



Pension and Social Protection Administration Project
IDA Credit No.: 4611-MV
Date: 26 January, 2015
Terms of reference
Public Relations Firm (Local)
(MV/PSPAP/C 66)

A. Background

1. The National Social Protection Agency (NSPA) is by an executive order mandated under the National Social Health Insurance Act (15/2011) to administer and implement specific social protection programs. NSPA is also the responsible agency to administer the national social health insurance scheme under the national social health insurance act (15/2011).
2. Therefore NSPA is in the process of consolidating the administration of Social Protection programs and wishes to create a robust management information system in the near future. NSPA aims to administer all social protection programs defined and directed through policies developed by the respective line ministries in an efficient and effective manner. In order to achieve this, a social Protection information system (SPIS) is under development. The objective is to harmonize the data processes and formats and avoid duplication of costs across programs and ministries. An integrated MIS will also allow policymakers to have a holistic picture of the beneficiary population and expenditures.
3. This Social Protection system needs to be understood and complemented by efforts of numerous stakeholders to make it successful. To facilitate the stakeholders to collectively define social protection and its relative efforts in Maldives a Social Protection Workshop for the stakeholders has also been planned.
4. Simultaneously the reregistration exercises for the Social Protection Programs currently run at NSPA are also underway as per the Social Protection Act.
5. All these initiatives are being supported under the World Bank's Pension and Social Protection Administration Project.
6. These exercises have numerous aspects related to public awareness and information dissemination to public stakeholders focused both collectively and individually. There are training programs designed to familiarize stakeholder representatives in the atolls and also development of communication campaigns for easier and more effective knowledge transfer. Thus NSPA requires expertise in the area of communications for the successful implementation of the current initiatives to enhance the social protection programs.

B. Objective

7. NSPA requires a strong Public relations and communications support mechanism to ensure the information disseminated through the project initiatives are clear concise and effective. The PR firm will be responsible to preparing public awareness messages, brochures, media relations, development and implementation of all required communication campaigns of NSPA for the re-registration and branding of NSPA.



C. Scope of Services

8. Design and develop PR campaigns

The SPIS roll out, re-registration under the SP act and disability training rollout components all require communication campaigns for effective implementation and in order to achieve the objectives in the given time period the PR firm is also expected provide input in streamlining the public relations and awareness functions of the roll-out phases through preplanned communication campaigns.

9. Develop and implement the beneficiary communication process.

The team from the PR Firm will be involved with the development of communication campaigns and preparations of necessary beneficiary communications and outreach mechanisms. Thus the PR firm is expected to provide input and enhance the communications to the beneficiaries.

10. Support to translations required for effective communications to local stakeholders.

NSPA has three initiatives; Disability determination and certification process development, SPIS system development and the Health Information System developments, that are simultaneously ongoing and thus requires quick responses and immediate communications. The PR firm is responsible for providing the necessary support to ensure that translations done when necessary reflect the overall objectives of the respective communication campaign.

D. Schedule of Completion of Tasks

11. Preparations of communication campaigns, translations and public communication messages as required during the course of the work, the members of the team will be required to complete timesheets or any other document used to identify time spent and completion of tasks. Payments will be made as per the schedule of tasks and deliverables proposed by the firm and agreed by NSPA.

12. To carry out these tasks, a PR firm is required for the period from February 2015 to May 2015.

E. Services and facilities to be provided by the client

13. The NSPA ensures that office space, office facilities, local calls, internet connection, general stationery, support staff and all other relevant information for the completion of the task is made available to the selected staff in timely manner.

F. Expected Deliverables:

14. Deliverables include the following.

| Tasks | feb | mar | apr | may | |
|--|-----|-----|-----|-----|---|
| <ul style="list-style-type: none"> • Development and implementation support to all communication campaigns | | | | | Develop communication campaign and necessary slogans, key texts. |
| <ul style="list-style-type: none"> ○ Provide support for the communication campaign for the SPIS implementation | | | | | Develop and design an information dissemination exercise. Including 2 leaflets, 4 posters, 2 TV |



| | | | | | |
|---|--|--|--|--|--|
| | | | | | spots of 30 sec |
| ○ Provide necessary communication support for the development and dissemination of disability program. | | | | | Identify and develop necessary information material including 2 leaflets, 6 posters, 4 TV spots of 30 sec, |
| ○ Provide all required communication and public relations support for the re-registration exercises for Social Protection programs. | | | | | Identify and develop necessary information material including 2 leaflets, 2 posters, 1 TV spots of 30 sec, |
| ○ Provide support for necessary public relations efforts of NSPA | | | | | Identify and develop necessary information material including 6 leaflets, 6 posters, 6 TV spots of 30 sec, |
| • Timely reporting to the PMU on the communication campaigns and public awareness programs. | | | | | |
| • Undertake necessary steps to document implementation of all activities under this assignment. | | | | | |

G. Procedure for Review of Outputs and Reporting Arrangements

15. During the course of the assignment the PR firm will need to work closely with the technical team responsible for Social Security related activities at NSPA. The project coordinator would communicate the progress to the PMU, which then would be communicated to all other involved parties.

H. Required Expertise

- The firm should have at least five years of experience in preparing executing communication strategies for various government or private entities /projects in Maldives.
- The professional team that would be deputed by the firm for the work under this ToR should have relevant experience in tackling critical issues and crisis situations whilst utilizing print and electronic media.
- The team should have relevant experience in preparing PR content both in English and Dhivehi.

I. Evaluation Criteria

- Years of experience as a PR agency – 40%
- Technical competency of the members of the team involved in the task – 40%
 - Team leader- 10%
 - PR head-10%
 - Communication head- 10%
 - Content developer- 10%
- Experience in Government media campaigns- 20%
