



**Government of Pakistan  
National Disaster Management Authority  
Gender & Child Cell  
Islamabad**



\*\*\*\*\*

**TORS FOR GBV IN PAKISTAN SCHOOL SAFETY FRAMEWORK (PSSF)  
COMMUNICATIONS PLAN STRATEGY**

**BACKGROUND:**

National Disaster Management Authority (NDMA) is the lead agency at the Federal level to deal with the whole spectrum of Disaster Management activities. The Gender and Child cell (GCC) of NDMA plays an active role towards this direction which includes the development of policy briefs which identify entry points and a multi-year strategic vision to advance on National and Global commitments in line with risk mitigation, prevention and response to GBV in humanitarian programming.

NDMA is pursuing Child Centered Disaster Risk Management wherein the safety and security of school-going children against all natural and man-made disasters/emergencies/hazards is one of the focus areas. NDMA, with the support of its development partner UNFPA has developed a separate chapter of GBV and its implementation strategy in its Pakistan School safety Framework (PSSF). The scope is to ensure pre-testing of GBV communication plan strategy across Pakistan through implementation of the same.

Disaster Risk Communication is the foundation of Disaster risk management (DRM) process and is especially useful in conveying pertinent information from the authorities to the public and from the public to relevant organizations. Knowledge management, preparedness and response are a few key tools that have proven valuable in DR communication before, during and after disasters. An effective communication strategy can dispense information to large groups of people and greatly influence the decisions of policy makers, legislators, communities, and other sectors with respect to awareness, reducing and responding to crises and disasters. Hence, effective communication is one of the most important allies to the humanitarian community. A gender-centric approach is imperative in times of crises and even otherwise as it determines the extent to which the vulnerable group of the society receive assistance in response and recovery.

NDMA is seeking a qualified and suitable Individual Consultant to develop a Communication Strategy Plan for GBV in PSSF. The selected consultant will also conduct consultative workshops and pre-test the communication strategy in Balochistan, Sindh and KP.

**PURPOSE OF THE CONSULTANCY:**

GCC-NDMA intend to develop a communications strategy on GBV for Pakistan School Safety Framework (PSSF) reach relevant audiences, specially to students (girls) and faculty staff , with key messages developed on GBV, its prevention, SRH and psycho-social.

The strategy is expected to focus on innovative components for communicating on GBV prevention, mitigation and response, in Balochistan, KP, and Sindh.

### **PROPOSED METHODOLOGY**

- Desk review of the relevant SRH, GBV Programme documents and other relevant documents
- Review current multi-media activities on GBV
- Gather, collate and synthesise views from relevant stakeholders
- Based on the information gathered, develop the harmonised communication strategy on GBV prevention and response.
- Presentation of the first draft to the relevant stakeholders during a validation workshop.
- Inclusion of comments, layout and preparation for printing
- Finalisation of strategy

### **DELIVERABLES:**

- Presentation of inception report detailing the methodology and clear timelines.
- Meetings with relevant stakeholders in Balochistan, KP and Sindh on draft document
- Pre-testing of GBV Communication Strategy in 16 schools of ICT, Balochistan, Sindh and KP.
- One National Consultation to finalise the Document (Set of key messages on GBV, SRH.)
- Final Communication strategy (2 hard copies, electronic copy in MS Word and electronic PDF. (color separated for printing)

### **QUALIFICATION AND EXPERIENCE OF THE CONSULTANT:**

- An advanced Degree in Media Studies, Communications or related disciplines
- Knowledge on gender concepts, gender-based development approaches with a special focus on GBV
- Experience on use of communication tools.
- Experience in designing and implementing Information Education and Communication (IEC) interventions pertaining to SRH, Gender and related well-being interventions
- Experience of developing gender operational frameworks
- Excellent written, verbal communication and presentation skills, including quality report writing skill
- Good understanding of Pakistan Government Gender equality frameworks and systems
- In-depth understanding of the context of GBV in Pakistan
- In-depth understanding of community interventions and the policy environment in different provinces and Pakistan, as well as program issues and interpersonal communication issues.

### **RESPONSIBILITIES OF THE CONSULTANT:**

In fulfilment of the tasks, the consultant will be responsible for the overall process until the development of the Communications strategy. The specific responsibilities will include, among other things:

- To identify priority areas and strategic directions for gender mainstreaming
- Liaise with UNFPA, NDMA, PDMA, DDMA and other relevant stake-holders to obtain relevant reference materials on the assignment.
- Close coordination with PDMA/DDMA for their inputs and effective implementation of the product.
- Develop a detailed workplan with critical milestones and timelines for the duration of the assignment in close consultation with NDMA
- Ensure follow-up of all participants of the provincial and national workshops
- Conduct briefing and debriefing sessions to update the relevant authorities on progress
- Draft and edit the strategy
- Adhere to the Terms of Reference and timelines in carrying out the assignment.

### **PAYMENT SCHEDULE:**

<b>S.NO</b>	<b>Installment</b>	<b>Payment</b>
1	On submission of Inception Report and work plan	10%
2	On submission of 1 <sup>st</sup> draft of documents	40%
3	Upon conducting of validation workshop	40 %
4	Upon submission/ presentation of final document.	10%

All applicable taxes will be paid by consultant as per Govt. of Pakistan rules, about taxation and duties of all kinds. Exemption of taxes and duties of this contract / agreement, if any, vide SRO for which necessary documentation will be provided by the consultant with the payable invoices.

### **DURATION OF THE ASSIGNMENT:**

The consultancy is open for firms/ organizations and individual professionals. The duration of assignment is 2 months starting upon signing of the contract. .

### **DISCLAIMERS:**

- NDMA will not be responsible for booking and payments of training venues.
- NDMA will not be responsible for boarding and lodging of participants.
- NDMA will not be responsible for travel allowance of any of the participants.
- NDMA may require the applicant to clarify their quotation during presentation. However, the applicant may not modify their quotation after the deadline for submission of quotations.
- NDMA reserves the right to stop the service hiring procedure completely or partly, temporarily or permanently until the moment of contract signing. In these situations applicants are not entitled to reimbursement of any costs or damages incurred in connection with this service hiring procedure.
- Financial quotations should be valid for at least three months after the deadline for handing in quotations.
- NDMA cannot be charged in any way for costs related to preparation and submission of a quotation. This can also include interviews and/or providing further information about the quotation.
- The risk of any costs and/or damages which may arise by not awarding this contract to a bidder lay solely with the bidder.
- NDMA cannot be held responsible for any such costs or damages.
- By submitting a proposal to NDMA, the applicant/firm agrees all the terms and conditions specified in this procedure and the provisions of the contract

template. The proposal will not contain any reservation(s) to these terms and conditions. A proposal with one or more reservations can be excluded from the procedure.

**All interested candidates may send their technical and financial proposals [maryamtajdin@gmail.com](mailto:maryamtajdin@gmail.com) by June 30<sup>th</sup>, 2019 COB.**