

# TERMS OF REFERENCE

Production of a series of 10 radio programs on SDGs, Local Governance, Participatory Development Planning, and budget of City/Tehsil Local Governments in KP



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<b>Posted date</b>	May 24, 2024	<b>Last date to apply</b>	June 4, 2024
<b>Country</b>	Pakistan	<b>Location</b>	Islamabad and KP (5 each)
<b>Type of Services</b>	Consultancy (contractual)	<b>Category</b>	Radio Programs
<b>Position</b>	N.A.	<b>Tentative commencement date</b>	June 10, 2024
<b>Level of Efforts</b>	15 days	<b>Tentative duration</b>	June 10 to July 31, 2024.

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## ABOUT CPDI

The Centre for Peace and Development Initiatives (CPDI) is an independent, non-partisan and a not-for-profit civil society organization working on issues of peace and development in Pakistan. It is registered under Section 42 of the Companies Ordinance, 1984 (XLVII of 1984). It seeks to inform and influence public policies and civil society initiatives through research-based advocacy and capacity building to promote citizenship, build peace, improve governance, and achieve inclusive and sustainable development. Areas of special sectoral focus include promoting peace and tolerance, police reforms, right to information, strong local governments, climate change, and mitigation, transparency in governance, democratic values, rule of law, accountable governance in the country, and public health initiatives.

### 1. ABOUT THE ASSIGNMENT

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) has initiated a project titled Participatory Local Governance (PLG) to assist the governments in Punjab and Khyber Pakhtunkhwa to further strengthen their local governance system through improved services delivery to the citizens. PLG builds on the earlier gains of its two completed projects in Punjab and Khyber Pakhtunkhwa i.e., the Support to Local Governance Project and the FATA Development Project by creating synergies on the already achieved results and the capacities

built. The PLG will provide support mainly in three areas i.e., local revenue generation, participatory development planning, and digitalization for improved services delivery.

GIZ has partnered Center for Peace and Development Initiatives (CPDI) to assist the Government of Khyber Pakhtunkhwa (GoKP) in evolving a structure for and building capacities around participatory local development planning in the province. This initiative (project for CPDI) is termed as “Localization of SDGs through Participatory Development Planning by Tehsil Local Governments in Khyber Pakhtunkhwa Province”.

The overall goal of the project is “To create awareness, build capacities, enable public participation and facilitate relevant stakeholders for SDGs-oriented Tehsil-level development planning.” The strategic objectives of this project are to (i) support the City/Tehsil Local Governments in KP in the formulation of 25 SDGs-oriented medium-term development plans that take into account the needs, suggestions, and aspirations of the citizens; (ii) build the capacity of selected City/TLGs regarding participatory local level planning and budgeting process; (iii) increase the capacity of the provincial level for strengthening participatory planning and citizen engagement at local level; and (iv) to generate public awareness on local level planning and opportunities for citizens’ participation, especially for women and marginalized segments of society.

## 2. PURPOSE AND OBJECTIVES OF THE ASSIGNMENT

The Centre for Peace and Development Initiatives (CPDI) requires the services of an experienced consultant for the production and airing of a series of 10 radio programs, each focusing on the localization of SDGs, Participatory Development Planning, the budget of City/Tehsil Local Government, and other different aspects of local governance. These radio programs will also highlight the importance of participatory development planning and the process of formulating an oriented Medium-Term Tehsil Development Plan in KP. Overall, the Radio Series will evolve around educating the public on the structure and functions of local governments in KP after amendments in 2019 in KPLGA, 2013, the importance of participatory development planning and empowering the communities, and the localization of SDGs and their importance for people lives and methods to encourage civic engagement and informed participation in local governance processes.

## 3. SCOPE OF WORK

- Production of a series of 10 radio programs, each focusing on localization of SDGs, Participatory Development Planning, the budget of City/Tehsil Local Government, and other different aspects of local governance (Script will be provided).
- Content to be developed in collaboration with CPDI to ensure alignment with project and organizational goals.
- Identification of key guest speakers in collaboration with the CPDI Team.

- Programs to be aired across various radio stations in Urdu and Pushto, having significant outreach in the KP districts (Peshawar, Kohat, Mardan, Swat, and Mansehra).

#### 4. Key Responsibilities

The Consultant will be responsible to:

- Engage with CPDI to develop content that is accurate, engaging, and relevant to the project-specific KP districts.
- Manage all aspects of production including hosting, from recording to final editing, ensuring high-quality audio output.
- Coordinate with radio stations for the successful airing of the series.

#### 5. Key Deliverables

- A set of 10 professionally recorded and edited radio programs, each of 30-40 minutes.
- These programs will be recorded in Islamabad and Peshawar (5 each).
- A comprehensive media plan detailing the airing schedule across targeted radio stations covering the project-specific districts.
- Post-airing reports including listeners' feedback and metrics of reach and engagement.

#### 6. EVALUATION CRITERIA:

CPDI will evaluate the proposals on the basis of:

- Technical Proposal (70%)
- Budget (30%)

#### 7. REQUIRED QUALIFICATION AND EXPERIENCE

- Demonstrated experience in producing radio content, particularly content focused on SDGs, local governance, and civic issues.
- Strong understanding of the KP region's culture, language, and media landscape.

## 8. REPORTING:

The Project Manager & Manager Communication CPDI

## 9. HOW TO APPLY:

Interested Firms are required to share a detailed company profile that illustrates their capacity and the similar assignments they have undertaken in the past.

The profile & technical proposal must contain how they will undertake the tasks mentioned in the scope of work and how creativity will be employed and ensured for the production of radio programs.

The Company profile and technical proposal will carry a weightage of 70% in the evaluation process. Additionally, we request the submission of sealed 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 and logistical expenses related to the assignment, such as travel, lodging, incidentals, etc., required for the assignment and meetings in CPDI. No expense claims will be entertained or paid by CPDI.

All submissions must be addressed to CPDI Islamabad Head Office at House 13, Street 788,  
G.13/4.

\*Late submissions will not be entertained

**Note:** CPDI reserves the right to accept or reject any or all proposals.