

TERMS OF REFERENCE

for

Hiring a consultant to organize/conduct/facilitate seminars to engage students/youth/communities/stakeholders

Background and Context:

Pakistan is vulnerable to natural disasters in the form of earthquakes or recurring floods, manmade disasters like energy crisis, terrorism and bomb blasts, health crisis like COVID-19 and dengue. Keeping in view the dire situation of disaster management in hazardous areas of Pakistan, there is a strong need to ensure quality disaster management, including strong communications, especially since media can be an important partner in highlighting the needs and awareness about disaster risk reduction at the mass level.

Strategic communications with external stakeholders including youth and university students is planned to build the positive image and brand of NDMA; share vital pre- information; provide guidance during disasters; and support post disaster efforts.

The youth engagement initiative aims to build NDMA as the lead expert organization for disaster management and equip the population to mitigate and prepare for disasters.

NDMA intends to conduct a collaborative and comprehensive seminar to raise awareness and ultimately galvanize behavioral change among communities through youth engagement to help them effectively respond, responsibly act and duly contribute to curbing the effects of disasters. It is an awareness raising initiative on preparedness and response to Floods and Fire emergency (climate change) which aims to educate and inform public on social and emotional wellbeing during these disasters and their role as a responsible citizen of Pakistan.

NDMA seeks the services of a consultant for facilitating and conducting a seminar under youth engagement. In line with the overall project output, the seminar will help serve as a foundation for development of a resilience strategy to prepare communities with innovative thinking, tools and resources to build their capacities as effective agents of change. It will also help formulate informed interventions in development and humanitarian settings.

Target Audience:

- The **target audience** for the seminar includes relevant govt. officials, Potential partners and Supporters, Influencers, Parliamentarians, and Youth in colleges/universities.

Key Deliverables:

- Organize/Moderate/Facilitate a 3-4 hours seminar (Disasters and Climate Change) to engage students/youth communities/stakeholders.
- Conduct at least 3-4 seminars once in different universities.
- Envision and carry-out a youth movement that sensitizes, educates and engages young people of Pakistan towards building safer campuses and communities. Under overall supervision and guidance of NDMA's technical committee, the consultant will work with respective technical experts for agenda, content and ideas.
- Propose and design a 3-hours interactive program for relevant stakeholders sensitizing them on various types of disasters, risks we face individual and collective action required for risk reduction and resilience building of communities.
- Propose an audio-visual experience to attract youth to sign up for the seminar, create campus ad social media buzz and generate momentum for awareness and action.
- Plan and execute an exhibition (before seminar). The exhibition would have imageries of disasters and climate change impact in Pakistan, disaster simulators, virtual reality, fire drills, waste management tutorials, self-defense crash classes and education stalls to teach numerous life-saving skills. (CPR, Heatwaves, bites etc.)
- Engagement of a society with youth and respective faculty members to help set up and guide on-campus students towards and through the exhibition space.
- Submit Inception report/plan to NDMA with preliminary concept of the seminar, suggested title, clear agenda with time slots and details of the sessions.
- Prepare a video timeline of disasters in Pakistan with images, powerful music and reported human and non-human losses.

- Engagement of students to work towards safer campus in groups. Impactful groups will be awarded Certificate of Achievement by NDMA and will be recognized on social media and campus banners.
- Submit report of the entire activity and all collected data which includes photographs, videos, content, and any other related material to NDMA.
- Provide all data in hard/soft copy to NDMA for record.

Eligibility Criteria

- Must have 5 years of proven experience of working on similar campaigns preferably with development sector.
- Must have prior experience and be knowledgeable in areas of Disaster Management.
- Must have experience of presenting complex social issues in simple storytelling narratives.
- Outstanding communication skills.
- Must have proven experience of developing and rolling out such seminars and workshops.

All content produced/developed will be NDMA's property and may not be used without permission. The consultant for both the projects will work in close collaboration with NDMA's team to ensure delivery of required outputs on pre-defined standards.

All related travel will be the sole responsibility of the consultant.

All interested candidates may send their technical proposals to

fo.gcc@ndma.gov.pk

faizarahmansyed@gmail.com by COB Monday, 23rd May 2022.