## TERMS OF REFERENCE

Consultancy to Support Ministry of Gender, Family and Social Services on dialogue series on GBV/DV under the Geveshi Gulhun Campaign

(MDV-ToR/2020/21 Dated: 15 October 2020)

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<th>TERMS OF REFERENCE (to be completed by Hiring Office)</th>
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<td><strong>Hiring Office:</strong></td>
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<td><strong>Purpose of consultancy:</strong></td>
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Due to the surge in domestic violence reports to the MoGFSS after the Covid-19 lockdown period, the Ministry has initiated “Geveshi Gulhun”, a nationwide awareness campaign on domestic violence. The campaign was launched on 15 July 2020 and will continue until the end of the year.

Other central aims of the campaign are as follows:

- Encourage victims of domestic violence to report incidents to the relevant authorities and seek available services
- Encourage every individual in the community to report and provide a conducive environment to facilitate access to services and support seeking behavior
- Raise awareness on domestic violence and available services including referral system
- Promote attitudes and behaviors within the community that will help prevent actions of domestic violence
- Promote the role of men and boys on gender equality and women’s empowerment

The campaign will also be part of the Ministry’s effort to address the Concluding Observations of the CEDAW committee, which recommends that the State continues the work on effectively addressing the issue of domestic violence. This campaign will be one of the implementation strategies the State will be able to report on regarding the strengthening of prevention work on domestic violence and gender-based violence. The reporting of CEDAW is tentatively scheduled for February 2021.

One key activity of this campaign would be to develop a dialogue series to create awareness on the issue and share experience of lived realities of victims and survivors.

**Scope of work:**
(Description of services, activities, or outputs)

The consultant in discussion with MOGFSS and UNFPA is required to:

The dialogue series should focus on different aspects of Domestic Violence and available services for survivors of domestic violence. It should also capture lived realities and perception of communities in the Maldives.
The dialogue series should be evidence based incorporating the information and opinions from experts in women’s rights and empowerment, survivors, and general community.

The dialogue series should be produced in Dhivehi with sign language and English subtitles. The running time of each episode should be approximately 15 minutes.

The writing, filming/videography, editing, voicing/narration, sign language etc. should be done by the contracted party and delivering of each episode should be final ready-to-air product in high quality broadcast standards.

The contracted party shall commence the work immediately upon signing the contract.

A detailed timeline, work plan and draft outline should be submitted within 7 days including an inception report.

A detailed budget for each episode and shooting schedule should be provided while submitting the application.

Each episode should include these categories,

- Host / Moderator (Bright personality, Familiar face preferred) Dhivehi (prior approval from UNFPA and MOGFSS required)
- Guest / Subject Speaker - 4 to 5 mins (MOGFSS will be facilitating to get the experts)
- Artist/musician/sports personality/someone performs in the related field, his/her personal view on DV - 1 min (approval from UNFPA and MOGFSS required)
- Successful Personality his/her view on Geveshi Gulhun - 1 min (can use animations)
- Survivor/ Perpetrator Story - 2 min
- Activity / Puzzle / Quiz - 1 min (MOGFSS will facilitate on the content)
- Did you know – DVP Act - Pass on information
- Geveshi Gulhun Campaign making - 1 min
- Island story - 1 min

Key Deliverables:
- 12-episode series on GBV/DV under the Geveshi Gulhun Campaign
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<th>Duration and working schedule</th>
<th>The Contractor must be reachable by MOGFSS and UNFPA any time during working hours for the duration of the assignment.</th>
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<td>Place where the services are to be delivered:</td>
<td>The assignment will be undertaken homebased</td>
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<td>Monitoring and progress control, including reporting requirements, periodicity, format and deadline:</td>
<td>Work will be monitored by UNFPA and weekly updates are required.</td>
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<td>Supervisory arrangements:</td>
<td>The contract will be managed by UNFPA Country Office and the programmatic support by MOGFSS</td>
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<td>Expected travel:</td>
<td>None</td>
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| Required expertise, qualifications and competencies, including language requirements: **Primary expertise required:** | **Primary expertise required:**  
  - Minimum of 3-5 years of experience in production of tv programs, videography experience including editing in social issues. Experience in gender related area would be an added advantage  
  - Ability to conduct research and in-depth interviews to extract relevant information that will build the storyline of the episodes  
  - Ability to operate under strict time  
  - Ability to communicate and conduct interviews with sensitive topics and groups in Dhivehi  
  - References showing previous experience on similar projects |
| Inputs / services to be provided by UNFPA or implementing partner (e.g. support services, office space, equipment), if applicable: **MOGFSS** | **MOGFSS**  
  - Guide, Monitor and facilitate the progress of the assignment.  
  - Review and provide content and comments to the deliverables in a timely manner including quality of work.  
  - Facilitate necessary contacts and content.  
  - Provide Geveshi Gulhun branding Style.  
  - Provide relevant data.  
  - Provide timely feedback.  
  - Facilitate airtime |

**UNFPA Maldives:**
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<th>Other relevant information or special conditions, if any:</th>
<th>The other conditions that may apply in the undertaking of the assignment include:</th>
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<td>Monitor and facilitate the progress of the assignment.</td>
<td><strong>Basis of payment:</strong></td>
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<td>Review and provide comments to the deliverables in a timely manner.</td>
<td>Full payment based on acceptance of the deliverable.</td>
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<td>Facilitate necessary contacts and content.</td>
<td><strong>Format of outputs:</strong></td>
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<td>Provide UNFPA Corporate style guide.</td>
<td>The final products of each episode of the dialogue series in high quality broadcasting standard video, all the raw material and working documents/files, must be shared with MOGFSS and UNFPA.</td>
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<td>Provide relevant data.</td>
<td><strong>Language of reports/publications and other documentation and working language in country of assignment:</strong></td>
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<td>Provide timely feedback.</td>
<td>Dhivehi and English</td>
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<td><strong>Ownership of output:</strong></td>
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<td>MOGFSS and UNFPA</td>
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<td>The TV series should not be aired or shared without the permission of MOGFSS and UNFPA</td>
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Signature of Requesting Officer in Hiring Office: Ritsu Nacken, Country Director, UNFPA Maldives

Date: