

Terms of Reference (ToR) for Consultancy for the Communication and Media Management

Community Self Reliance Centre (CSRC) has been facilitating land and agrarian rights campaigns for the last three decades. CSRC has been recognized as a land issue-related resource organization nationally. CSRC has been contributing to the establishment of a justice-based land governance system and sustainable agrarian practices. For the year 2024, CSRC will integrate a communication plan to deliver sustainable and lasting progress by collaborating with landless and small farmers, stakeholders, government, and like-minded organizations. The Communication Plan will align with programs developed for CSRC's Strategic Plan 2020-2025.

Scope of the assignment:

1. Review the ongoing communication and media work of organization and make a detail work plan at least for six months.
2. Develop communication materials relevant to the land campaign
3. Develop photo and video stories
4. Support to technical person for the new version of website

Expected outputs/deliverables:

- Facilitation to CSRC staff for Social Media Updates: Facebook, Twitter, YouTube, Instagram
- Taking the lead in Social Media updates for specific events such as Social Audit, International Women's Day Celebration
- Taking the lead in CSRC Website Update
- Facilitation of two Writing skills development Workshop targeting 20 regular writers
- Development of five impact videos (5-7 minutes duration)
- Preparation of social media updates for the CSRC annual day
- Development of a video documentary capturing the Annual Reflection, 2024
- Updating CSRC's website both in English and Nepali
- Monthly sharing of the campaign content in Nepali
- Selection and editing of good photos for the CSRC website and *Bhumi Adhikar* bulletin and annual report Reflections
- Good coverage of organization and movement in Media

Methodology:

Develop the concept note in line with initiative objectives and outcomes through collaborative brainstorming sessions among the team members and through expert consultations.

Prepare and execute very comprehensive plan with clear target

Review and share the progress report monthly along with other output document

Duration of the consultancy service

The consultancy agreement between CSRC and the consultant/firm will be from 1st March 2024 to August 31st 2024.

Other terms and conditions

In case of the occurrence of any unforeseen events leading to a deviation in the agreed-upon deadlines and budget, this must be communicated to the focal person in advance and agreed as the revised plan and budget.

Application process:

The applicants are requested to submit their expression of interest along with the following documents via email: landrights@csrcnepal.org by 25th February 2024, 5 pm.

- Covering letter (one page) justifying experience, expertise, and qualifications,
- Updated CV (3 pages max) of all consultancies, highlighting the relevant experience, expertise, qualifications, and contact details of at least 2 recent referees/employers of similar past assignments,
- A detailed proposed methodology and tentative action plan (3 pages max) and financial proposal (one page max) including salary charged per month and total consultancy fee in NPR including applicable VAT or consultancy taxes,

ANNEX: EVALUATION CRITERIA

Total scoring is 100 points including 75 points on technical expertise and 25 points based on financial evaluation (cost-effectiveness and realistic budget plan)

	Maximum points
	<100>
Expertise	
Organization’s specialized knowledge and experience in the field as per ToR:	<30>
<ul style="list-style-type: none"> ● Experience in reviewing national policies especially related to land and commercial farming 	
Organization and Methodology	
Understanding of the tasks mentioned in the TORs	<15>
The extent to which the Terms of Reference have been addressed	<15>
Adequate work plan and adequate response to the Terms of Reference	<15>
Financial Evaluation	<25>

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