



**International
Labour
Organization**

ILO Country Office for Nepal

ILO SEP/SP&PFM

Terms of Reference

Technical Assistance to Social Security Fund on Communications and Outreach Strategy

[15th February to 14th July 2021]

1. Background

The Government of Nepal in line with a new Constitution (2015) moved to pass or amend new laws to reflect new federal system of governance. Since two key initiatives that laid foundation for creating a social safety net for workers in Nepal – Right to Employment Act (2019) and Social Security Act (2017).

The framework for the Social Security fund was first established in the Budget Speech of 2071/72 (2014-15) by enacting “the Unified Social Security Act for the effective implementation of social security programme”. During this period several studies were carried out to develop a comprehensive social security policy and framework for Nepal in accordance with the ILO Social Security (Minimum Standards) Convention, 1952 (No. 102). A combined effort of tripartite stakeholders with technical support of the ILO lead to the passing of the Social Security Act and Regulations (2017 & 2018) which completed the legal process to create the Social Security Fund.

The fund has currently under consideration the following nine social security schemes: medical care, sickness benefit, unemployment benefit, old-age benefit, employment injury benefit, family benefit, maternity benefit, invalidity benefit and survivors' benefit. It has been agreed that these nine branches of social security will be introduced in a phased manner starting with the schemes providing maternity benefit, medical care, sickness benefit, employment injury benefit and old age retirement scheme. Design and delivery of a comprehensive social security as envisioned in the Social Security Act and represented by the Social Security Fund will mark a significant achievement in Nepal's progress towards promoting decent work and advancing social justice in Nepal.

The possibilities embodied by SSF are immense but so were the challenges. ILO Skills for Employment Project (ILO SEP) provided support to SSF under its industrial relations component which saw the successful implementation of the tripartite Social Security Act (2017) as a basis for sound labour relations and domestic employment creation in Nepal. ILO SEP together with SSF conducted a complete technical review of fund operations in 2019. The review outlined critical constraints in scheme design, mechanisms, human resources, and administration. Weak administrative capacity, namely lack of adequate manpower to cater to even the then number of enterprises and workers registering within the fund was seen as a key issue. The SSF staff then were neither permanent nor expected to stay for long in that position which meant that any individual capacity building initiative would not be sustainable.

SSF took proactive immediate steps to resolve issues. A new Executive Director in 2019 and other changes paved the way for hiring of over 60 permanent staff spread across the 4 main departments in their central office. A series of meetings between SSF, GiZ and ILO SEP helped develop a joint plan for technical support in November 2019, under which ILO SEP provided training and other administrative capacity building support to SSF till July 2020. Part of the technical support involved assisting SSF to develop a communications plan. This update incorporated new changes and support provided under ILO SEP, GiZ, and SSF joint plan, and outlined areas where continued technical support to SSF would be necessary in the coming months.

ILO Country Office for Nepal at the time started implementation on a new project entitled, '*Enhancing Social Protection System and Synergy with Public Finance Management in Nepal*' (hereafter SP&PFM) as part of the European Union funded global Action on improving synergies between social protection and public finance management, co-implemented by the ILO, UNICEF and the Global Coalition on Social Protection Floors (GCSPF). The objective of the SP&PFM is to support the Government of Nepal (GoN) in improving social protection policies; financing strategies; coordination mechanism; and implementation and monitoring systems in order to increase coverage to the excluded, including persons with disabilities (PWD), informal sector workers and people living in disaster prone areas

2. Relevancy

A meeting of SSF, ILO SEP, and ILO SP&PFM projects was held in September 2020 to discuss how ILO can continue supporting capacity needs of SSF going forward. Follow up meetings with SSF, especially department heads under IT and Scheme Implementation and Promotion Unit department helped to unpack urgent capacity needs. Based on these meetings, ILO SEP and ILO SP&PFM worked to develop a joint plan for immediate technical support.

One key identified area was communications. COVID-19 has changed previously held perception of SSF by social partners and a concerted outreach effort was deemed necessary to ensure fund registration and contribution targets would be met. Further, there has also been a recognized need to improve communication and visibility of the various schemes under the SSF and improve and expand registration of employers and employees. SSF also plans to revise existing fund mechanisms and regulations based on changed needs voiced by social partners while also developing new schemes – especially one that covers workers and employers in the informal sector. Together they presented an immediate need for a robust organizational communications strategy. SSF accordingly requested ILO support to update existing draft communications and develop an outreach strategy in dialogue with stakeholders, and on its basis help design and implement a communications plan. This Terms of Reference was developed by ILO to hire a relevant service provider that can assist SSF for the planned work.

3. Objective

The objectives are as follows;

- i. Update and facilitate approval of Social Security Fund’s Communications Strategy;
- ii. Develop Outreach Strategy;
- iii. Develop implementation plan for the Communications and Outreach Strategy; and,
- iv. Deliver communications and outreach related capacity building for Social Security Fund personnel.

Note that the identified service provider will be hired by, report to and work under day to day supervision of the ILO, and in close collaboration with the SSF team.

4. Tasks

The following are a suggested list of key tasks and sub-tasks which is by no means exhaustive:

- i. **Update communications strategy.** The consultancy should review the current strategy and make improvements/revisions with the objective to promote and disseminate information on the SSF and its various schemes to the different target publics of the organization. The strategy should ensure effective Government 2 Government, Government 2 People, Government 2 Businesses, and Government-2-various association communications. It should also include key targeted messages for reproduction in different information and communications products by the Social Security Fund. The updating process would include the following sub tasks:
 - a) Initial participatory meeting with the SSF team to identify overall objectives of the communications strategy and its target audiences (i.e. line ministries, provincial

and local governments, employers' and workers' associations, media, general public, etc.);

- b) Identification of communication needs and messages for each targeted audience (stakeholder mapping) at the national and local levels, in consultation with the SSF team;
- c) Consultation and discussion sessions with identified target audience and SSF. These sessions will be held to help:
 - Identify stakeholder view/perception/expectations of SSF;
 - Assess the communication and outreach capacities of all stakeholders; and,
 - Identify the communication products, activities and messages tailored to each audience.

These sessions will ideally be held at the national level with participation from employers' and workers' organizations, and be organized as well as at the provincial level with relevant stakeholders at that level;

- d) Organize consultation workshop with tripartite partners that are represented in the Social Security Board to present and receive comments on the revised communications draft strategy; and,
- e) Revise strategy accordingly and support Social Security Fund in their efforts to attain approval from the Board.

ii. Develop Outreach Strategy:

- a) Identify and develop outreach strategy through appropriate communication channels, dissemination methods and media such as video, print, web/online media, traditional media, and social media, among others, to effectively communicate key messages to specific stakeholders;
- b) Organize consultation workshop with tripartite partners that are represented in the Social Security Board to present and receive comments on the revised outreach draft strategy.
- c) Support Social Security Fund in the finalization of the outreach strategy.

iii. Develop Implementation Work Plan for the Communications and Outreach Strategy

- a) Create work plan with clear deliverable outcomes, indicators and tools for the implementation of the strategy;
- b) Prepare a list of the resource needs (human and financial) and estimated implementation budget; and,
- c) Develop indicators to monitor and evaluate communications and outreach tools and activities, in order to measure the impact on achieving the overall objectives.

iv. Deliver capacity building trainings on communications and outreach:

The service provider should also organize training on communications and outreach

for the SSF staff and relevant line ministry staff at the provincial level. Sub tasks here are:

- a) Identify communications and outreach capacity building needs in discussion with SSF staff;
- b) Design and deliver appropriate training for SSF staff;
- c) Prepare detailed training report, with trainee testimonials and a follow up plan.

5. Deliverables

The following are required from service provider;

- 1) Initial work plan within 15 days of the start of the consultancy based on desk reviews, consultations, and initial participatory meeting held with Social Security Fund
- 2) Report of consultation held with stakeholders as part of updating the communications strategy;
- 3) Draft communications strategy;
- 4) Draft outreach strategy;
- 5) Validation workshop to receive feedback from the SSF board on the communications and outreach strategy;
- 6) Report on the validation workshop;
- 7) Final communications and outreach strategy taking into account the results of the validation workshop in English;
- 8) Report of communication and outreach training delivered to Social Security Fund staff;
- 9) Final report detailing support delivered to Social Security Fund during the time period

Acceptance of deliverables is subject to final approval by ILO

6. Payment Schedule

- 30% of total budget paid on delivery of 1)
- 40% payable on delivery of 2) and 3)
- 30% paid after delivery of 4), 5), 6), 7), 8) and 9)

Note this is a tentative schedule to be finalized later.

7. Submission

Institutions are invited to submit their technical and financial proposals electronically to kathmandu@ilo.org by **17:30hrs on Monday, 1st February 2021**. Subject heading should mention “Social Security Fund - Communications”.

Please include a copy of ownership certificate, VAT registration certificate, company registration certificate and the latest tax clearance certificate of your company.

Note that submissions require a technical proposal (containing organizational profile, team member details, previous experience and such) and a financial proposal (with each

possible expense heading detailed). Technical proposal should propose a methodology, detailed list of activities with timeline to achieve the objectives of the consultancy within the broad scope of work identified above in their technical proposal. **Technical and financial proposals should be sent in separate emails.**