and disadvantaged groups from across Nepal the opportunity to express their views. As with the radio dialogue programmes, the television programmes must reflect Nepal's regional diversity and provide for the participation of a geographically diverse group of people.

## **4.3 Distribution of Programmes**

The contractor will ensure that all of the radio and television programmes are broadcast across the country. While the television programmes may be broadcast on a single cable, satellite or terrestrial broadcaster, the radio programmes must be broadcast across an array of local FM stations drawn from every region in Nepal. It is expected that the radio programmes will be broadcast by a significant proportion of Nepal's existing local FM stations.

## **4.4 Training and Capacity Development**

The contractor will provide training and capacity development to support the design and implementation of a strategic partnership with community radio as a key media vehicle for public information and engagement on constitution building issues.

### **4.4.1 National Counterpart Strategy**

The contractor will develop a strategy to identify a national counterpart to help coordinate UNDP's work with local and community radio stations to empower local communities to

participate in the peace- and constitution-building process, including a range of capacity development outputs, activities and inputs to support this national counterpart.

The strategy will also set out a range of options for providing support to local and community radios, and propose criteria for the selection of participating stations (in particular stations representing and targeting marginalized groups), and arrangements to formalize this partnership. Support to partner stations will include training and capacity building as well as allocation of equipment.

#### **4.4.2 Training for Radio Stations**

The contractor will provide training and capacity development for the National Counterpart and project partner stations. Trainings will be outcome oriented and emphasis will be placed on hands-on training by supporting stations efforts to produce programmes about locally-relevant issues related the development of a new constitution. Specifically, the training will be composed of a series of activities for specific groups of selected journalists, stringers, technicians and editors/managers from the beneficiary stations.

The training component will involve the development of criteria for the identification and selection of participants, the selection of the appropriate type and style of activities, preparation of the content of each activity and the delivery of the training. It is important that each of these steps is coordinated closely with the National Counterpart and project partner stations. The training may take the form of skills and knowledge training, seminars, workshops, skills training sessions, coaching and mentoring etc. to improve the capacity of the participants to cover constitutional issues and reflect the vies of disadvantaged groups more effectively. In this regard, the increased participation of women, Dalit, janajati journalists and media professionals in the activities of this programme should be prioritised.

The contractor will ensure that at least 250 participants from at least 50 local FM stations take part in the training programme over the course of the project.

#### **4.5 Community Mobilization**

The contractor will train nine hundred Social Mobilizers and Village Facilitators from the UNDP- and UNICEF-supported community based projects to organize and facilitate community based

discussions around key constitution- and peacebuilding issues and processes. The contractor will supply at least ten thousand community groups with topical IEC (Information, Education, Communication) materials to provide information about key constitutional issues and to stimulate group discussion around the themes and content of the other communication tools.

#### **4.5.1 Dissemination Strategy**

The contractor will develop a dissemination plan, in collaboration with UNDP and UNICEF local governance projects, which identifies priority target groups and geographical areas, and design a social mobilization training and support strategy to implement this plan. The strategy will provide a blue-print for the training of Social Mobilizers and outline linkages between social mobilization at the community level and the project's communication tools.

#### **4.5.2 Training of Social Mobilizers**

The contractor will provide training to social mobilizers working under UNDP local governance projects and UNICEF's DACAW project to facilitate community group discussions and listening groups. Training will be provided to social mobilizers at a regional level, who will then return to their VDCs to facilitate listening and discussion groups and thereby engage members of these CBOs and their households in active public discussion, moving beyond passive listening, to engagement, critical analysis and opinion forming. The training will involve providing social mobilizers with an understanding of the constitution building process and key constitutional issues, the development of social mobilizers' facilitation skills, how to make use of the project's IEC materials (see 4.5.3 below) and forming linkages with the project's communication tools.

The contractor will be expected to provide train 900 Social Mobilizers as Listening and Discussion Group Facilitators. Refresher workshops must be held at regular intervals, such that each Social Mobilizer trained passes through at least three refresher workshops.

#### **4.5.3 Development of IEC Materials**

IEC materials will be produced on a regular basis in at least five languages and distributed through the network of trained Social Mobilizers. The format of the IEC materials should be designed specifically for the needs of rural and marginalized communities and for the context in which they will be addressed. The materials should include accessible information about key constitutional issues will aim to prompt and guide group discussion. The materials should aim to

make complex issues comprehensible and accessible, using simple language and relating issues directly to people's daily lives.

## **5. Logistics and Timing**

### **5.1 Location**

In order to facilitate the smooth operation of this project, the Contractor will be required to have frequent, regular e-mail, telephone and face-to-face contact, often at short notice, with the UNDP. Therefore, in order to guarantee a strong coordination between the UNDP Country Office in Kathmandu, the Contractor is requested to set up a minimally operational base in Kathmandu.

### **5.2 Commencement date & Period of execution**

The intended commencement date is immediately following signature of the contract, and the period of execution of the contract will be approximately 30 months from this date, running until December 2010.

## **6. Monitoring and Evaluation**

The Contractor is expected to provide a set of indicators that can be used for monitoring and evaluation purposes. These indicators are expected to enable both the Consultant and the UNDP to adequately assess the efficacy of the project in terms of process and impact which may be summarised as but not limited to the following:

- Quantity and quality of political dialogue programmes on radio (minimum 100 and high prominence and visibility in mainstream media to a level set in consultation with UNDP); quantity and prominence of broadcast of these programmes (broadcast on a minimum number of FM stations set in consultation with UNDP)
- Quantity and quality of popular education programmes on radio (minimum 100 and high prominence and visibility in mainstream media to a level set in consultation with UNDP); quantity and prominence of broadcast of these programmes (broadcast on a minimum number of FM stations set in consultation with UNDP)
- Quantity and quality of political dialogue programmes on television (minimum 100 and high



prominence and visibility in mainstream media to a level set in consultation with UNDP); quantity and prominence of broadcast of these programmes (broadcast on a terrestrial/cable/satellite station with a level of prominence agreed in consultation with UNDP)

- Number of trained radio station journalists and other personnel of appropriate profile (minimum 250) and number of radio station beneficiaries (minimum 50)
- Number of Social Mobilizers trained as Listening and Discussion Group Facilitators (approximately 900) and number of Refresher Workshops (minimum 3 per Social Mobilizer)

In addition the Contractor is required to undertake its own continuous monitoring and regular evaluation of the project and its activities. The proposed method and timings, including the suggested indicators must be outlined in the Contractor's proposal.

## 7. Eligibility Criteria

In order to be eligible for consideration for this project, the Contractor must be:

- A registered, non-profit making organisation or registered company;
- Able to demonstrate independent capacity to prepare and manage the project, without recourse to sub-contracting;
- Able to demonstrate experience using media for development to influence attitudes and help change behaviours;
- Able to articulate a sound understanding of UNDP's programming aims, objectives, and limitations;
- Able to demonstrate previous experience working in a post-conflict transition following the signature of a peace agreement, or other highly sensitive political environment;
- Able to demonstrate extensive experience running communication campaigns of nationwide scope;
- Able to demonstrate extensive experience regularly producing high-profile political dialogue and popular educational programmes on both radio and television;
- Able to demonstrate the capacity and proven expertise to deliver media training on a large scale;
- Able to demonstrate experience of having carried out a project combining ongoing media training and the production of multiple radio or television programmes in the last 3 years.

## 8. Guidelines for Pre-Qualification Application

Eligibility Criteria	Proposing Contractor Must Submit
Registered company or Non-profit organization	Copy of Legal Registration Document
Independent capacity to prepare and manage the project, without recourse to sub-contracting	1-page background on organization; Copy of contractor's organizational structure; list of key personnel with 1-page resume for each; copy of contractor's Resource Plan presenting the resources at contractor's disposal.
Experience using media for development to influence attitudes and help change behaviours	List of projects implemented; Copies of evaluations of two relevant previous or current projects
A sound understanding of UNDP's programming aims, objectives, and limitations	List of previous projects with UNDP, UN agencies or similar international organizations; A 1-page (maximum) concept note explaining how the proposed contractor can help UNDP realize its programming aims and objectives
Previous experience working in a post-conflict transition, or sensitive political environment	List of projects implemented in relevant environment; Copies of evaluations of two previous or current projects in a relevant environment
Experience running communication campaigns of nationwide scope	Copies of evaluations of two previous or current projects with such scope
Experience of regularly producing high-profile political dialogue and popular educational programmes on both radio and television	At least two samples of both radio and television programmes – with English language translation or voice-over
Capacity and proven expertise to deliver media training on a large scale	Two samples of training modules in English language
Experience of having carried out a project combining ongoing media training and the production of multiple radio or television programmes in the last 3 years	Relevant samples (English language translation or voice-over) from such a project

## 9. Submission of Applications for Pre-Qualifications

All applications for Pre-Qualifications should be prepared as per the Guidelines provided under Section 8 and submitted to the following address no later than **30 June 2008**. The outer envelope should be clearly marked as “ **Pre-Qualification Application – Communication and Outreach in support of the Constitution Building Process** ”

Firms/NGOs outside of Nepal can also submit their application by email at [procurement.np@undp.org](mailto:procurement.np@undp.org)

**ADDRESS :**

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United Nations Development Programme  
GPO Box: 107, UN House  
Harihar Bhawan, Pulchowk  
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