

Family Planning Association of Nepal

Terms of Reference (ToR) for Social Media Post on MNCH/FP/SRHR

(Re-Advertised : 10 July 2026)
First Date of Publication: 21-June-2026)

1. Background:

Family Planning Association of Nepal (FPAN), established in 1959, is the first and foremost NGO to work for advocacy of, increasing awareness on and increasing access to family planning (FP) and sexual and reproductive health (SRH) in Nepal. It has started FP and SRH programs even before the Nepal government launched its own Family Planning and Maternal and Child Health Project in 1969. FPAN has been a member association of the International Planned Parenthood Federation (IPPF), since 1969. This has made FPAN a locally owned, globally connected civil society, enabling it to advocate for, to increase awareness on, and to provide a wide range of SRH service and rights (SRHR) to everyone without any discrimination by gender, age and socioeconomic status. As a member association of IPPF, we share a common vision that all people are free to make choices about their sexuality and wellbeing, in a world without any discrimination. FPAN works on the poor, marginalized, socially excluded, and underserved (PMSEU) populations, which include female in sex work, people living with HIV (PLHIV), LGBTIQ people, people who inject drugs (PWID), men who have sex with men (MSM), migrant workers, people with disabilities, survivors of sexual gender-based violence (SGBV), urban slum dwellers and people affected by disaster and crisis.

Considering the project objectives; FPAN intends to develop social media posts on FP/SRHR and MNCH and deliver through different social media platforms such as Website, YouTube, Facebook, Instagram, TikTok etc. for mass media awareness, education, demand generation, and to reach the project beneficiaries who are most in need by providing high-quality and reliable FP/ RH information and education.

Job Summary:

The ToR is referred to the task of consultant/consultancy firm to develop social media posts on FP/SRHR and MNCH and support to deliver through different social media platforms such as Website, YouTube, Facebook, Instagram, Hamro Patro etc. for mass media awareness. The consultant/consultancy firm will work closely with the Program Director and Advocacy Focal under the supervision of Executive Director, and must accomplish the following duties and responsibilities.

- Thorough study of project document and its objectives (ECCD Project).
- The consultant will be responsible to develop ten different social media posts on Family Planning, Maternal, Newborn, and Child Health, Sexual and Reproductive Health and SRH rights of marginalized, underserved and key population, and support to deliver its through different social media platforms
- One short video with the message of FP/SRHR /MNCH will be developed and support to deliver through different social media platforms
- The consultant/consultancy firm will be responsible to increase the viewers of the social media posts through paid promotion / boosting

- The consultant will be responsible for developing social media messages on the topics mentioned above.
- The consultant/consultancy firm is responsible to submit the final report after completion of the task.

2. Objective of Assignment

To provide quality and reliable FP/SRHR/MNCH messaging and information through different social media platforms to reach diverse, marginalized, key and underserved groups.

3. Assignment Timeline:

The assignment should follow the following timeline for the completion. The proposed and recommended time frame for this assignment will be of four months.

4. Knowledge and Experience:

To complete this task, the consultant/ consulting firm should have following experience and qualification:

- The lead consultant should have Bachelor's degree in mass communication or any discipline within the realm of social sciences.
- Minimum of 7 years of relevant experience in the field of communication, which may encompass disciplines such as journalism, communication behaviour change, as well as the implementation of comprehensive communication and advocacy strategies.
- Previous working experience with inter/national organizations, government entities, and development programmes.
- Preferred exposure to news agencies, esteemed publications, or the development of social media.
- Previous working experience and familiarity with news agencies, renowned publications, television programs, is an asset.
- Demonstrated experience and success in the engagement with government counterparts and non-governmental partners.
- Familiarity and prior experience with nationally executed donor-funded projects and SRHR field is considered an asset.

5. Submission of Proposal:

Interested consultant/ consulting firm can submit their proposals demonstrating their ability to deliver on this assignment based on their qualifications and experience by **13 July 2026 on or before 17:00 Hours**. Any Proposals received by the FPAN after the deadline shall not be accepted and shall be returned unopened to the consultant/ consulting firm upon request.

Components of documents and marking of proposal:

The consultant/consulting firm shall prepare both the "Technical" and "Financial" proposals. In the cover letter of the proposal, the consultant/consulting firm must mention "consultancy service for Social Media Post on MNCH/FP/SRHR ". The consultant/consulting firm shall glued/taped/stapled the proposal in one outer and two inner envelopes (1. Technical proposal and 2. Financial proposal). The outer envelope should mention - FPAN, Pulchowk and, and marked as: "consultancy service to Social Media Post on MNCH/FP/SRHR". The consultant/consulting firm shall prepare both the "Technical" and "Financial" proposal. In the cover letter of the proposal, the consultant/consulting firm must have to mention "consultancy service for Social Media Post on MNCH/FP/SRHR ". The consultant/consulting firm shall sealed/glued/taped the proposal in one outer and two inner envelopes (1. Technical proposal

and 2. Financial proposal). The outer envelope should mention - FPAN, Pulchowk and, marked as: “consultancy service to Social Media Post on MNCH/FP/SRHR”. The consultant/consulting firm shall submit the request for proposal (RFP) in a properly sealed/glued/taped envelope containing the following duly signed documents:

The consultant/consulting firm interested in taking up this assignment may indicate in a properly glued/taped/stapled envelope containing the following duly signed documents:

a. A brief technical proposal (max 3 pages) outlining approach, methodology, and work plan.

b. Updated CV highlighting relevant experience.

c. Three references or appreciation letters from agencies to whom the consultant/ consulting firm has provided services described in this ToR,

d. The financial proposal should show a detailed breakdown of costs, professional fee and other expenses. The cost estimates should be in local currency. Please indicate the daily rate and number of days’ work wherever possible. Fees should exclude VAT. Where indicated, VAT should be shown separately. Total cost of assignment (including Professional Fee and Out-of-pocket expenses)

The items under (a to c) may be considered as a technical proposal, and the item under (d) as a financial proposal.

Note: If a consultant/consulting firm submits the financial proposal (budget) within or in the same envelope as the technical proposal, it will be automatically disqualified.

6. Criteria for Selection:

The evaluation of proposals received from various consultant/consulting firm shall be done qualitatively and financially on the criteria set forth under various sections of this ToR. It is pertinent to note that qualitative evaluation by an expert will be given more weightage than the financial evaluation of the proposals.

Before conducting the technical and financial evaluation of the proposals received, the FPAN’s evaluation committee will perform a preliminary examination of these proposals to determine whether they are complete, whether any computational errors have been made, and whether the documents have been properly signed. A single-stage two-envelope procedure (combined scoring method) is utilized in evaluating the proposals, with evaluation of the technical proposal being completed prior to any price proposal being opened and compared. The technical proposal is evaluated based on its responsiveness to the ToR. The evaluation committee will evaluate the technical merits of all the proposals that have passed the preliminary examination of proposals. The evaluation of the proposal will be based on the Combined Scoring method – where the technical evaluation is given 80% weightage (which passes the minimum technical score of 60%) and the financial offer will be given 20% weightage. The contract will be awarded to the consultant scoring the highest combined score withing budget estimate. An evaluation committee in FPAN Head Office will evaluate the technical and financial proposal based on ToR, other eligibility criteria, and the following considerations:

6.1 Compliance-based eligibility criteria

The sealed/glued/taped proposal is open to registered consultants/consulting firms with eligibility criteria specified below:

- Up- to- date Firm/Company Registration Certificate or Update CV in case of individual,

- VAT and PAN Registration Certificates,
- Tax Clearance Certificate for the Fiscal Year 2082/83.

6.2 Financial Evaluation:

The submission that passed the minimum technical score of 60% of the obtainable score of 100 points in the evaluation of the technical proposals. In the second stage, the financial proposal of all consultants/consulting firm, who have attained a minimum 60% score in the technical evaluation, will be evaluated. The financial proposal carries a total score of 20 points. In evaluating the financial proposal, the FPAN shall determine for each sealed/glued/taped proposal, the evaluated financial proposal by adjusting any corrections for errors. The financial proposal shall be checked by the FPAN for any arithmetic errors.

7. Other issues:

A separate agreement will be made between FPAN and the consultant after awarding the jobs which includes:

- Mode of payment
- Taxes

8. Copy Rights:

FPAN reserves the copyright of the produced materials. The consultant/consulting firm will not use the partial and full information collected in this task in any other purpose without taking prior approval from FPAN.

9. Ethics and Integrity:

The consultant/consulting firm will be expected to sign and adhere to FPAN's code of conduct and safeguarding on signing the contract. FPAN has zero tolerance to any form of fraud, corruption, abuse, harassment or exploitation. Any breach of our policies or misconduct will lead to disciplinary action or may lead to termination of the contract.

10. Accountability to Participants:

The consultant/consulting firm and its members are expected to support all efforts towards accountability, specifically to our participants and to international standards guiding international relief and development work, while actively engaging participant communities as equal partners in the design, monitoring and evaluation of our field projects.

. Note:

FPAN reserves the rights to accept or reject all or any of the application. Failure to abide by the ToR may lead to termination of the contract. The terms not explicitly mentioned herein may be mutually agreed at the time of contracting.

Updated Date: 10th July 2026

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