



International  
Labour  
Organization

## ILO Country Office for Nepal

### Terms of Reference

<b>Requirement</b>	Service provider
<b>Assignment</b>	Develop video and radio material for Dignity of Labour campaign
<b>Start date</b>	17 <sup>th</sup> May 2021
<b>End date</b>	19 <sup>th</sup> July 2021

### Background

ILO Country Office for Nepal has been providing technical assistance to the Ministry of Labour, Employment and Social Security (MoLESS) on domestic employment promotion, enhancing labour market governance and improving labour migration governance in Nepal under Skills for Employment Project (SEP). Overall programme aim is to support domestic employment creation and reduce long-term dependency on migration while recognising the importance of migration as a source of work for Nepali workers.

Nepal's labour market is characterized by disequilibrium. An estimated 400 thousand enter the labour market every year, however there are not adequate formal decent jobs. This has led to proliferation of employment in the informal economy, underemployment, and precarity of work<sup>1</sup>. The resultant impact has been a rise in Nepali's migrating for work out of necessity, with current estimates putting numbers of workers abroad at a little over 2 million. There was a need for an institutional response to the looming domestic employment crisis.

Government of Nepal further passed a Right to Employment Act in 2018 which echoes provision 33 of the constitution of Nepal that lays out that every citizen shall have 'right to employment'. Provisions of the Act sets out formation of Employment Service Centres (ESC) at local level where any Nepali citizen can apply to be registered as an unemployed person, if they meet required criteria, on whose basis government will provide a minimum of 100 days employment. ESC in this way will maintain details on total unemployed persons and for those that do not receive employment, an unemployment benefit will be paid out. These provisions together with 'right to employment' established in the

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<sup>1</sup> LFS 2017/18 data

constitution provided legal and institutional background for the launch of the second major initiative, a national public employment programme named Prime Ministers Employment Programme (PMEP).

PMEP aims to collaborate with public, private and cooperative sectors to employ those unemployed workers registered at ESCs for at least 100 days. Employment coordinators are expected to be placed at all 753 municipalities to carry out the task of assisting the programme whereas decision on selection of works for spending is made by the local government. Sectors such as, agriculture, livestock, irrigation, energy, tourism promotion are some areas that have been outlined for spending in by PMEP.

## Relevancy

The existing labour market situation has been worsened by the continued medium term impact of COVID-19 that has put at risk an estimated 2 million jobs and 4 million livelihoods<sup>2</sup>. Government of Nepal has responded by putting an increased emphasis on PMEP, which has been provided with increased scope in budget and expanded powers to ensure that those engaged in its emergency employment work are bridged to formal quality jobs.

PMEP with ILO conducted a study that found that a policy and programme response alone would not suffice to tackle the existing domestic employment challenge. A mindset change would be required, one that emphasizes the positive aspects and opportunities in the domestic market. A Dignity of Labour information campaign was therefore conceptualize the initiate the mindset change. The campaign was integrated as a key part of an overall PMEP communication strategy, with the caveat that a step wise multiyear approach would be needed.

The initial step in the approach was to develop a working definition of dignity of labour which was done by PMEP with technical assistance from ILO. Next steps would be to initiate the dignity of labour campaign by developing key message of dignity of labour, then develop and disseminate informal education and communication (IEC) materials. These two steps would be done in tandem and serve as a piloting phase of the dignity of labour campaign. It was envisioned that these steps would be put into implementation within fiscal year 2020/21.

ILO and PMEP agreed that a qualified and experienced service provider would be selected to deliver on these works. Process would be overseen by the PMEP and ILO who would have final approval on the works. A call for proposals was developed accordingly.

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<sup>2</sup> ILO estimate

## Objective

Facilitate Prime Ministers Employment Programme to design and launch Dignity of Labour campaign

The process will be overseen by ILO SEP and Prime Ministers Employment Programme (PMEP) team at Ministry of Labour Employment and Social Security (MoLESS).

## Tasks

Detailed tasks required of the service provider can be broken down as per;

1. *Development of media content on dignity of work:*
  - a) **‘Stories of Change’ in video format:** 5 example worthy stories of success in wage employment, industry, and self-employment in video format. Service provider should identify the subjects of these videos in discussion with PMEP. These should be 1 to 2 minute, and designed for dissemination on social media and/or television.
  - b) **Educational videos on ‘Dignity of Labour’:** 3 videos targeted towards students. One video each for Class 1 to 8; Class 9 to 12, and college students. These videos are expected to be 5 minutes long.
  - c) **Radio Jingles:** 5 jingles of between 20 second to 1 minute. Exploring stories of change, Messages on Dignity of Labour, Key information on dignity of labour.

Please note all videos must be submitted in high quality format, with separate editable and final copies. Travel to provinces from Kathmandu will be required during the process of developing videos.

2. *Facilitate coordination with national media houses on launch of developed Dignity of Labour material:* This shall be ongoing and as per need of PMEP
3. *Develop a dissemination plan for developed material*
4. *Provide feedback to PMEP on messaging and required adjustment to make the Dignity of Labour campaign more effective*

The service provider is expected to regularly share and get inputs for the specified materials from PMEP at Ministry of Labour Employment and Social Security. Please note that you will be required to follow ILO multimedia guidelines.

## Deliverables

The following are;

- 1) Work plan and conceptual framework
- 2) Radio jingles, Stories of Change, and Educational videos on Dignity of Labour
- 3) Remaining deliverables

All deliverables must be to the satisfaction of ILO Country Office for Nepal.

## Payment Schedule

- 100% of total paid after submission of deliverables

## Tentative Timetable

SN	Tasks	Week
1	<ul style="list-style-type: none"><li>• Initial meeting with PMEP and ILO</li><li>• Develop and present work plan</li></ul>	1
2	<ul style="list-style-type: none"><li>• Submission of draft Radio jingles and Stories of Change Videos</li><li>• Submission of final radio jingles and Stories of Change Videos</li></ul>	6
3	<ul style="list-style-type: none"><li>• Submission of draft educational videos on dignity of labour</li></ul>	7
4	<ul style="list-style-type: none"><li>• Submission of finalized education videos</li></ul>	9
<b>Total</b>		9

## Proposal Submission Guidelines

Format of proposals, given the attached Terms of Reference (TOR), should contain at the minimum, the following;

- 1) A narrative proposal that contains;
  - a) *Cover page*
  - b) *Organizational Profile*: This section should provide details regarding its registration details, management structure of organization, organizational capability/resources, and experience of organization/firm, the list of projects/contracts (both completed and on-going) which are related or similar in nature to the requirements of the Call for Proposals (CfP), and proof of financial stability and adequacy of resources to complete the services required by the CfP.
  - c) *Proposal for the Work*: Detailed narrative on how the service provider intends to carry out the work, based on frame and objective outlined in the ToR. Any alternative suggestions on methodology that the service provider deems more relevant for the task with accompanying justification can also be provided here.
  - d) *Technical Competence*: Specialized knowledge and experience on similar /related experience, technical capabilities, profile of team engaged for task (please include name and resumes of lead researchers and team members who

- will be directly involved) and other details that demonstrate the competence of service provider for stated work
- e) *Sample of previous related work*: Printed and soft copies (where possible) of published reports and research materials that demonstrate capability in relation to TOR. Copies to links of previous reports should also be provided.
  - f) *References*
- 2) **Financial Proposal that includes;**
- a) Projected cost requirements for completed of work as per TOR;
  - b) A detailed breakdown of costs for team members and their individual contributions. Please note where costs exceed UN standards, supporting evidence must be provided.

## **Proposal Evaluation**

There will be three stages on evaluation of received proposals:

- a) **Preliminary Examination of Proposals**: ILO shall examine Proposals to determine whether they are complete with respect to minimum document requirements as per CfP, whether the documents have been properly signed, whether or not the Service Provider is in the list of terrorists and terrorists financiers, and in ILO's list of suspended and removed vendors, and whether the Proposals are generally in order. ILO reserves the right to reject any Proposal at this stage on basis of other additional indicators.
- b) **Evaluation based on Specific Criteria as per;**
  - Technical strength of the proposal (50%)
  - Service Provider's institutional capacity, team profile and relevant experience (40%)
  - Competitiveness of financial proposal (10%)

ILO reserves the right to undertake a post-qualification exercise aimed at determining, to its satisfaction the validity of the information provided by the Service Provider. Such post-qualification shall be fully documented and may include, but need not limited to, all or any combination of the following:

- a) Verification of accuracy, correctness and authenticity of information provided by the Service Provider on the legal, technical and financial documents submitted;
- b) Inquiry and reference checking with Government entities with jurisdiction on the Applicant, or any other entity that may have done business with the Applicant;

- c) Inquiry and reference checking with other previous clients on the quality of performance on on-going or previous contracts completed;
- d) Physical inspection of the Service Providers' offices, branches or other places where business transpires, with or without notice to the Service Provider;
- e) Quality assessment of on-going and completed outputs, works and activities similar to requirements of ILO, where available; and Other means that ILO may deem appropriate, at any stage within the selection process, prior to awarding the contract;
- f) This is a call for proposal and ILO reserves the right to not accept any of the proposals received.