

TERMS OF REFERENCE

NDI NEPAL ELECTION PODCASTS PROGRAM

Background

NDI is a non-profit, non-partisan organization working to support and strengthen democratic institutions worldwide through citizen participation, openness and accountability in government. Through support from the United States Agency for International Development (USAID), NDI Nepal is implementing a five-year program entitled “Niti Sambad” (Policy Dialogue) to support Nepal’s political parties, electoral and legislative processes. NDI Nepal’s Political Party Program provides technical assistance to local governments to increase transparency and accountability.

In order to establish a closer link between political parties and citizens, and understanding the importance for citizens to receive accurate and timely election related information prior to Election Day, NDI Nepal is producing a four-month social media campaign (*using YouTube, Facebook, Twitter and SoundCloud and other new media platforms as appropriate*) and transmit a weekly series of election-based 30-minute podcasts that should be receivable by Nepali citizens across in all seven provinces. In addition to transmitting the weekly show, the aim will also be to broadcast short video films in the same platforms aimed specifically at debunking political attempts at dis/misinformation during the electoral process.

The overall aim of the podcasts will be to provide an open and transparent public platform for validating information to be communicated to citizens and to support political parties and candidates to develop data driven and citizen centric policy interventions to ensure inclusivity and integrity. Specific components of each show will have to include analytical news report, interview, political and electoral analysis, as well as a live ‘phone in’ section where voters can register their questions.

In this context, NDI Nepal seeks for a company to develop, produce, and promote podcasts and short video films through the four-month social media campaign. The assignment will start December 2021 and end April 30, 2022.

Tasks and Responsibilities

Under the direct supervision of the Senior Program Officer and in close co-ordination with the Program Director, the consultant will be tasked with:

- Produce, develop, and promote 30-minute podcasts and short video films for a period of four months, starting in January 2022 and ending in April 2022.
- Identify and liaise with experts and ensure participation of representatives from all political parties, Election Commission of Nepal, and District Election Commission Offices, and other relevant stakeholders from the local and provincial levels, in coordination with NDI Nepal.
- Identify priority issues for the social media campaign for the podcasts, and short video films. Issues identified should be evidence based and be informed by available public research or polls. NDI Nepal will need to approve the selected list of issues prior to production.

- Hire human resources and acquire required services during the life of contract to facilitate the development, production and promotion of the social media campaign and its components. NDI Nepal will need to approve of the selection of staff.
- Responsible to submit an evaluation report following the completion of project, which will include number of views and listenership gained during the period. Additionally, feedback from interviewees will be also be reported.
- Produce weekly updates, including high resolution pictures of activities, and take part in the weekly update meetings.
- Submit all media scans of where and how the campaign was covered in the media.
- Responsible for submitting all financial documents as per the policy of NDI Nepal, a brief report outlining lesson-learned, and recommendations on improving future social media campaigns focusing on elections.
- Submit all materials produced to NDI Nepal following the completion of the project.

Under no any circumstances, will the company share any materials, documents received from NDI Nepal or its partner organizations to anyone. The ownership of all materials produced during this contract period will lie with NDI Nepal.

In addition to the company profile, technical and financial proposal, please include samples, if any, from an existing portfolio as an attachment. All documents must be submitted by October 31, 2021 and should be emailed to Samma Shakya at sshakya@ndi.org.