

# TERMS OF REFERENCE



Centre for Peace and  
Development Initiatives

## DEVELOPMENT OF BASELINE STUDY

<b>Country</b>	Pakistan	<b>Location</b>	Islamabad
<b>Type of Services</b>	Consultancy (contractual)	<b>Category</b>	Survey
<b>Position</b>	1	<b>Tentative commencement date of services</b>	April 22, 2024
<b>Level of Efforts</b>	20-30 days	<b>Last date to Apply:</b>	April 21, 2024

## ABOUT CPDI

Centre for Peace and Development Initiatives (CPDI) is an independent, non-partisan and a not-for-profit civil society organization, which has been working on the issues of peace and development since 2005. It is registered under Section 42 of the Companies Ordinance, 1984 (XLVII of 1984), which was later substituted by the Companies Act 2017. CPDI seeks to inform and influence public policies and civil society initiatives through research-based advocacy and capacity building to promote active citizenship, build peace and achieve inclusive and sustainable development. Areas of special sectoral focus include promotion of peace and tolerance; rule of law; local governance; transparency and access to information; budget watch; media development; electoral reforms; legislative strengthening, democratic development, climate change mitigation and adaptation; and public health.

## ABOUT THE ASSIGNMENT

### 1. BACKGROUND

The assignment is under a project with focus on strengthening media persons' capacity for free, independent, and responsible reporting, which is being jointly implemented by CPDI and Individualland. Both CPDI and IL are leading civil society organizations with distinguished track record of working for good governance and democratic development with special focus on local governance, right to information, media development, elections, and legislative development. Our project aims to contribute to democratic consolidation and protection of human rights and fundamental freedoms through capacity building and engagement of media persons (i.e., journalists, bloggers, vloggers, podcasters) and civil society with relevant state institutions and corporate entities and through media literacy among youth to counter fake news.

### 2. PURPOSE AND SCOPE OF THE ASSIGNMENT:

The overall purpose of the assignment is to undertake a baseline study to collect data on the current situation, attitudes and behaviors of the target groups listed above. The target groups include media persons (journalists, bloggers, vloggers, and podcasters), civil society organization (CSO) representatives, legislators/ government officers, faculty members, social

media platforms, social media teams of political parties, community leaders, students, and people at large. The baseline should help in the following ways:

- **Establishing a Baseline:** It will provide a starting point for monitoring and evaluating the impact of the intervention. It provides a reference point against which progress can be measured and evaluated throughout the project cycle.
- **Identifying Gaps:** It will help in identifying gaps (e.g., legal, regulatory, capacities) that explain the challenges in effective media reporting human rights and fundamental freedoms. It provides valuable insights that guide the development of appropriate interventions.
- **Establishing Indicators:** It will help in determining indicators to track progress towards achieving desired outcomes. The indicators will help to measure the effectiveness of the intervention.
- **Developing Appropriate Interventions:** It will provide data/ insights that guide the development of appropriate interventions. It will help to identify the needs of the target groups and will provide insights that guide the development of effective interventions.
- **Measuring Impact:** It will provide data that is used to measure the impact of the intervention. It will help to identify the changes that occur because of the intervention.

### 3. METHODOLOGY:

The methodology and relevant tools will be developed by the consultant, and presented for input and approval. The methodology may include, but may not be limited to, undertaking the following activities:

- Desk review of relevant documents.
- Development of instruments/ questionnaire for Key Informant Interviews, and other required activity for gathering data and insights.
- Collection of data and insights through various media including key informant interviews with key stakeholders to identify gaps, establish indicators, and develop suggestions for appropriate interventions.
- Analysis of data and preparation of draft report, which may be finalized after receiving feedback.

### 4. DELIVERABLES:

Sr. No.	Deliverables	Timeline
1	Developing a framework and methodology for the baseline	April
2	Collection of data/ research	April/ May

3	Submission of draft report and obtaining feedback	June
4	Final Report	June

#### 5. TIME FRAME AND FEE:

This assignment will be for around 20-30 days over a period of a maximum of three months, ideally starting from April 19, 2024. The professional charges will be in accordance with the contractual agreement signed between CPDI and the consultant, payable on completion of the deliverables/ tasks. The total bid amount must include fee, applicable taxes and costs related to travel, logistics and any other associated tasks that the consultant may incur for the delivery of the task. Withholding tax will be deducted according to the applicable laws of the country.

#### 6. REQUIRED QUALIFICATIONS/ EXPERIENCE:

- At least 7 years' experience of working in the development sector with focus on subjects like media development, fundamental freedoms, human rights, and civil society.
- Experience of developing baseline studies of similar nature.
- Adequate knowledge of quantitative and qualitative research methods and techniques.
- Good probing and analytical skills.
- Excellent writing skills in the English language.

#### 7. HOW TO APPLY:

- Interested individuals are required to share detailed CV accompanied by a one-page cover/motivation letter. The CV and cover letter will carry a weightage of 70% in the evaluation process. Additionally, we request the submission of sealed quotations and signed financial proposals, which will hold a weightage of 30% in the evaluation process.
- Please ensure that the financial proposal is in PKR and encompasses all applicable taxes.
- All submissions must be addressed to CPDI Islamabad Head Office at House 13, Street 788, G.13/4 by April 21, 2024.

\*Late submissions will not be entertained.