Annex 1

Terms of References (TORs)

<table>
<thead>
<tr>
<th>Project Title</th>
<th>Radio, My Best Friend</th>
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<tbody>
<tr>
<td>Purpose</td>
<td>In response to the Covid-19, addressing educational</td>
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<td>challenges through radio programs for children of</td>
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<td></td>
<td>marginalized districts in Pakistan</td>
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<tr>
<td>Duration</td>
<td>Six months</td>
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<tr>
<td>Time line</td>
<td>July - December 2020</td>
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<td>Project Location</td>
<td>18 districts of Pakistan</td>
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<td></td>
<td>• Kohistan, Mohmand, Swat</td>
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<td></td>
<td>• Gilgit, Hunza, Nagar, Astore, Ghanche, Skardu</td>
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<td></td>
<td>• Muzaffargarh, Bahawalpur</td>
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<td></td>
<td>• Muzaffarabad, Hattian, Neelum</td>
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<td></td>
<td>• Tharparkar</td>
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<td></td>
<td>• Jaffarabad and Ziarat</td>
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<tr>
<td>Broadcast Coverage</td>
<td>Population of 6 - 7 million</td>
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Background

The current outbreak of Coronavirus (COVID-19) has impacted educational systems worldwide, with the world students’ population affected by closure of schools, colleges and universities. School closure impacts not only students, teachers, and families, but have far-reaching economic and societal consequence. Girls and students living in remote areas are more likely to be adversely affected by the pandemic and many of them may not be able to get back to schools. Evidences from previous crisis confirm that pandemics have a long lasting consequence for education system in terms of access, quality, and equity, which are likely to persist beyond the pandemic.

UNESCO Pakistan is working with over 2,000 girls and boys primary schools in 18 marginalized and isolated districts of Pakistan where the entire education system is currently at halt. To mitigate the educational disruption in the existing and post-crisis period of this pandemic, UNESCO is re-stratagizing its existing and new programs and projects through well though-out strategies. In response to schools closure, UNESCO recommends the use of distance learning programs and platforms that schools and teachers can use to reach learners remotely, and limit the disruption of education.

In Pakistan, to facilitate students’ learning during the schools closure, the Ministry of Federal Education and Professional Training has introduced an educational channel “Tele School” which is available on satellite, terrestrial television and cable network. The educational TV channels air programs from 8 AM to 5 PM every day and deliver lessons based on students’ learning outcomes from grades 1 to 12. The channel is accessible to most parts of the country, however, there are remote districts where there are outreach issues owning to socio economic conditions, availability of electricity and acceptance of television as a medium of communication. Provision of education contents through an alternative medium of communication is, therefore, much needed for these areas to ensure that children are not deprived of the learning opportunity.

Rationale of the Program

Currently, UNESCO has its Girls Right to Education Program (GREP) implemented in 18 remote and isolated districts across Pakistan. The program aims at improving enrolment, retention and quality of girls’ primary education through a number of community based and institutional interventions in collaboration with provincial and area governments. Most of the target districts have limited access to the government initiative of Tele school. Considering the socio-economic conditions of these districts, radio becomes a viable option to deal with school closure and help students’ continue their learning during the Covid-19 pandemic. Radio has a better outreach and effectiveness for distance learning programs, especially for girls and women living in remotest parts of the country.

Keeping in view the present challenging time and the effectiveness of radio program for educational outreach, UNESCO is planning to launch an educational programs through radio titled, “Radio, My Best Friend” for children of grade 1-3 in the 18 target districts.
Annex 1

Objectives of the RFP

The purpose of this RFP is to hire services of a civil society organization/ radio broadcasting firm/ relevant organization capable to broadcast radio programs for children of grade 1-3 in the aforementioned districts. In response to the Covid-19 pandemic; public services massages, infomercials, jingles and infotainments will be included in radio programs, which will be inclusive of the art and culture of Pakistan. More specifically, through this project, UNESCO aims to achieve the following key objectives:

1. To complement and facilitate the government’s efforts regarding distance learning through radio broadcasting in marginalised districts of the country.
2. To sensitize communities on response to the Covid-19 pandemic for mitigation of the negative impact associated with it.
3. To engage children in activity based learning in order to nurture their cognitive skills and keep them engaged in learning and educational activities.

Activities

Under the overall supervision of Representative and Director UNESCO an in consultation with the Head of Education, the partner organization will be responsible to carry out the following activities:

1. Develop and broadcast subject and grade pacific lessons for children of grade 1-3 as per following details:
   a. 30-35 minutes lessons for all subjects based on Students Learning Outcomes (SLOs);
   b. Motivational activities including games, songs and poems related to the concepts;
   c. Post-lesson exercises for each grade based on the contents delivered;
   d. Guidelines for parents, teachers and students to get maximum benefits of contents delivered;
   e. Announcement of daily/ weekly schedule for each subject and grade;
   f. Simple guidelines for parents to help children in their studies during schools closure.

2. Design and broadcast simple, clear and age appropriate health and hygiene related information for students, teachers and parents, which will include:
   a. Jingles and songs related to basic health and hygiene, importance of hand washing, precaution and prevention measures from the Coronavirus and other diseases;
   b. School safety guidelines for students and teachers to be followed during and after the pandemic;
   c. Simple and practical health and hygiene related messages including importance of physical activities during pandemic, healthy food, and avoiding unhealthy habits;
   d. Information on health related activities for parents and children.

2. Broadcast small segments of information for learners on the art and culture of Pakistan including both tangible and intangible cultural heritage.

3. Coordinate with UNESCO’s local implementing partners in each district to mobilize parents and communities to ensure that children benefit from the educational programs presented on radio.

4. Undertake pre and post assessment of the radio programs for a selected sample of districts to measure the effectiveness of the contents delivered for children and adults in collaboration with UNESCO’s local implementing partners.

Expected Deliverables

The partner organization will be responsible to produce the following deliverables:

1. Inception report with detailed work plan for contents development, broadcasting, coordination with UNESCO’s local implementing partners and program assessment.
2. SLO based lessons, infomercials on the art and culture of Pakistan, and additional materials for grade 1-3 subjects.
3. Awareness raising contents on the Covid-19 pandemic including guidelines and messages on health and hygiene.
5. Quarterly Report on delivery of the contents in each district.

Input of UNESCO and the Partner Organisation

UNESCO and the partner organisation will work closely to complete the assigned tasks as per following guidelines.

UNESCO will:

- Introduce the selected organization with main stakeholders including provincial/ area education officials.
- Facilitate the working relationship with the relevant education colleagues, UNESCO local implementing partners and other stakeholders in the field where necessary for activities implementation.
- Provide program background, orientation and information to support implementation of activities.
- Monitor progress and provide timely feedback to the organization for implementation of activities.
- Review reports and documents submitted by the organization and provide feedback and suggestions for improvement.

The organization will:

- Implement the project as per agreed work plan in consultation with the designated staff of UNESCO.
- Seek guidance from concerned UNESCO staff for effective implementation of the assigned tasks.
- Maintain working liaison with UNESCO local implementing partners in each district.
- Ensure successful and timely completion of all activities outlined in the previous section
- Prepare quality reports and documents.
- Maintain professional standards and ensure compliance to the policy measures shared by UNESCO.

Timeframe

Duration for this assignment is for six months (July to December 2020). However, UNESCO reserves the rights to amend the duration as per agreement with the donor as deemed necessary.

Reporting

The partner organisation is required to submit following reports during the project implementation period:

- Inception report including (a) implementation strategy (b) work plan, and (c) monitoring framework.
- Submission of lesson prepared for each grade and subject.
- Deliverable/ activity reports.
- Quarterly reports highlighting project achievement and challenges;
- Project assessment report; and
- Project completion/ terminal report
Minimum Content of the Proposal

The proposal should include as a minimum the following:

- Description of the organization and its qualification, including examples and references of previous work pertaining to education specially development and dissemination of education through distance learning including TV and radio.
- Experience of designing and implementing education and health integrated programs and projects.
- Summary of the past experiences that are directly relevant to the required tasks under the RFP.
- List of references of clients for whom similar work was carried out.
- Description of your understanding of the project’s requirements.
- Detailed description of your proposed approach, methodology, and timing (implementation plan and timeline) for achieving the specified deliverables, demonstrating your understanding of the requirements of the TORs.
- Details of the team that will work on the project and a description of its structure.
- Oversight and coordination mechanism (including CVs for all proposed staff members).
- Latest audited financial statements.
- Financial and Human resource management policies and procedures; and
- Detailed itemized budget breakdown for services provided, including personnel and mission costs.
- Filled and signed partner identification form.

Eligibility/ qualification/ experience requirement

Civil society organization / radio broadcasting firm / relevant organization working in the development sector specially working in education sector with sound understanding and expertise in developing and disseminating contents through broadcasting services can apply for this assignment. The organizations should have the following credentials to qualify for the assignment.

Qualification and Expertise of the organization

The civil society organization / radio broadcasting firm / relevant organization should have the following the qualification and expertise:

1. Sound experience in designing and delivering educational programs for school children through FM/ AM radio.
2. Must be registered with Pakistan Electronic Media Regulatory Authority (PEMRA).
3. Must be registered as Not-for-profit organization in Pakistan.
4. Obtains valid license to work in different parts of the country.
5. Vast coverage in the country including remote parts of the provinces and areas; and
6. Adequate human and physical resources to carry out and complete the task on time.

Senior team member should have

- Advanced university degree in social science and/or related areas.
- At least five years of working experience in developing and producing educational contents based onGovernment approved curriculum and guidelines.
- Multi-year of experience of delivering distance learning programs through high and low technology.
- Good analytical and report writing skills.

Proposed team members should have

- Strong analytical skills with sound written and oral communication in Urdu and mother regional languages.
- Proven multicultural experience, supported by at least one similar reference project.