



Schweizerische Eidgenossenschaft
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Federal Department of Foreign Affairs FDFA
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स्वीस सरकार विकास सहयोग एसडिसि

Safer Migration Project (SaMi)

Terms of Reference (TOR) for the selection of a Media/Communication Partner

1. Background and rationale of the project

1.1 The safer migration (SaMi) project

Foreign employment is one of the main livelihood strategies for a large section of Nepal's households. The Department of Foreign Employment has issued 3,509,633 labor permits in between 2008/09 and 2016/17. These data do not include the Nepali migrants who migrated to Korea through the Employment Permit System and India. Major destination countries for Nepali workers are in the Gulf and Malaysia. These two migration corridors gather altogether 86.42 per cent of all men and women migrants for the last nine fiscal years (MoLESS report, 2018). Foreign employment has brought benefits to migrants, their families and the countries of origin and destination. However, it has also brought a wave of misfortunes and social costs. Migrants face high risks of abuse and exploitation in the destination countries and a combination of these abuses can amount to forced labour, which is a serious violation of workers' fundamental rights. Families left behind, particularly women are subject to high workload as a result of their husband leaving the country. Families left behind and in particular women are also suffering from high workload as a result of the departure of their husband. They are in charge of the household, have to deal with additional tasks usually accomplished by men and often have to face rumors, social stigma, discrimination and abuse.

The Safer Migration project (SaMi) is a bilateral initiative of the Governments of Nepal (GoN) and Switzerland. SaMi phase III is implemented through a partnership between the Ministry of Labour, Employment and Social Security (MoLESS), Helvetas Nepal as a technical assistance provider, the Foreign Employment Board (FEB) and selected local governments. The main working areas of the project are access to information, access to justice, access to vocational skills, financial literacy and psychosocial counseling. Through the two first phases of the project (2011-2018) SaMi has worked to improve foreign employment governance while strengthening the protection of migrants' rights. Its phase III works in 39 districts across the country with high migration.

Names of the working districts:

<i>State 1</i>	<i>State 2</i>	<i>State 3</i>	<i>Gandaki State</i>	<i>State 5</i>	<i>Karnali State</i>	<i>Sudurpaschim State</i>
Jhapa Sunsari	Siraha Saptari Sarlaha	Sindhuli Ramechhap Sindhupalchok	Kaski Nawalparasi (East)	Nawalparasi (West) Gulmi	Salyan	Kailali



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Khotang Udayapur Morang Ilam Bhojpur Panchthar	Dhanusha Mahottari Bara Parsa Rautahat	Dhading Nuwakot Kavrepalanchok Makwanpur Chitwan	Syangja Tanahun Baglung Gorkha	Kapilvastu Rupandehi Dang Banke Rolpa		
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The overall goal of the SaMi project is that migrants and their families are better protected by the concerned Nepali institutions and benefit from decent work conditions abroad.

The project has the following major components:

- Increasing access to information including through Migrant Resource Centers (MRCs)
- Addressing the social costs of migration through psycho-social counseling and financial literacy.
- Vocational skills trainings to encourage semi-skilled rather than unskilled migration
- Legal aid and associated support to enhance access to justice for migrants who are victims of abuses in the process of foreign employment
- Assistance and paralegal support to victimized migrants in destination and their families
- Strengthening the institutional and service delivery capacity of the MoLESS and subnational governments.

1.2 Raising awareness and informing on the implications of foreign employment and available support mechanisms:

An integral part of SaMi deals with informing the population, (potential) migrants and their families on the implications of foreign employment, on how to migrate in a documented and safer manner and on available support mechanisms, for instance psycho-social support or financial literacy trainings. SaMi and the FEB also offer free of costs skills trainings to potential migrants in a variety of trades.

In this regard, information is disseminated through several channels. The “Migrant Resources Centers” (MRCs) located at districts level act as hubs for informing passport applicants and potential migrants on foreign employment and can directly refer visitors to relevant services. The MRCs further coordinate a full range of outreach and information services at community level relying for instance on returnee volunteers and community mobilizers.

Since its inception, SaMi has also been disseminating key information through available media, in particular through radio programs. Radio programs/discussions on foreign employment as well as Public Service Announcements (PSA)/short radio messages have been broadcasted to inform potential migrant workers about the availability of skills development trainings and procedure to enroll in such programs.

Furthermore, SaMi documents its activities and lessons learned through the project through different means, collecting testimonies and stories from the field or through videos and pictures.



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SaMi launches this call for bids for **the selection of a media/communication partner for its phase III**. SaMi is in search of an organization with solid experience in producing and disseminating information at national and local levels. The partner to be selected needs not only to be experienced in producing radio messages and broadcasting but also in producing information on different formats such as videos, internet, social media. The mission of the media partner will include:

- **The development and broadcasting of PSAs (short radio messages), case stories and other programs** for awareness raising and information on safe foreign employment and related services.
- Support SaMi for **increased outreach and mass awareness** at domestic and international level on foreign employment.
- **Support SaMi documentation process** and in the development of specific information and communication products (videos, infographics, etc.)

2. Role of the technical/expert organization

Awareness raising / information to the public

- **Production of PSAs in the context of foreign employment** (short radio messages for awareness raising and information) in Nepali and local languages like Maithali and Bhojpuri (as per requirements). SaMi targets an average production of 6 PSAs per year.
- **Ensure the broadcast of all PSAs** through local FM networks and support their dissemination through nation-wide channels.
- **Support SaMi in the dissemination of information messages and outreach through internet and social media**
- **Support to highlight migration issues** as well as migrants' stories and cases in the media
- **Support in SaMi's outreach to migrants in destination countries**
- **(on demand) Provide technical support to SaMi in the development of other awareness raising and information campaigns**

Support to the documentation of the project

- **Training SaMi staff on writing/documenting stories** of migrant workers' experiences, including writing contribution for the press / online case stories and short videos for collecting testimonies.
- **Regular collection and sharing of stories from beneficiaries of the project and partners** to contribute to the documentation of the project (priority issues/dimensions to be covered will be decided jointly with SaMi)
- **(on demand) Production of information and education material on the project and its components** (infographics, videos, etc.)

The precise tasks of the selected partner will be detailed on an annual basis based on the project priorities and budget availabilities.



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3. Minimum Requirements for submitting proposals

Organizations with the minimum experience and qualifications listed below will be considered eligible for the submission of a proposal.

- Media/communication company registered **for the last 4 years.**
- Proven-track record in producing and **disseminating radio announcements on foreign employment** through wider local FM radio (examples of the programs/sample work needs to be provided)
- Proven experience **on reporting on foreign employment.**
- Experience in the **development and production of videos** (screenplay and video production)

In the case of a consortium, the criteria shall be met by the consortium as a whole. One single criterion can however not be “separated” between organizations (e.g. two organizations necessary to meet the criterion of being registered for the last 4 years)

4. Submission of technical and financial proposals

The project will run for three years, i.e. until 15 July 2022. This proposal should be prepared for 12 months. Based on the progress and performance of the expert organization, the contract will be renewed on an annual basis. This process will continue until the end of the project phase planned.

Kindly submit a technical and financial proposal latest by **4 pm, the 27th of September 2019** to the following address: Safer Migration Project (SaMi), Helvetas Nepal, Dhobighat, Lalitpur

The bidding entity can be a consortium. The division of responsibilities between the consortium partners shall be detailed in the technical proposal and annexes (i.e. draft consortium agreement to be annexed)

In case of questions regarding the ToR or content of the proposal, kindly email to sami.np@helvetas.org

The language for the technical and financial proposal is in English. A broader outline for the project proposal is attached as Annex I. Proposals must follow the instructions on structure and content given in the annex.



Annex I: Structure of the proposal, required annexes and evaluation criteria

A: TECHNICAL PROPOSAL

Please follow the structure and answer the questions listed below. When indicated, please use the formats given in the technical proposal's templates and formats.

In addition, please submit the documents listed on point 16 of the Information to bidders.

Please use the font Arial, minimum size 11

Note:

- While submitting the proposal you also need to provide **evidences** of your claim to prove your experience in the required fields. Claims in the proposals without solid evidence will automatically get lower scores in the proposal assessment.
- If the bidder is a **consortium of organizations**, the criteria apply to the whole of the consortium.

Content and Evaluation Criteria	Max. Score	Max Pages
Technical Proposal	75	
Information, profile and experience of your organization	30	Max 9 pages
General Information: <ul style="list-style-type: none"> • Institution Address and contact person • Present your organization: status, registration, date of establishment, vision, mission. • Your <u>current</u> thematic areas of work • List your <u>current</u> activities, projects and funding partners (donors) • Key professional staff of the organization (please use format 2) • Your organization's governing bodies – number of board members, board composition. • Organizational chart (with names and functions), segregation of responsibilities and division of power between the policy making body, i.e. the governing body and the management/office staff. 	Eligibility Criteria	1.5 + requested annexes



<p>Transparency and Internal control system. Be as specific as possible</p> <p>i. Financial and administrative policies and systems ii. Procurement policy and system, iii. Human resources policy</p> <p><i>Note: If the bidding entity is a consortium, all members of the consortium and their roles shall be listed. A consortium draft agreement detailing the responsibilities of each member shall be annexes to this proposal. A lead organization and a single point of contact shall be identified.</i></p>		
<ul style="list-style-type: none"> • Proven experience/track-record in producing and broadcasting, including through local FM radio, programs and Public Service Announcements <p>Please describe your experience in the technical proposal and give the details of project experiences using the project sheet according to <u>format 1</u> (4 sheets maximum)</p> <p>Please also include experience and proofs of experience of broadcasting through FM stations (proof of experience could be a MoU with local network)</p>	<p>5 <i>eligibility criteria – proposal rejected if score 0</i></p>	<p>1 + project sheets in annexes</p>
<p>Experience in producing video content</p> <ul style="list-style-type: none"> - Video development (please details your role, what parts of the production where under your responsibility? did it comprise the development of a screenplay, filming, producing, etc.) <p>Please annex a list of products (including links to access it or samples)</p>	<p>5 <i>eligibility criteria – proposal rejected if score 0</i></p>	<p>1 + requested annex</p>
<p>Experience in development and support of awareness raising and information campaigns</p> <ul style="list-style-type: none"> - Please detail your experience in supporting awareness raising campaign and/or the production of IEC material. <p>Detail your role, the focus of the campaign, communication and dissemination strategies.</p>	<p>5</p>	<p>1 + requested annex</p>



<p>Please annex a list of products (including links to access it or samples)</p>		
<ul style="list-style-type: none"> • Experience in reporting / documenting on labour migration issues. Please describe your experience in the technical proposal. Please annex a list of products (including links to access it or samples) 	<p>6 <i>eligibility criteria – proposal rejected if score 0</i></p>	<p>1 + requested annex</p>
<ul style="list-style-type: none"> • Experience / presence on internet and social media: Please describe the presence of your company on internet, the targeted audience, successes, number of visitors, etc. (annex any evidence). 	<p>3</p>	<p>1</p>
<ul style="list-style-type: none"> • Formal and informal networks: Please describe. 	<p>2</p>	<p>0.5</p>
<ul style="list-style-type: none"> • Experience in working at national, district and local levels, with government and non-government actors. 	<p>2</p>	<p>0.5</p>
<ul style="list-style-type: none"> • Motivation of your organization: Briefly describe why you are interested in providing expert support to SaMi? Does the project fit into your organizations' strategies and goals, or could it be integrated into them, by making certain adjustments at the level of your organization, or by making adjustments in the proposed project? In the case of a <u>consortium</u>, please detail the reason for the creation of the consortium and the added value. 	<p>2</p>	<p>1</p>
<ul style="list-style-type: none"> • Add any other information you consider important and relevant for this call for proposals. 		<p>Max 0.5</p>
<p>Strategy and approach for the implementation of the project:</p>	<p>45</p>	<p>Max 7.5 pages</p>
<ul style="list-style-type: none"> • Understanding of the mission: Please clarify how you understand the mission to be exercised, target groups and needs at stake. 	<p>6</p>	<p>1</p>



<ul style="list-style-type: none"> • Strategy for developing radio content / public service announcements and a wide dissemination Please describe how you propose to produce short radio message and disseminate them at local level (in coordination with local authorities and local FM stations). What is the most appropriate strategy for maximum outreach and impact of the messages? 	8	1
<ul style="list-style-type: none"> • Strategy for outreach of migrants inside Nepal and in destination countries Please detail what are according to your organization the best approach to inform and communicate to migrants, potential migrants and their families in Nepal and countries of destination. 	8	1
<ul style="list-style-type: none"> • Strategy for regular collection and sharing of stories from the field and capacity building of the staff in contributing 	5	1
<ul style="list-style-type: none"> • Strategy for internet / social media visibility of the project and its messages 	5	0.5
<ul style="list-style-type: none"> • Mechanism to monitor outreach of program and demand: strategy for feedback and comments from audience 	5	1
<ul style="list-style-type: none"> • Profile of experts: Please describe the profile of the professionals who would be required/involved in this project. Please use the table provide in format 3 to briefly present the experts. The CV of every expert is to be annexed to the technical proposal in accordance with format 4. Are these professionals already working for your organization or would you have to hire them? 	5	1 + required annexes
<ul style="list-style-type: none"> • Challenges and risks: Where do you see opportunities and challenges related to media mobilization in safer migration? And how will you deal with them? 	3	1

B: Financial proposal - Resources required to implement the project:

- **Budget:** Please make a budget proposal displaying the needed financial resources to execute the said project. Kindly note that this budget will only be indicative. The budget shall be submitted using the template budget sheet and details the specific categories of activities:
 - **Production of PSAs** (6 PSAs per year).
 - **Broadcast of all PSAs** through local FM networks and nation-wide channels. (detail the different costs implied)
 - **Support SaMi in its outreach through internet and social media, including outreach to migrants in destination countries** (detail annual costs for implementing such strategy)



- **Training SaMi staff on writing/documenting stories** (detail costs of training approach / maximum 2 trainings per year)
- **Regular collection and sharing of stories** from beneficiaries of the project and partners (detail costs of the strategy for collecting stories and sharing it with a wider public)
- The precise list of activities and products to be delivered by the partner will be clarified on an annual basis based on priorities and budget availabilities.
- A narrative description of the budget shall be attached. The selected organization will have to finalize its budget following an in-depth discussion with SaMi/Helvetas Nepal.
- **Timeline:** As stated above, please present an annual budget **for 12 months**. Please be specific with every planned activity and provide the cost estimation of every activity as detailed as possible. Contracts will be signed on an annual basis and be renewable. Contracts dates will be aligned to the Nepali fiscal year and annual operation plan of SaMi. The starting date of the first contract is to be confirmed in discussion with the selected organization.

Evaluation Criteria	Max. Score
Financial Proposal / Submitted budget	25
<ul style="list-style-type: none"> • Clarity of the proposal and comprehensiveness: all costs are clearly indicated in a well-structured document 	5
<ul style="list-style-type: none"> • Cost efficiency – Competitive financial offer (The lowest bidder will be awarded 20 marks and accordingly to the other bidders) <p>The overall amount (excl. VAT) across the mandate will be estimated using the following formula</p> $\text{Score} = \left(\frac{P_{\min} \times \text{max. Points}}{P} \right)$ <p>P = Price of the Proposal to be assessed P min = Price of the lowest Proposal</p>	20

Content of the proposals:

1. Letter of Interest (LoI)
2. Technical and financial proposal in **separate sealed envelopes**

Annexes to the technical proposal:

- Project Sheets + List of requested products
- Updated curriculum vitae of key persons involved in this project
- **Copies of documents listed in the Information to Bidders / point 16**
- Detailed contact address including telephone, mobile, fax, street and postal address, email etc.



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If the bidding entity is a consortium, relevant annexes need to be submitted for all members of the consortium. In addition, the consortium shall add:

- **Draft consortium agreement** specifying the roles and responsibilities of each member, including identification of the lead organization and the identification of single point of contact.