



**Caritas**  
**RWANDA**

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## **TERMS OF REFERENCES FOR HIRING A COMPANY TO PRODUCE RADIO DRAMA SKETCHES WITH MESSAGES TO RAISE AWARENESS ON FAMILY PLANNING IN CO-MANAGED HEALTH FACILITIES WITHIN DISTRICTS WITH LOW UPTAKE OF FAMILY PLANNING**

### **I. INTRODUCTION**

Caritas Rwanda is non-profit organization officially registered, with the mission to assist people in needs and foster for the whole human being. Caritas Rwanda has more than 60 years of working experience in building poor families' resiliency through development, social welfare and health interventions. Caritas Rwanda is an equal opportunity organization, looking for competencies without any discrimination

Caritas Rwanda signed a framework agreement with Rwanda Biomedical Centre for the implementation of a Belgium funded project through its development agency (ENABEL). The project aims at ensuring that all women, new-born, children, adolescents, and men have universal access to quality integrated Reproductive, Maternal, Neonatal, Child and Adolescent Health (RMNCAH) and/or Family Planning & Adolescent Sexual Reproductive Health (FP/ASRH) services. Specifically, Caritas Rwanda agreed on with RBC to implement FP interventions through three different components:

- Increased demand for family planning services for Rwandan population aged of 15-49 years through awareness raising and community engagement.
- Improved availability and accessibility of quality family planning services through strengthened referral systems.
- Improved family planning quality services and satisfaction of users through provider-community partnership committees.

All these project components were proposed to tackle the FP issues linked with low uptake of family planning among catholic co-managed health facilities including the catchment communities. One of key strategies recommended in the needs assessments carried to assess the inhibiting factors for the increase of family planning uptake in Catholic Co-managed health facilities and their catchment communities was the lack of information on Family Planning by the communities.



It is from this background that Caritas Rwanda would like to hire a company to produce radio drama sketches with messages to raise awareness on family planning in Districts with low uptake rate of Family Planning (*Nyarugenge, Kicukiro, Karongi, Gasabo, Ngoma, Bugesera, Nyamasheke, Nyaruguru, Nyamagabe, Kamonyi, Rusizi and Rutsiro*).

## II. MAIN OBJECTIVE

The main objective of the assignment is to produce radio sketches of high quality audio that can be used in various communications platforms that carry key messages on Family Planning. The company is also expected to provide creative and professional guidance during execution as well.

## THE SPECIFIC OBJECTIVES:

- ❖ To develop storylines and scripts with messages on different Natural Family planning methods.
- ❖ Record the radio sketches (15 minutes) in a professional studio.
- ❖ Edit and distribute the produced sketches that carry messages on Natural Family planning methods used in Catholic based health facilities and its surrounding communities.

## III. SCOPE OF ASSIGNMENT AND DELIVERABLES

### The company shall:

- a) Develop and present to CARITAS Rwanda, an inception report focusing on the Approach, Methodology and work plan;
  - ✓ Provide detailed information regarding the internal/external processes that will be put in place to complete the work.
  - ✓ For each task under the scope of work, include a summarized work plan that includes the tasks, timelines and dates.
  - ✓ Provide a communication summary on how the client will be kept in loop on the production process.
- b) Develop initial plans during pre-production for each sketch; developing a storyline and a script (basing on topics provided by CARITAS-Rwanda), setting a production schedule and preparing for postproduction.
- c) Recording scenes and segments in real-time during production, with his/her studio, respecting all professional standards to make the production as appealing as possible.
- d) Do professional editing (Audio balance) with relevant sound and effects, pauses, audio enhancements for broadcast and posting online.
- e) The consultancy firm shall always provide samples of scripts and draft recordings to CARITAS-Rwanda for approval to ensure quality standards before being made public.

f) Produce a bi-weekly radio show / Sketch for twelve (12) months with Family Planning messages approved by Caritas Rwanda on the local Rwanda Community Radio Stations with high coverage rate airing in the Districts with low uptake rate of Family Planning (*Nyarugenge, Kicukiro, Karongi, Gasabo, Ngoma, Bugesera, Nyamasheke, Nyaruguru, Nyamagabe, Kamonyi, Rusizi and Rutsiro*).

g) Airing bi-weekly live Radio show for twelve (12) months with Family Planning messages approved by Caritas Rwanda on the local Rwanda Community Radio Stations with high coverage rate airing in the Districts with low uptake rate of Family Planning (*Nyarugenge, Kicukiro, Karongi, Gasabo, Ngoma, Bugesera, Nyamasheke, Nyaruguru, Nyamagabe, Kamonyi, Rusizi and Rutsiro*).

#### **IV. APPLICATION REQUIREMENTS**

**1. The application document should include:**

- A copy of the company registration certificate/ with at least 3 years of experience in audio-visual production;
- Cover letter confirming the firm's interest to provide the required services;
- Technical proposal presenting an executive summary, technical approach, methodology and work plan of the assignment;
- Financial proposal clarifying cost breakdown and payments modalities;
- Two Completion certificates from reputable Organization/Institution in health domain (for Drama production);
- Degrees and CVs of the crew, the Director/Producer must have degree/certificate in digital media production;
- The bidder must have a signed partnership or MoU with a high ranked radio broadcasting agency that covers the mentioned 12 districts listed above;
- Provide the copy of RSSB clearance Certificate;
- Provide the copy of RRA VAT registration certificate;
- Provide the copy of RRA Tax Clearance certificate;
- Provide the copy of Proof of EBM Possession.

**N.B:** Submission of all administrative documents listed above is mandatory and non-submission of one of said documents will cause the rejection of the offer.

**2. Required skills, experience, competencies and composition of the company technical team**

**(a) Technical team composition**

- One Director/Producer;
- One Script writer;
- At least one Soundman;
- At least one Editor;
- At least one Medical Doctor;



**(b) Required competencies:**

- The company should be registered as a Television Programme Production activities supplier;
- The company must have experience in producing Audio-visual prevention materials which will be approved by the completion certificate from reputable organization/Institution in health domain;
- Having produced at least ten (10) dramas with the purpose of raising awareness in public health (Samples needed);
- Having worked with CARITAS Rwanda is an added advantage.

The company personnel should be qualified to provide the consultancy services solicited in this ToR (detailed CVs of the technical consultants shall be included in the bid).

## **V. SELECTION CRITERIA**

Applications will be assessed on cost reasonableness (30%) and technical competence (70%). Financial proposals should precise if all taxes are inclusive or exclusive. Only those who successfully passed the technical evaluation (70% of the 70%) will be assessed for financial step.

## **VI. HOW TO APPLY**

Interested companies are requested to submit their Technical and Financial proposals in sealed envelopes (1 original and 2 copies) to the Caritas Rwanda Secretariat no later than, Tuesday, 11<sup>th</sup> October 2022 (by 2:30Pm). The public opening will be the same day at 3:00Pm at the conference room of Caritas Rwanda located at KN 16 Av 30.

Done at Kigali on 29<sup>th</sup> September 2022

**Prepared by:**



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