



Terms of Reference (ToR) for Radio Campaign to Counter Child Marriage

Consultancy: Terms of reference (ToR) for spearheading a nationwide radio Campaign to counter child marriage

1 About Group Development Pakistan (GDP)

Group Development Pakistan (GDP) is a Civil Society Organization registered under the Societies Registration Act, 1860 working on protecting and promoting child rights and strengthening child protection and justice with children across Pakistan. GDP believes in a democratic and humanistic society in which the most important stakeholders -children- are acknowledged, respected, and protected from all forms of violence and discrimination. GDP follows a holistic, creative, participatory, inclusive, eco-friendly, child-focused and human rights-based approach.

2 Background

GDP successfully implemented a project titled 'Protecting and Promoting Children's Rights in Pakistan' with support from the British High Commission, to increase public trust in state institutions that contribute to preventing and responding to Violence Against Children through improved rule of law as per SDGs 16.2. Under the project, 13 specific child courts have been piloted in Lahore, Peshawar, Mardan, Abbottabad, Ghalanai (Mohmand district), Quetta, Islamabad, Karachi Malir and Karachi East City, Bannu, Swat, Dera Ismail Khan and Kohat. Between December 2018 to November 2020, through these special child courts, 1,921 children (78% boys, 22% girls) have accessed child and gender-sensitive justice services. Children and parents benefiting services from the pilot child courts expressed an increased satisfaction and trust in the state institution mandated to protect them and provide them with justice.

Subsequently, creative, unique child and youth participatory initiatives to raise awareness on SGBV and child justice were launched: it was named the ARTIVISM campaign. A mini web-series "Begunah" was produced by young arts students and disseminated among the masses which sparked a debate on child and gender justice at a national level, paving the way forward for unprecedented legal and policy reforms in the country. Those historical efforts of Pakistani state actors to promote child justice and child protection in the Covid19 pandemic context have been acknowledged by the UN Special Rapporteur on Violence Against Children (VAC) and by organizers of the second edition of the World Congress on Child Justice. Examples of Pakistani good practices to protect children and improve child and

gender justice have been quoted by international experts.

Based on the historical impact created by the Artivism campaign in the PCRPP project, GDP plans to build upon those results and take forward those communication activities under another project 'Promoting and Protecting the Rights of Women and Girls (PPRG) by improving the structural, institutional and socio-cultural response to sexual and gender-based violence (SGBV) in Pakistan' 'PPRG'.

3 About 'PPRG'

'PPRG' aims to protect and promote women and girls' rights through close partnership between the state, the civil society, and the media, by providing ethical and quality support in line with SDG 5 and 16.2, the UNCRC, CEDAW, ICCPR and other international treaties, impacting girls and ratified by the country.

One of the main focuses of the project is to counter GBV -including child marriage- and improve the response to VAC & SGBV in Pakistan. To achieve this, the project envisages to:

- improve and enforce the regulatory framework related to GBV
- improve capacities of justice actors, media, caregivers, children/youth and community to prevent and respond to VAC/GBV
- increase awareness of community members, CSOs, children and youth
- Increase the local and international basis of evidence for a youth-led & participatory transformative process to counter VAC/GBV

4 Rationale

National and international communities -including Muslim groups- are increasingly recognizing child marriage as a critical problem, both as a violation of girls' human rights and as a hindrance to key development outcomes. Based on the United Nations (UN) Convention on the Rights of the Child, child marriage refers to marriage under the age of 18. Marriage before the age of 18 is a fundamental child rights violation. Child marriage disproportionately affects young girls, who are much more likely to be married as children than young boys. The latest international estimates indicate that worldwide, more than 60 million women aged 20–24 were married before they reached the age of 18 (UNICEF 2007).

GBV is rampant in Pakistan and mostly affects women and girls, including girls from religious minorities. As per the Global Gender Gap Index 2020, Pakistan is the third least performer ranking as 151 out of 153 countries¹. According to SAHIL, a Pakistani child rights organization, 11 children were sexually abused daily, in 2018². In 2020, out of the total number of reported cases of CSAE recorded by SAHIL, 53% were girls, 47% were boys³. Pakistan's demographic and health survey (2017-2018)⁴ shows that 28% of women and girls aged 15-49 had experienced physical violence: out of those, 6% had faced sexual violence.

To address these inequalities and prevailing forms of GBV, it is important to raise awareness at a national level on how to counter child marriage at institutional, structural, and socio-

¹ <https://www.thenews.com.pk/print/585465-pakistan-fares-badly-on-gender-gap-index>

² <https://www.geo.tv/latest/176272-up-to-11-child-sexual-abuse-cases-reported-in-pakistan-every-day-report>

³ <https://www.thenews.com.pk/latest/713336-child-sexual-abuse-cases-shot-up-in-first-half-of-2020-in-pakistan-report>

⁴ <https://www.dhsprogram.com/pubs/pdf/FR354/FR354.pdf>

cultural levels. There is also a dire need to create an understanding and a behavioral shift at community level, which promotes parity instead of toxic patriarchy. Equipping the general public, justice actors, religious leaders, children, youth, community members, media, academia and civil society on knowledge about child and gender justice, gender equality, child protection, as well as civil and political rights, is essential to replace discriminatory and violent attitudes with equitable, open, child-sensitive and tolerant ones.

To raise awareness of the stakeholders mentioned in the paragraph above, GDP is soliciting proposals for spearheading a nationwide radio campaign.

5 Scope of Work for Radio Campaign

The consultant will be briefed on the scope of work after signing the contract in the preliminary inception meeting. The consultant will thoroughly review GDP's communication strategy before starting the assignment. GDP believes in the following technical elements and ethical values and expects the consultant to reflect these in all the deliverables produced for the radio campaign:

- Gender sensitivity
- Cultural sensitivity
- Equality
- Participation
- Inclusiveness
- Zero tolerance for discrimination and violence
- Positive messaging

The agency/contracting firm will be responsible to plan, design, produce (radio messages), and execute a radio campaign by carrying out the following tasks:

a) Campaign Strategy:

On signing the contract, GDP will hold an inception meeting with the firm to give an overview of the intended objectives and the project to communicate the expectations and clarify the scope of work. Based on the inception meeting, the consultant in close coordination with GDP will conduct a desk review on the situation of child marriage and GBV in the country to identify key opportunity areas for awareness raising. Based on the need assessment, the consultant and GDP will conduct a thorough stakeholder analysis that will help in determining the language, frequency, cultural values, risks & key messages.

b) Production of Focused Campaign Messages:

- The agency/contracting firm will develop script of **6 (six)** radio messages (in Urdu language) focusing on the key messages identified.
- The script of the radio messages will be reviewed by GDP team and legal/technical experts. The consultant will be responsible to revise and improve the drafts in light of the feedback received.
- The agency will be responsible for production of radio messages and shortlist renowned voiceover artists for productions. For audio productions, engaging renowned artists and celebrities is highly recommended to reinforce the campaign visibility and impact. GDP will select the final voice over artists.
- The duration of the radio messages must be **45 to 60 seconds**. GDP welcomes

innovative ideas/strategies to engage the radio listeners, but it must be supported with facts.

c) Media Plan:

- The target of this campaign is to reach out to radio listeners across Pakistan. The agency must propose top rated radio channels having wide outreach across Pakistan. Multiple regional or national radio channels may be proposed by forming a cluster for the media plan.
- The agency will submit a detailed 45-days media plan along with list of districts and outreach of each radio channel being proposed. A valid recent third-party rating report must also be attached.
- A total of **5,500 (60 seconds)** spots must be quoted including all taxes applicable and must be reflected in the media plan. Agencies offering drive time and prime time slots will be given preference.

d) Radio Shows: A total of **4** featured radio shows must be arranged and conducted with participants from GDP team on the topics suggested and proposed in line with the campaign objectives. The list of participants will be decided and finalized by GDP. The radio shows may be recorded or live.

e) Campaign Monitoring: Monitoring and evaluation plan of the PSMs, including the frequency, timing, content, impact of messages, outreach must be proposed and undertaken to ensure dissemination as per the approved media plan.

The agency/contracting firm must propose and undertake a monitoring plan that ensures accuracy and legitimacy of the campaign dissemination. The agency is responsible and must make sure that the messages are aired as per the approved media plan and propose a monitoring mechanism to ensure it. GDP will also oversee the monitoring process being undertaken by the agency.

f) Reporting: The agency/contracting firm will submit a detailed work plan after signing the contract and a final completion report with comprehensive details and means of verification of reaching out to the target audience must be submitted. The reports must also include outreach statistics with strong evidence and means of verification. The agency must also share the verified transmission certificates with GDP and the latest outreach statistics of the radio channels from credible sources.

6 Key Deliverables

The consultant is responsible to produce and submit the following key deliverables:

- Work plan
- Well-designed, gender sensitive and culturally appropriate campaign messages
- Dissemination plan with timelines
- Updated listenership of selected radio stations from accredited sources
- 4 radio shows
- Airing of the PSMs
- Campaign monitoring plan
- Completion report
- Verified transmission certificates

8 Copyright & Intellectual Proprietary Rights

All the materials, designs, plans and any other materials produced by the service provider under this contract shall be the sole and exclusive property of GDP and will not be reproduced on any other platform/forum without taking written consent.

10 Duration of Assignment

75 to 90 days approximately including weekends. The service provider will have to produce, finalize, and share all the deliverables by end of November 2021.

11 Expected Start Date of Assignment

August 2021

12 Required Competencies

The agency/firm must possess the below stated qualifications, competencies and adhere to the set criteria. Please note that **YOUTH LED** creative agencies, firms, having relevant experience, equipment and competence are encouraged to apply and will be given preference. The technical competencies required are stated below:

- Demonstrated experience in awareness campaigning on human rights issues and child marriage in Pakistan;
- Proven capacity to develop and execute successful, impactful and culturally sensitive awareness campaigns on child rights;
- Track record as an ethical child rights campaigning firm/agency;
- Experience of communicating with younger children from disadvantaged backgrounds;
- Preference will be given to agency/firm having membership of Pakistan Broadcasting Association (PBA).

13 Format of Technical & Financial Proposal

The technical proposal must include the following:

- a) Cover letter
- b) Experience
- c) Approach & Methodology
- d) Proposed Media Plan
- e) Outreach of the proposed FM radio channels (districts, population etc)
- f) Work plan (tentative)
- g) CVs of the team
- h) Legal documents (registration certificate, tax certificate/status, bank account details), office address, contact person details.

The financial proposal must include all direct and in-direct costs. The rates quoted per spot must be inclusive of all the taxes.

14 How to Apply

Interested firms/agencies are requested to please submit detailed technical and financial proposal inclusive of CVs, profile, previous experience and work plan with timelines along with their sealed bids latest by **Monday, August 16th, 2021 (before 1700 hours)** to the address mentioned below. Incomplete bids/received after due date will not be entertained.

Address: Office # 11-18, Lower basement, Magnum Arcade, Northern strip (on D-12 road) Sector E-11/2, Islamabad.

For queries write to info@gdpakistan.org.