Invitation for Proposals

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| UNFPA, United Nations Population Fund, an international development agency, invites interested organizations to submit proposals for **Partnering with an agency to advocate for**  **Enhancing the Value of Women and Girls through Media and Communications**  The purpose of the Invitation for Proposals is to identify eligible non-governmental organizations and academic institutions for prospective partnership with UNFPA India Country office to support achievement of results outlined in the 2023-2027 DP/FPA/CPD/IND/10 or section 1.3 below.  Organizations that wish to participate in this Invitation for Proposals are requested to send their submission through email clearly marked “NGO Invitation for Proposals” at the following address UNFPA India Country Office  bids.india@unfpa.org  By 28th November 2022, 23:59 hours IST.  Proposals received after the date and time may not be accepted for consideration.  Proposals must be submitted in English.  Any requests for additional information must be addressed in writing by 04th November 2022, 23:59 hours IST at the latest addressed to Operations Manager, *bids.india@unfpa.org.* UNFPA will post responses to queries or clarification requests by any applicants through emails to the concerned parties before the deadline for submission of proposals.  UNFPA shall notify applying organizations whether it is considered for further action.  Please see [Working with UNFPA: Key information for UNFPA Implementing Partners on completing the Protection from Sexual Exploitation and Abuse (PSEA) Assessment](https://www.unfpa.org/sites/default/files/admin-resource/Working_with_UNFPA_Key_information_for_IP_on_PSEA_Assessment_Nov2020.pdf). |
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| **Section 1: Background** | |
| 1.1 UNFPA mandate (250 Words) | UNFPA is the United Nations sexual and reproductive health agency. Our mission is to deliver a world where every pregnancy is wanted, every childbirth is safe and every young person's potential is fulfilled. |
| 1.2 UNFPA Programme of Assistance in India Country office (250 Words) | In the India Country Office, UNFPA works with the government and other partners to achieve the overall goal of the 2023-2027 DP/FPA/CPD/IND/10.  Further information on the programme can be found on http://unfpa.org/India] |
| 1.3 Terms of reference | **Background and Rationale**  UNFPA is the United Nations sexual and reproductive health agency and has been operating in India since 1974. Our mission is to deliver a world where every pregnancy is wanted, every childbirth is safe and every young person’s potential is fulfilled ensuring rights and choices for all.  UNFPA’s 10th Country Programme (2023-27) is inspired by UNFPA’s Strategic Plan (2022 – 2025) and is aligned to the United Nations Sustainable Development Cooperation Framework, supporting in achieving the National Development Goals and the Agenda 2030. UNFPA will support national programmes that aim to advance the sexual reproductive health and rights of women, girls and young people, and accelerate achieving the three transformative goals of zero unmet need for family planning, zero preventable maternal deaths and zero gender based violence and harmful practices and the unfinished agenda of ICPD Programme of Action.  The 10th Country Programme has a specific focus on strengthening national and sub-national policies, systems and institutional capacities to advance gender equality and the empowerment of women and girls. Towards this aim, UNFPA is committed to engaging with diverse stakeholders including government institutions, civil society organizations, donors, and the media to address structural inequalities and discriminatory social norms that lead to gender-based violence and harmful practices such as gender biased sex selection and child marriage.  UNFPA recognizes the key role that media and communications can play in the process of socialization and social change- especially in terms of raising awareness, influencing attitudes, suggesting appropriate behaviours and reinforcing or tackling stereotypes. UNFPA is interested in exploring and supporting positive ways in which the media can be engaged to advance gender equality and address discriminatory norms and structures.  UNFPA therefore seeks proposals for partnerships to support engagement with media and communications, to shape the communication environment in a manner that stimulates progressive dialogue and action towards enhancing the value of women and girls.  **Objectives**  The partnership will aim to:  Build capacities of media (traditional and new media) and communication professionals for increasing gender sensitivity and ensuring progressive representation of women and girls, and their issues  Support the creation of an enabling and supportive environment that will encourage gender sensitive communications content development and news reporting  Support initiatives for recognizing and awarding gender sensitivity in media (traditional and new media) and communications  **Scope of work**  **Objective 1:** Build capacities of media (traditional and new media) and communication professionals for increasing gender sensitivity and ensuring progressive representation of women and girls, and their issues  Organize gender and media capacity building workshops:  The initiative will support capacity building for media (traditional and new media) and advertising professionals on integrating gender sensitivity in their reporting and content creation. The workshops will focus on subjects related to UNFPA’s mandate on addressing harmful practices (gender biased sex selection and child marriage) and gender-based violence; the trainings will include technical inputs on the issues of concern, and cover key elements for encouraging nuanced, sensitive and ethical reporting and content development. The capacity building initiatives will cover both traditional (such as print and television) and new media: (such as influencers, OTT script writers, online content creators, producers and digital journalists). Efforts will also focus on engaging representatives of different regional and vernacular media.  Institute media fellowships  Media fellowships will be supported each year, over the project duration, to improve coverage on specific gender issues. Identified fellows will be trained and mentored to write on issues around gender equality and women’s rights.    **Objective 2:** Support the creation of an enabling and supportive environment that will encourage gender sensitive content development and news reporting  Convene dialogues with media leaders, regulatory bodies and civil society organizations (CSOs)  In order to promote gender sensitive content and promote gender sensitivity as a core value of communication, the initiative will support consultations with media (traditional and new media) and communication leaders, regulatory bodies and CSOs.  **Objective 3:** Support initiatives for acknowledging and rewarding gender sensitivity in the media  Enable reward mechanisms to recognize and promote good practices around gender  In order to felicitate positive efforts in the media (traditional and new) to bring the issue of gender equality to the forefront, the initiative will support awards for gender sensitivity recognizing journalistic, film, digital for a, advertising and other communication good practices at the regional and national level.  **Key Skills, Technical Background and Experience Required**  At least 10 years of experience of working to advance gender equality and women’s rights; of this, at least 7 years of demonstrable relevant experience in engaging extensively with media (traditional and new media) and communications on gender equality and women’s rights  The agency/agencies should have in-house expertise with staff members (including agency lead, project personnel) who have longstanding experience and qualifications on promoting gender equality and media engagement  The agency’s existing media outreach and networks should be pan-India, including both urban and rural locations; the media outreach should also span both traditional and new media fora  Preference will be given to women led agencies  **Indicative Deliverables**  Workshops with media persons (traditional and new media) to be organized over the project duration  Media fellowships to be supported each year for the next three years  Consultations to be organised with media leaders, regulatory bodies and civil society organizations  National and regional media award events to be organized for gender sensitivity  **Indicators (Indicative)**  Increased capacities of media professionals (traditional and new media) on UNFPA’s mandate and ensuring gender sensitivity  Number of media and communication products and initiatives related to UNFPA’s mandate on ending GBV and harmful practices supported through the project  Number of consultations convened with media leaders, regulatory bodies and CSOs  Number of national and regional media award events organized for gender sensitivity  **Geographic Coverage**  The program will be implemented Pan India    **Project Duration**  The proposal is sought for a period of three years starting January 2023. Year wise budget to be submitted for three years. UNFPA will provide financial support on an annual basis depending on the availability of funds and progress of the project. |

Format to be used by the agency to submit the proposal

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| **Section A. NGO Identification** | | |
| A.1 Organization information | Organization name |  |
| Address |  |
| Website |  |
| Type of Organization ( NGO or Academic Institution) |  |
| Date of establishment of organization |  |
| Place of registration of the organization |  |
| HQ Location |  |
| A.2 Contact information  (Authorized Representative) | Name |  |
| Designation |  |
| Telephone & Mobile |  |
| Email |  |
| Contact details of the nodal officer for the project | Name |  |
| Designation |  |
| Telephone & Mobile |  |
| Email |  |
| A.3 United Nations Partner Portal | Are you registered in the [United Nations Partner Portal](http://www.unpartnerportal.org)? |  |
| If yes, provide the UNPP Partner ID |  |

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| Section B. Overview of the organization |

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| B.1 Annual budget (250 words) | Annual budget (previous year, INR /USD) |  |
| Main funding partners/ donors |  |

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| B.2 Credibility (Include specific examples of working with State / National Govt.) (600 words) | *To what extent is the NGO or academic institution recognized as credible by the government, and/or other key stakeholders/partners?* |

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| Section C. Proposed interventions and activities to achieve intended results | |
| C.1 Project Title (25 Words) | Please provide the project title along with any brand name to be used for the project. |
| C.2 Background  (300 Words) | This section should provide background and rationale for the proposed project |
| C.3 Goal and Objectives  (300 words) | *This section should clearly spell out 3 to 5 objectives for the project and broader goal.* |
| C.4 Geographic coverage  (150 words) | *The section should indicate the project implementation geographies* |
| C.5 Duration of the project (50 words) | *Proposed Start Date: DD/MM/YYYY*  *Proposed End Date: DD/MM/YYYY* |
| C.6 Description of strategies, activities and GANTT Chart (4500 words) | *This section should spell out broad strategies and suggested activities under each strategy clearly linked to achieving the proposed objectives.* |
| C.7 Human Resource /Team composition for the proposed project (1200 Words) | Organogram with brief role and responsibility table for all position to be hired for the project |
| C.8 Monitoring systems with key monitoring indicators (500 words) | The section should briefly explain the monitoring systems to be put in place for the project with 3 to 5 key indicators which organization proposes to be used for monitoring the project implementation |
| C.9 Budget | *This organization is expected to indicate tentative budget as per the attached template.* [*Click here to download the budget template*](https://docs.google.com/spreadsheets/d/1HF8Hl25ITdHclLiELN0CpXOW_Tl_lGnZc48RtvFJA7g/edit?usp=sharing)*.* |
| C.10 Any other additional information to be submitted ( 600 Words) | *The organization can use the section to provide any additional detail they would like to submit as part of the proposal and not being captured in above heads for the proposal.* |

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| Section D. References | |
| Please provide 3 references to support your proposal. Include name, title, contact information and brief summary of relationship. | |
| Reference 1: |  |
| Reference 2: |  |
| Reference 3: |  |

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| Section E. Preventing Sexual Exploitation and Abuse (PSEA) Capacity Assessment  Please note, the results of this assessment may be shared with other United Nations entities | |
| E.0 Preliminary Screening | Does the organization have direct contact with beneficiaries?  Yes ☐ No ☐  If your response is no, stop here and do not complete this section. However, please note if your organization begins working with beneficiaries at a later date, UNFPA will require your organization to fill out a self-assessment.  If yes, please continue. |
| Has the organization’s PSEA capacity been assessed by a UN entity in the last 5 years?  Yes  ☐    *If yes, share the assessment rating and supporting documentation with UNFPA and do not complete this section.*  No ☐  *If no, complete G.1 through G.8* |
| E.1 Policy Requirement | *Please provide supporting documentation for any fields marked “Yes”.*  Your organization has a policy document on PSEA. At a minimum, this document should include a written undertaking that the partner accepts the standards of conduct listed in section 3 of the ST/SGB/2003/13.  Yes ☐ No ☐  Supporting documentation may include:   * Code of Conduct (internal or interagency) * PSEA policy * Documentation of standard procedures for all personnel to receive/sign PSEA policy * Other (please specify): |
| E.2 Subcontracting | Your organization’s contracts and partnership agreements include a standard clause requiring sub-contractors to adopt policies that prohibit SEA and to take measures to prevent and respond to SEA.    Yes ☐ No ☐ \*N/A ☐  Supporting documentation may include:   * Contracts/partnership agreements for sub-contractors * Other (please specify):   *\* Please Note: If the partner notes that it does not have subcontractors in the self-assessment this core standard is not applicable and UNFPA will assess this core standard as N/A. However, if this situation changes and the same partner subsequently subcontracts activities to another entity, this would warrant a re-assessment.* |
| E.3 Recruitment | Your organization has a systematic vetting procedure in place for job candidates through proper screening. This must include, at minimum, reference checks for sexual misconduct and a self-declaration by the job candidate, confirming that they have never been subject to sanctions (disciplinary, administrative or criminal) arising from an investigation in relation to SEA, or left employment pending investigation and refused to cooperate in such an investigation.  Yes ☐ No ☐  Supporting documentation may include:   * Reference check template including check for sexual misconduct (including reference from previous employers and self-declaration) * Recruitment procedures * Other (please specify): |
| E.4 Training | Your organization holds mandatory trainings (online or in-person) for all IP employees and associated personnel[[1]](#footnote-1) (herein “personnel”) on PSEA and relevant procedures. The training should, at a minimum include:   1. a definition of SEA (that is aligned with the [UN's definition](https://undocs.org/ST/SGB/2003/13)); 2. an explanation on prohibition of SEA; and 3. actions that personnel are required to take (i.e. prompt reporting of allegations and referral of victims).   Yes ☐ No ☐  Supporting documentation may include:   * Training package * Attendance sheets * Training certificates * Other (please specify): |
| E.5 Reporting | Your organization has mechanisms and procedures for personnel, recipients of assistance and communities, including children, to report SEA allegations that comply with core standards for reporting (i.e. safety, confidentiality, transparency, accessibility).  Yes ☐ No ☐  Supporting documentation may include:   * Internal Complaints and Feedback Mechanism * Participation in joint reporting mechanisms * Communication materials * PSEA awareness-raising plan * Description of reporting mechanism * Whistle-blower policy * Other (please specify): |
| E.6 Assistance | Your organization has a system to refer SEA victims to locally available support services, based on their needs and consent. This can include actively contributing to in-country PSEA networks and/or GBV systems (where applicable) and/or referral pathways at an inter-agency level.  Yes ☐ No ☐  Supporting documentation may include:   * Internal or Interagency referral pathway * List of Available service providers * Description of referral or Standard Operation Procedure (SOP) * Referral form for survivors of GBV/SEA * Guidelines on victim assistance and/or training on GBV and GBV case management principles * Other (please specify): |
| E.7 Investigations | Your organization has a process for investigation of allegations of SEA and can provide evidence. This may include a referral system for investigations where in-house capacity does not exist.  Yes ☐ No ☐  Supporting documentation may include:   * Written process for review of SEA allegations * Dedicated resources for investigation(s) and/or commitment of partner for support * PSEA investigation policy/procedures * Contract with professional investigative service * Other (please specify): |
| E.8 Corrective Measures | Your organization has taken appropriate corrective action in response to SEA allegations, if any.  Yes ☐ No ☐ N/A ☐  Supporting documentation may include:   * Evidence of implementation of corrective measures identified by the UN partner entity, including capacity strengthening of staff. * Specific measures to identify and reduce risks of SEA in programme delivery. * Other ((please specify): |

1. Associated personnel include sub-contractors, consultants, interns or volunteers and others associated with or working on behalf of the Partner. [↑](#footnote-ref-1)