

Request for Proposals (RFP) for the hiring of individual consultants for the development of news articles

**Revitalizing Youth Enterprise (RYE) through digital and life skills training
funded by the Citi Foundation**

1. Introduction

National Rural Support Programme established in 1991, Currently NRSP is the largest Rural Support Programme in the country in terms of outreach, staff and development activities. It is a not for profit organization registered under Section 42 of Companies Ordinance 1984. NRSP's mandate is to alleviate poverty by harnessing people's potential and undertake development activities in Pakistan. It has a presence in 67 Districts in all the four Provinces including Azad Jammu and Kashmir through Regional Offices and Field Offices. NRSP is currently working with more than 3.38 million poor households organized into a network of 212,078 community organizations. With sustained incremental growth, it is emerging as Pakistan's leading engine for poverty reduction and rural development.

Pakistan Poverty Alleviation Fund (PPAF) is the lead apex institution for community-driven development in the country. Set up by the Government of Pakistan as an autonomous not-for-profit organization, PPAF enjoys facilitation and support from the Government of Pakistan, The World Bank, International Fund for Agricultural Development (IFAD), KfW Entwicklungsbank (Development Bank of Germany) and other statutory and corporate donors. PPAF aims to be the catalyst for improving the quality of life, broadening the range of opportunities and socio-economic mainstreaming of the poor and disadvantaged, especially women. For a complete profile, please visit our website at <http://www.ppaf.org.pk/>

2. The project:

Proposed program is to benefit 200 unemployed target beneficiaries in the selected locations of Sindh and Punjab i.e., Karachi (Ibrahim Hyderi) and Sukkur (Sindh), Multan and Bahawalpur (Punjab). These locations provide the ideal mix of external factors, such as high population density, access to established indigenous and large markets and logistic infrastructure. However, the youth remain excluded from making the most of these factors due to socio-economic barriers.

Through this program unemployed youth will be made eligible for employment and self-employment in a year's time by providing high-demand digital and life skills training for the period of 3-6 months. The trainings will be focused digital skills such as digital marketing, social media management, graphic design, and ecommerce, as well as life and financial skills. This combination of skills will increase the participant's employability in online markets. To ensure the most out of this investment, the participants will be chosen from locations that have market access and logistic infrastructure. The conducive environment outside of trainings will be a defining point in the employability of the participants.

3. Objectives of the assignment:

Objectives of this assignment is to engage competent and qualified individual consultant to develop news article to show case the project activities and get print in to national newspaper (English and Urdu). News articles may be developed and printed around the following topics;

- Need and importance of digital skills training and role of project
- Findings of market need assessment
- Why digital skills training for girls
- Impact of digital skills training on income level
- Challenges, issues and way forward for digital skills training for youth
- Success stories
- Contribution of project for poverty alleviation

4. Scope of work and deliverables

- **Review of project documents, project implementation process and government policy/procedures/ regulation** related to online business, review of online business trends/freelancing trends for Pakistan context
- **Development of news article (English and Urdu) to show case of project**
 - Publish at least four news article in national newspaper (English and urdu), topic of news articles are mentioned above.

Moreover, consultant will also be responsible for the following:

- Discussions/meetings with the project team for understanding the assignment, collection of project related information/documents and literature review before the execution of the assignment
- Planning field work in close consultation of the head office/field teams of NRSP
- Development of general checklist/questionnaire for news articles and discuss with the head office project team and later on finalize it for further execution
- May carry out detailed assessment of beneficiaries during the interviews; studying the impact, change, comparing the baseline and end of project scenarios, incomes, freelancing exposure, etc.
- Responsible for arranging his/her own equipment including laptop, camera etc.
- Responsible for collection of good quality photos and share all records with the concerned NRSP office after the assignment
- Consultant will be responsible for travel, boarding and lodging while in the field. NRSP can facilitate in making booking for stay and travel etc only.

5. Deliverables of the assignment

- Work plan /Inception report
- Published at least (04) four News article in Newspaper The Dawn, the News and the Jang etc. (English and Urdu) /Copies of Newspapers (4 English and 4 Urdu)

6. Consultancy Location

The project location is below areas of in Sindh and Punjab:

- Karachi (Sindh)
- Multan (Punjab).
- Bahawalpur (Punjab).

The consultant may personally visit to these districts to meet the participants to get insight, news article will be developed from anywhere but this should be print in to different leading (English and Urdu) newspapers like The Dawn, the News and the Jang etc.

7. Consultancy Duration

The total duration of this assignment is approximately 30 days i.e. from December, 2022 to January, 2023. Selected consultant would be responsible to complete the task within agreed time frame.

8. Evaluation Criteria

- Filer status as per FBR online portal
- At least Master degree (16 years of education) in relevant subject; social science or equivalent, extra or additional qualification would be preferred.
- Total experience should be 10 Year experience with national or international organization.
- Relevant experience for developing news articles

- Report writing and presentation skills
- Good Communication and writing skill.
- Fluent in English, Urdu and
- Able to share at least two or three previously developed/published news articles.
- Must have own equipment like laptop, camera etc.

Evaluation Criteria is given below:-

Description	Max. Marks (100)
Educational Qualification	20
Total Experience	20
Specific Working Experience of news articles	30
Report Writing and presentation skills	20
Work Plan	05
Awards Recognitions	05

Consultant scoring highest marks will be shortlist for award.

9. Mode of Payment.

Payment will be made in three installments as per below given details or as agreed at the time of agreement

- 30% payment of total assignment would be made after submission of inception report and work plan
- 70% payment of total assignment would be made after receiving of printed news article (evidence)

No cash payment will be made. Payment will be made in the shape of cross cheque after deduction of all the applicable taxes as per law of land. Tax deduction certificate/CPR will be given after 4-6 weeks of each payment.

10. Documents submission requirements

- Letter of interest (not more than one page)
- Submission of CV which should include below as minimum;
 - a. Qualification, total experience, Specific Working Experience of news articles with supporting documents, copy of CNIC, Report Writing and presentation skills with supporting documents, Awards Recognitions with supporting documents
 - b. Work Plan (tentative work plan), final work plan will be developed with the consultation of project team
- Brief financial proposal including all applicable taxes as per law of land.

11. Budget

Maximum available budget for this consultancy assignment if **PKR 300,000** (inclusive of all applicable taxes). Any proposal exceeding the budget would be liable for rejection.

12. Project Coordination

A team of stationed at NRSP – Head office who will initially have a meeting with the selected applicants. They will be get aware of project concept, strategy, implementation and output. So they can understand the project and roll out their part according to the project requirement.

Following will be focal points;

- a. **Senior Programme Manager**
Human Resource Development/ Social Protection
National Rural Support Programme, Head Office, Islamabad.
- b. **Senior Programme Officer**
Human Resource Development
National Rural Support Programme, Head Office, Islamabad

13. Documents submission deadline

Last date of proposal submission is **12th December, 2022 till 2:00 pm** local time to the below mentioned address in sealed envelope through courier or by hand in sealed envelope:

Proposal for consultancy for the development of news articles RQ968

under PPAF/CITI foundation Project

NRSP Administration,

7th Floor, UBL Building, Jinnah Avenue,

Islamabad.

Ph : 92-51-2822319-2822324

Email: procurement@nrsp.org.pk

For any queries or additional information contact at procurement@nrsp.org.pk.

The consultants can send their complaints or grievances with this RFP and its shortlisting/finalizations to complaints@nrsp.org.pk