

Terms of Reference for the technical services of organization/firm

Capacity building of media for improved research and reporting on Child labour in Pakistan

INTRODUCTION

The International Labour Organization (ILO) is a specialized agency of the United Nations (UN), whose mission is the promotion of decent work for women and men. It does so by adopting international labour standards and supporting member states to ratify and implement these in law and practice.

To this end, the ILO is implementing the Asia Regional Child Labour (ARC) Programme, with the financial support of United Kingdom's Foreign Commonwealth and Development Office (FCDO) in Afghanistan, Bangladesh, India, Myanmar, Nepal and Pakistan. The programme contributes to the achievement of Sustainable Development Goal [Target 8.7](#). The ARC Project also aims to reduce vulnerability and eradicate and abolish the worst forms child labour and exploitation and enhance child protection through the following outcomes/objectives:

1. Building a credible knowledge base on the causes and drivers of child labour and effective interventions to address them
2. Aligning legislation and policies with international conventions on child labour, and trafficking in persons and enforcing and implementing
3. Developing and applying a holistic approach to eradicating child labour, particularly its worst forms, in selected regions of each country

BACKGROUND

The Pakistan Labour Force Survey 2017-18 reported 13.7 per cent of children aged 10-17 as being engaged in child labour. Around 5.4 per cent of 10 to 17-year-olds were engaged in hazardous child labour in 2017–18¹. The Government allocated funds to implement a Child Labour Survey (CLS) in the provinces and territories. The on-going CLS will generate evidence on child labour at the national level that can guide and support the development of a policy framework to eliminate child labour in the country.

Pakistan has made a number of important commitments to address child labour as follows:

- Pakistan has ratified UN Convention on the Rights of the Child, (1989), the ILO Convention on Minimum Age for Employment, No. 138 (1973) and the Worst Forms of Child Labour, No. 182, (1999)
- Pakistan has integrated the elimination of child labour into its National Labour Protection Framework (NLPF).
- Pakistan is signatory to Sustainable Development Goals and SDG 8.7 that requires member states of the UN to *“Take immediate and effective measures to eradicate , end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labour, including recruitment and use of child soldiers by 2025.”*
- The Employment of Children Act (1991) in Pakistan defines any person under the age of 14 as a child, and any person who is between 14 years old (inclusive) and under the age of 18 as an adolescent. It

¹ ILO. 2020. Pakistan Decent Work Country Profile 2019.

specifies that children cannot be employed in any occupation, establishment or process defined as hazardous for children, except when the process is carried out by their family as a business, or in any (training) school that is set up, assisted or recognized by the Government (Section 3). Federal Government, Khyber Pakhtunkhwa, Gilgit Baltistan and Sindh have established 14 years as the minimum age for employment, and 18 as the minimum age for employment in hazardous work. Baluchistan has not established a minimum age for employment and hazardous work, therefore, Federal child employment laws apply in Baluchistan, which is 14 year.

- The Khyber Pakhtunkhwa is the first province that adopted a Child Labour Policy (2018) and accompanying laws including the Prohibition of Employment of Children Act (2015) and the Free Compulsory Primary and Secondary Education Act (2017), making education free and compulsory for children aged 5 to 16 years.
- The Punjab Prohibition of Child Labour at Brick Kilns Act (2016), prohibits employment of children at brick kilns (under the age of 14 years) and Punjab Restriction on Employment of Children Act (2016), prohibits employment of children (under the age of 15 years) in any type of establishment and restricts the employment of adolescents (above age 15 and under 18 years) in any hazardous work. Punjab Bonded Labour System (Abolition) Amendment Act (2018) increased penalties for employing bonded laborers and strengthened protection for the victims of , including children.
- The Punjab Domestic Workers Act (2019) sets 15 as the minimum age for domestic work and allows ‘light work’ or part-time work for persons over the age of 15 and under the age of 18. The law defines light work as activity that does not negatively impact health, security or education. The law sets 18 years as minimum age for domestic work and prohibits the engagement of domestic workers in .
- The Government of Sindh and Gilgit Baltistan passed the Prohibition of Employment of Children Act in 2017 and 2019 respectively, establishing 14 years age as the minimum age for employment and 18 years as the minimum age for employment in hazardous work. The Acts prohibit children under 14 years old from working in factories, mines or any other form of hazardous employment. Light work is permitted for adolescents who are between 14 years old and under 18 years old, as long as it takes place alongside a family member, lasts for a maximum of two hours per day, and is undertaken for the purpose of acquiring skills, in a private or government school. Adolescents cannot be engaged in any form of hazardous work.
- The Government of Pakistan enacted a federal law, the Prevention of Trafficking in Persons Act (2018), and set up Anti-trafficking units of the Federal Investigation Agency and a Child Helpline. Provincial Child Protection Units take custody of children at risk and street children and provide them with food, counselling, health care, education and recreation, and cater to their other needs.

RATIONALE FOR PROPOSED ACTIVITY

Building a solid knowledge base on child labour is critical for developing and improving the implementation of national and local policies and programs, including National Action Plans and those policies with a bearing on child labour, as basic education, vocational training, livelihood interventions, social protection, employment creation, and poverty reduction initiatives.

To this end, journalists have a voice that many children do not have. They may speak for those who are normally unheard by uncovering and shedding light on abusive practices and denial of fundamental human rights. Journalists also shape the climate of public opinion and policy on issues of serious national interest.

Given the media’s outreach and role in agenda-setting, as well as shaping and informing public opinion, the ARC project seeks to engage with media and has planned media training with following objectives:

- improve the conceptual understanding of mainstream media on child labour, relevant international commitments, national frameworks and major developments;
- enhance the skills for improved research and reporting on child labour
- foster high quality rights-based media coverage on issues related to child labour that ultimately will contribute to advocacy for behavior change and/or policy change to address child labour in Pakistan;
- facilitate development of networks, which continue exploring and reporting on child labour in Pakistan

PROPOSED ACTIVITIES

- **Designing and delivering training to journalists on Child Labour** for women and men representing public and private news agencies; print, electronic and digital media. The training will be bi-lingual and will be delivered in tandem with local trainer/s to ensure comprehension, encourage participation and enhance learning outcomes.
- **Mentoring/story development support to trained journalists:** Pursuant to the training, mentoring support will be extended to the trained journalists in story development, editing, pitching etc. The trained pool will be supported in networking /connecting to experts, civil society relevant Government authorities among others.
- **Viable strategy to demonstrate and sustain the use of acquired learning:** The mentoring and production of stories will be complemented with a viable strategy to encourage trained journalists, produce articles/stories on the subjects, it could be media competition with sponsoring the participation of best story writers in relevant national/international training. It may also describe the strategy to cascade/roll out the training at district level. It could be creation of a media group that could do periodic media monitoring, analyse the relevant published stories and produce briefs/report. publication.

TARGET GROUP

The target group includes women and men (50-60) representing mainstream media from all provinces of Pakistan:

- Women and men journalists/reporters/bloggers/writers and influencers
- Media managers/decision makers/editors/opinion leaders to sensitize them on this issue and get their buy-in on the projection/publication of these issues in their media channels/publications

SCOPE OF THE PROPOSAL

The ILO is seeking services of organization to design and implement the above mentioned proposed activities. The collaborating partner will be fully responsible for adequate and timely implementation of the proposed program including coordinating, organizing and delivery of training. The training content and implementation methodology should consider making the best use of existing experience, materials and outreach modalities to maximize the effectiveness of existing institutions and knowledge. The implementation strategy will be finalized in close consultation with the ARC- National Project Coordinator for Pakistan, with technical backstopping of Chief Technical Advisor and relevant Specialists (as appropriate).

DELIVERABLES/EXPECTED OUTPUTS

- Work plan including proposed implementation methodology
- Training agenda
- Training session(s)

- Training materials/ power point slides, group work exercise sheets among others
- At least 50-60 media personnel trained and 25 media/news pieces on Child labour and produced and published by the trained journalists
- Technical report documenting the process; activities and relevant photographs (including contact list of participants, published stories/media pieces)
- Financial report outlining expenditure related to program activities

DURATION

It is anticipated that the duration of project shall not exceed 8 months including inception and end reporting.

REQUIRED QUALIFICATIONS

The successful applicant should have the following minimum qualifications:

- At least three years of work experience in the relevant area/subject including labour issues, child rights, child labour etc
- Media pull, and capacity to mobilize and meaningfully engage with the target group
- Competent and experienced personnel/team
- Demonstrated understanding/familiarity with human rights. The knowledge and experience on child rights, child labour and among others will be added advantage
- A demonstrated good track record in serving international development organizations in Pakistan is an advantage
- Financially capable of rendering all requested services
- Ability to guarantee the timely delivery of quality products and services
- Ability to extend necessary administrative support including coordination with invitees/participants; designing and printing related IEC/training material; manage logistics of the trainings and finance
- Fluency in Urdu and English

SUBMISSION OF PROPOSALS

The interested organizations need to carefully read the TORs and submit technical proposal to islamabad@ilo.org on or before **Sunday July 11, 2021 by 17:00 hours Pakistan times** on the given format (Annex 1 – Technical Proposal) along with complete supporting documents. After the technical appraisal, the qualifying organizations will separately be requested to submit the financial proposal on format Annex 2 – Budget Proposal).

Clarifications related to TORs/RFQ:

Should the applicant needs any clarification, please send email to msultana@ilo.org by **June 30, 2021**. No calls will be accepted.

BUDGET

The calculations should be shown in Pakistani Rupees. Funds do not cover costs such as new construction, repairs to infrastructure, support staff salaries, procurement of heavy equipment and furniture/fixture etc. Costs related to development of training material/consumables, coordination/ communications and IT, trainer/facilitator, utilities, training venue, meals/refreshments, travel and lodging/boarding of trainer and participants, printing/photocopying etc are admissible

APPRAISAL OF PROPOSALS, SELECTION AND AWARD OF CONTRACT

The **technical component** of the proposals will entail 80% weights and be appraised against the following criteria:

- The applicant must use Annex 1 – Technical Proposal
- Technical capacity that includes: Organizational profile, relevant demonstrated experience, indicating sound capacity of working on similar assignment, media pull, previous work experience with international organizations/UN agencies
- Clear articulation of implementation strategy and methodology
- Sustainability, which shows that the benefits accrued as a result of the intervention are likely to continue after the end of the project.

The **financial component** will carry 20% weights and will be evaluated using following criteria:

- The applicant must complete the attached ‘Annex 2 – Budget Format’
- The budget is cost effective and represents value for money, justified and aligned with proposed set of activities, high quality (competent and experienced trainer/s, strong outcomes, sustainability etc).
- The non-programme (including Indirect costs i.e., admin, overheads costs do not exceed 30% of the whole budget. (30:70 is ideal)

The project will select an appropriate organization best meeting the desired competencies and experience to carry out the assignment. The selection will also be based on a transparent process including assessment of technical and financial proposals (value for money)

Technical Proposal (Annex-1)
Asia Regional Child Labour (ARC) Project

SECTION A – CONTACT DETAILS

Name of organization/Firm/Company	
Name of focal person	
Designation	
Postal/ Mailing address	
Contact Number (including area code)/ Cell Number/s	
Email address/s	

SECTION B – MEDIA TRAINING (Proposed Assignment)

1. **Brief rationale for media training and proposed activities (described in the ToRs):**

2. **Objectives:**

3. **Expected outputs:**

4. **Proposed implementation methodology:** Please describe target groups/ expected beneficiaries (number of women and men and their likely background) and what would you do to achieve the objectives and expected outputs, methodology, monitoring among others?

5. **Impact and sustainability:** Please describe how the activities will achieve the intended objectives and ensure that the impacts are sustainable.

6. **Work Plan:** Please briefly list major activities and duration (add rows as necessary)

Key Activities (pre training, training, post training etc)	month									
	1	2	3	4	5	6	7	8	...	

SECTION C – SUPPORTING DOCUMENTS

ORGANIZATIONAL PROFILE

Please briefly describe organizational profile along with previous experience related to designing and delivering media training, organizations worked for, areas/subjects/fields the training focused on, mode of training delivery, achievements, any samples/web links to previous similar work among others.

PROJECT TEAM

Please list the officials/ people in the team, and major role in the implementation of assignment and attach their updated CV/Resume/Profile reflecting relevance, technical capacity and experience.

Name	Proposed role in the implementation of assignment

REGISTRATION CERTIFICATE

Please attach the scanned copy of registration of your organization

We, hereby certify that the proposal, budget and all its accompanying documents correctly and fairly reflect the financial and technical plan of the proposed project. We further certify that our institution will implement activities according to procedures laid out in the proposal and the terms and conditions agreed with the ILO.		
Name of focal person	Designation	Signature
Date		

BUDGET FORMAT (Annex-2)

Item of expenditure	Unit	No./ quantity	Per/Unit Cost	Total	Budget notes and explanations (if any)
1. Personnel (Project Team)					
Includes all remuneration/salary/fee of project team and experts etc					
Sub-Total					
2. Programme Activities:					
Costs related to material development; printing; mobilization; coordination; training and sessions with editors					
Session with editors/media influentials					
Training of journalists					
Post training/mentoring support					
Others					
Sub-Total					
3. Indirect Costs					
related to administrative support including utilities, communications; courier; printing; photocopying etc.					
Others					
Sub-Total					
Grand Total					

*unit could be person, day, month, event, hour, piece/item etc