



Component - V

Terms of Reference (TORs) for Display of Awareness Streamers

Background

Under contract with USAID “Small Grants and Ambassadors Fund Program”, *Centre for Governance and Public Accountability*, is not-for-profit, non-governmental and non-partisan civil society organization. CGPA works for development in Khyber Pakhtunkhwa (KP) province and Federally Administered Tribal Areas (FATA) through governance focused and rights based approaches. CGPA is based in Peshawar, and is registered under the Societies Registration Act, 1860 also working for “**Improving Public Service Delivery through Civic Participation by Effective Implementation of KP Good Governance Legislative Framework**” in *District Peshawar, Mardan & Nowshera*.

The project specifically focuses on implementation of Khyber Pakhtunkhwa Right to Information, Right to Services Act, 2014 and Local Government Act, 2014 under the overall goal, the project focuses on following three objectives:

- Building capacity of local government elected members, CSO Representatives and journalists in RTI, RTS and LG Acts;
- Holding Seminars at District & Provincial level for bringing improvement in these laws
- Launching a comprehensive media campaign for increasing awareness and utilization of these laws at the mass level

These objectives will be achieved through a number of activities including awareness rising through display of Awareness Streamers on KP Right to Information law, KP Right to Public Services Law and KP Local Government Act. This TOR is seeking services of Consultant/Media House that can display the awareness streamers under the scope and terms given below.

1. Scope of Work:

CGPA is looking for radio Consultant/Media House, Advertising Agencies to display the awareness streamers on;

1. The importance of KP RTI law and process of accessing information.
2. The importance of KP RTS law and awareness raising on KP RTS law
3. The importance of KP LG law and awareness raising on KP LG act

- Display of 1000 streamers on the main roads of Peshawar. The location may include
 - ✓ Main entrance road to Peshawar
 - ✓ University road Peshawar
 - ✓ Saddar road Peshawar
 - ✓ Ring road Peshawar
 - ✓ Hayatabad road Peshawar
 - ✓ Etc. (Mutual Decision)
- Published 1000 streamers will be provided by CGPA.
- Size of each streamer will be (1½' X 3')
- Streamers will be displayed during the month of April, 2017 for 15 days consecutively.

The streamers will serve as a source for awareness raising campaign.

2. Who Can Apply?

- Having previous experience in the same scope of work
- Media Houses
- Consultants
- Advertising Agencies

3. Deliverables:

- Display of 1000 streamers on the main roads of Peshawar during the month of April, 2017 for consecutive 15 days.

4. Time Line:

- Display of 1000 streamers on the main roads of Peshawar during the month of April, 2017 for consecutive 15 days.

5. Payment Schedule:

- 1st Installment 10 % on signing the agreement.
- 2nd Installment 20 %: Upon submission of schedule of display along with locations.
- 3rd Installment 70%: Upon satisfactory completion of assignment and display of streamers as described above.

6. What Happens When You Apply?

CGPA will inform the successful applicants till January 25th, 2017.

7. How to Apply?

Interested individuals please send a proposal (also indicating consultancy fee) to hr.cgpa@gmail.com OR sealed proposal to CGPA-Room No. 402, Block C, City Tower, University Road, Peshawar. Last date to submit proposal is January 22nd, 2017. Please mention following in subject line "Component – V, Display of streamers on KP RTI, RTS and LG laws"