

## **TERMS OF REFERENCE**

### **TO SUPPORT THE MINISTRY OF AGRICULTURE IN THE DEVELOPMENT AND IMPLEMENTATION OF A COMMUNICATION CAMPAIGN ON NUTRITION**

#### **1. BACKGROUND**

The Strengthening Resilience of the Agriculture Sector Project (SRASP) is funded by the International Development Association (IDA) grant in the amount of US\$ 58 million prepared to support Tajikistan for the purpose of building foundations for a more resilient agriculture sector referring to the availability of public agricultural services, including improved seeds, seedlings, and planting materials; agri-logistical services; agrometeorological information, soil testing, locust control, and crop protection.

The World Bank approved additional grant financing of US\$50 million equivalent grant from the IDA20 Crisis Response Window Early Response Financing (CRW ERF) as additional financing to the SRASP (SRASP AF). The Project Development Objective of the SRASP AF is to strengthen the foundations of a more sustainable agricultural sector and support emergency interventions for food security and nutrition in Tajikistan. The project will provide additional financing for the following components: strengthening seed, seedling, and planting material systems; support investment in agri-logistics centers (ALCs) for horticultural value chains; strengthening public capacity for crisis prevention and their management; improved nutrition and project management and coordination.

The nutrition activities of the project aim to contribute significantly to the attainment of the National Development Strategy for the 2030 period, particularly Strategic Development Objective 3: *Food and Nutrition Security and Ensuring People's Access to High-Quality Nutrition*. Additionally, they will bolster the implementation of key legislative frameworks such as the Health Code of the Republic of Tajikistan and the Law "On Ensuring Access of the Population to Fortified Food Products". Furthermore, the Project aligns with the *Multi-Sectoral Plan of Action for Nutrition of the Republic of Tajikistan (2021-2025)*, the *National Program for the Prevention of Micronutrient Deficiencies and Related Diseases among the Population of the Republic of Tajikistan (2022-2027)* (activities 15 and 17), as well as the *National Communication Strategy for Social and Behavioral Change during the First 1000 Days*, along with other relevant national programs and policies.

A key activity under the *Multi-Sectoral Plan of Action for Nutrition of the Republic of Tajikistan (2021-2025)* supported through the SRASP AF is to raise awareness on the importance of healthy and diverse diets and micronutrients intake; consequences of undernutrition and micronutrient deficiencies, good IYCF practices; and other critical nutrition messages. It is in this context that a Service Provider to create a comprehensive media package and conduct an effective communication (information) campaign on nutrition is being sought.

#### **2. OBJECTIVES OF THE ASSIGNMENT**

To develop a comprehensive media package and conduct an effective communication (information) campaign on nutrition, as outlined in Multi-Sectoral Plan of Action for Nutrition of the Republic of Tajikistan (2021-2025) as the responsibility of Ministry of Agriculture. The project will be implemented on the territory of the Republic of Tajikistan in four regions (Sughd, Khatlon, Region of Republican Subordination and GBAO). A total of 65 districts of the Republic of Tajikistan are planned to be covered. The main target audience of the project will be: staff of the Ministry of

Agriculture and agricultural producers (farmers). The media campaign will indirectly affect all segments of society distributed by geographical, demographic and socio-economic characteristics.

### 3. SCOPE OF SERVICES

The consultant firm will be expected to carry out an effective, carefully planned and implemented communications campaign. The campaign should raise awareness on the importance of healthy and diverse diets, micronutrients intake and food fortification; consequences of undernutrition and micronutrient deficiencies, good IYCF practices; and other critical nutrition messages. This will involve the following tasks:

- i. Collecting available information, communication materials and analyzing them to prevent repetitions and identify gaps.
- ii. Identifying the target audience and key areas of the information campaign (key priority messages to be promoted promotion of fortified foods to reduce MN deficiencies) based on the National Strategy for Changing Behaviour in the First 1000 Days; as well as for promoting the adoption of micronutrient fortified foods, developing material for promoting food fortification.
- iii. Developing a detailed strategy for the information campaign describing goals, objectives target audience, format of key messages, distribution channels and timelines, which must be approved by the PMU.
- iv. Creation of a comprehensive media package in line with the strategy, including a detailed description of the proposed information and advocacy activities (including timelines, channels, target audience, responsible and partner organizations (media, civil sector, municipal authorities in the regions).
- v. As part of the comprehensive media package, provide for the creation of various media materials such as brochures, leaflets and social media posts.
- vi. Partnerships should be established with the media, including television channels, radio stations, newspapers, magazines and online platforms, to disseminate nutrition-related messages through advertisements, articles, interviews and sponsored content.
- vii. Launch a media information campaign using a combination of print, electronic and digital media channels (television channels: “Tajikistan”, “Jahonnamo”. Radio channels: “Sadoi Dushanbe”. Print media: “Jumhuriyat”, “Sadoi Dushanbe”. Social media: Facebook, YouTube. Official websites of the Ministry of Agriculture and the State Institution "Agriculture Entrepreneurship Development", to reach a wide audience across different demographic groups and geographic regions. The media information package must be approved by PMU prior to delivery and must be acceptable to the World Bank.

### 4. REPORTING REQUIREMENTS AND DELIVERABLES

<b>Nº</b>	<b>Name of activity</b>	<b>Contents of the Deliverable</b>	<b>Time for Submission from contract effectiveness</b>
1	Initial report	Preliminary work plan including evaluation strategy, sampling methodology for evaluation of indicators. Also: final versions	2 weeks after signing the contract

		of questionnaires in Russian, Tajik and English,	
2	Media communication strategy	a document that reflects lessons learned from a review of existing communications materials	2-3 weeks after signing the contract
3	Media communication campaign package.	a set of text, audio and visual documents containing detailed information about the project	3-4 weeks after signing the contract
4	Information and communication campaign at national and regional levels and promotion through online media, social media platforms (Facebook, Instagram, Twitter); traditional and internet media.	a set of measures and events of an informational, communicative and organizational nature for the implementation of the set task in the field of influencing public opinion and the behavior of the target public"	during the implementation of the contract
5	<u>Monthly reports</u>	Monthly reports should be submitted no later than the 5th of the following month and should be agreed with the Nutrition Specialist and the Deputy Director/Project Coordinator. The reports should include a description of the details of the work done, photos and follow-up activities to be undertaken.	Monthly, during the implementation of the contract
6	Prepared and published at least 100 articles in news agencies, national and regional print media; at least 10 stories, at least 3 interviews on national and regional TV channels, at least 100 posts on each of the social media platforms in each of the required languages.	series of publications	during the implementation of the contract
7	Regional awareness-raising campaigns and actions were developed and conducted in all regions where the project is implemented;	a series of seminars and trainings to raise awareness	during the implementation of the contract

8	Report on the completed media and information communication campaign (Final Report).	<p>The report includes all work carried out under the assignment, results achieved, conclusions and recommendations.</p> <p>The Consultant shall submit an electronic version and 2 hard copies of all the above reports in Tajik, and English languages.</p> <p>In case of deficiencies or failure to fulfil all contractual obligations, the hired service provider shall be obliged to complete his work without additional payment from PMU.</p> <p>The Deputy Director/Project Coordinator of the AED PMU shall accept or reject (with reasons) the reports and inform about it not later than 10 working days after their receipt.</p>	2 weeks before the end of the contract
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## 5. RESPONSIBILITY AND ACCOUNTABILITY

The Service Provider reports to the management of the AED PMU and will work in close co-operation with the PMU specialists, partners and other Project stakeholders. The Consultant's activities will be coordinated by the nutrition specialist of the AED PMU.

### **Responsibility:**

The service provider is fully responsible for the accuracy of the information provided and for the timely delivery of all deliverables. Additionally, the provider is solely accountable for all interpreting and translation services.

### The Service Provider also:

- Ensures full compliance with Beneficiaries' information security policies and procedures;
- co-ordinates its actions with the PMU;
- co-operates with project partners upon prior agreement with PMU;
- ensures unconditional fulfilment of the requirements stipulated in the Terms of Reference;
- the Contractor shall not provide any results of its work to third parties without prior approval of the PMU;
- the Contractor shall not disclose without prior written consent of the PMU the content of technical documentation submitted by the Customer or on its behalf by other persons, except for those personnel engaged by the Contractor for fulfilment of the Contract conditions. The said information shall be provided to such personnel confidentially and to the extent necessary for the fulfilment of obligations;
- the Contractor shall not use any of the above documents and information without the prior written consent of the Client, except for the purpose of fulfilment of the Contract;
- PMU reserves the right to change the technical assignment with a volume not exceeding 20 per cent, which does not affect the cost of performance of the services;

The Service provider undertakes to fulfil the scope of work stipulated in this Technical Assignment without violating the legislation of RT in the field of copyright and related rights, as well as other normative legal acts;

- At any stage of the Technical Assignment implementation, the Service provider shall provide unimpeded access to documents and materials to the PMU for monitoring and evaluation of the quality of the services;

- PMU may monitor and verify the Services provided for compliance with the requirements specified in the Statement of Work. If non-compliance with the requirements of the Technical Specification is identified, the Service provider shall take measures to eliminate non-compliance with the requirements of the Technical Specification, at no additional cost, within ten (10) working days from the receipt of comments.

Key performance points:

Creation of a sustainable information field both in the digital environment and directly among project beneficiaries aimed at belief formations, knowledge on nutrition

## **6. TEAM COMPOSITION & QUALIFICATION REQUIREMENTS FOR SERVICE PROVIDER AND FOR THE KEY EXPERTS**

- i) At least 5 years of experience in the field of communication and awareness raising, advocacy campaigns and events (including digital campaigns) in support of the implementation of information projects;
- ii) At least 3 years of experience in conducting media campaigns for projects funded by the World Bank or other donor organizations;
- iii) Experience in working with government and/or non-government organizations in providing similar services. Experience in working with international organizations will be an advantage.

### *Availability of a qualified staff with the following profiles and competencies:*

- **Project Manager:** higher education in business management, public administration and related sciences; with at least 5 years of project management experience, knowledge of Russian and Tajik languages, knowledge of English will be considered an advantage;
- **Analyst:** higher education in technical/economic/social sciences; at least 1 year of project management experience; experience in implementing social projects (at least one year). High level of computer proficiency (Microsoft Office, Internet). Business correspondence, communication and presentation skills. Knowledge of the state, Russian and English languages.
- **SMM-manager:** higher education in social disciplines, public relations or related fields, at least 3 years of experience in social media promotion. Ability to package accounts make a content plan and write texts, develop visuals, collaborate with bloggers, think through contests, giveaways and promotions, set up and run targeted advertising, analyze the results of promotion;
- **Journalist:** higher education in journalism, marketing, public relations or related fields, at least 5 years of experience in journalism/marketing, public relations or related fields. Experience in writing press materials, interviews, preparation of materials for mass media (print media, television), speeches, and presentations for at least 3 years.
- **Training specialist:** higher education in the field of pedagogy psychology or related fields. At least 3 years of experience in the specialty, knowledge of training methods and principles. Skills in creating training programs, writing training modules, organizing training events, coordinating and conducting training sessions with the involvement of external trainers, evaluating the effectiveness of training and collecting feedback.

- **Public Relations Specialist:** higher education in journalism, marketing, public relations or related fields. Experience in implementing the organization's public relations policy and its individual stages. Skills in developing specific plans for the organization's internal and external public relations policy. Preparing and conducting briefings, press conferences, other events and activities of information and advertising nature, held with the participation of representatives of the media and the public. Preparing press releases and other information materials for media representatives.

## **7. DURATION OF THE ASSIGNMENT**

The assignment shall have a duration of 12 months.