Hariyo Ban Program

**Term of Reference
for
Sensitizing Local People on Illegal Wildlife Trade through Different Media along the Trade Routes**

1. Background

The Hariyo Ban Program II, funded by USAID and implemented by four consortium partners - WWF (lead), CARE, National Trust for Nature Conservation (NTNC) and the Federation of Community Forestry Users in Nepal (FECOFUN), aims to increase ecological and community resilience in two landscapes - Chitwan-Annapurna Landscape (CHAL) and the Terai Arc Landscape (TAL). The program has two major thematic components: biodiversity conservation and climate change adaptation, and two cross-cutting themes (governance and gender and social inclusion). The objective of improving the conservation and management of CHAL and TAL works under three result areas, these includes:
   a. Threat to target species reduced with special focus on Combating poaching and illegal wildlife trafficking,
   b. Threat to target landscape reduced, and
   c. Market-based livelihood alternatives developed and promoted.

Similarly, the program is focused in three sub-basins (Seti, Marsyangdi and Daraudi) in CHAL and core areas (Chitwan, Banke, Bardia and Suklaphanta National Parks and their buffer zones) and critical forests corridors (Barandhabhar, Kamdi, Karnali and Brahmadev) in TAL.

2. Rationale

Nepal is endowed with exceptionally rich biodiversity and provide refuge for globally significant wildlife species including snow leopard, red panda, brown bear, musk deer, wild ass, rhino, tiger, Asian Elephant, dolphin, gharial, etc. Similarly, Nepal is a repository of medicinal and aromatic (MAPS) plants, and other commercially valuable flora as well.

However, the biodiversity in Nepal is under immense threats. Key wildlife populations including rhino, tiger, snow leopard, musk deer, red panda and other protected species are still threatened by poaching and illegal trade of their body parts. Huge number of different MAPS and other commercially valuable plant species are extracted illegally and traded. Several seizures of wildlife parts such as skin and bones of tiger, leopard and snow leopard; plants and their bi-products; and arrest of poachers and illegal traders in these landscapes imply that Nepal is used as a major hub and transit country by organized wildlife poachers and illegal wildlife traders. The Environment Investigation Agency's (EIA) reports that Nepal is used as a transit point for illicit trafficking of wildlife parts and derivatives. Commodities such as shahtoosh, fur, musk pods, bear bile, tiger skin and bones, ivory, rhino horn, leopard parts and live animals (turtles, birds), etc are mostly traded off through Nepal.

According to TRAFFIC, the wildlife trade monitoring network, "Transportation and logistics businesses, such as passenger and cargo airlines, shipping companies, express couriers and freight forwarding companies, are becoming increasingly vulnerable to exploitation by illegal wildlife traffickers." Similarly, the general people are also equally vulnerable to exploitation by illegal wildlife traffickers. The seizure data obtained from the law enforcement agencies shows the central Nepal is

more sensitive for wildlife crime. It is triggered due to porous borders with India and difficult terrain border with China. It is noticed that without the support from the local community the poachers cannot poach wildlife and it is also noticed that they local people for illegal trafficking of wildlife parts/derivatives. The traders have been taking the local people as an easy means in transporting contrabands across the borders as they are less aware on illegal wildlife trade and its legal consequences. Thus, it is important to make the local people aware on the importance of the wildlife, illegal trades of its parts/derivatives and the legal consequences of illegal wildlife trade to control illegal wildlife and to prevent themselves from being used by the illegal traders.

3. Objective

The overall objective of this project is to reduce poaching and illegal wildlife trade raising awareness in the community using improved traditional folk singing approach in association with modern social medias and local radio stations.

The specific objectives are
- to produce five audio and video sarangi songs featuring IWT deterrence stories on wildlife crime.
- to organize musical events playing IWT deterrence stories in the trade routes (Birgunj, Chitwan, Kathmandu, Barhabise, Tatopani, Trisuli and Rasuwagadhi) to sensitize local people.
- to disseminate the songs to wider targeted communities via different media- local radio stations and social media.

4. Methodology

- Stories screening: Collect Illegal Wildlife Trafficking (IWT) deterrent/impact related 5 different stories and transform them into lyrics with clear messages on probability of detection, social costs of imprisonment, scale of sentences, importance of biodiversity conservation, etc. Take feedback on lyrics with WWF Nepal, Program Team.
- Song composition: Selected lyrics with different stories will be given a new folk tune and compose in compatible to sarangi by an experienced Sarangi player.
- Awareness tour through music: The team of artists (Sarangi Player), camera technician, the team leader and the Logistic/Finance Assistant will travel together to the selected areas in the trade routes. Seven events will be organized one each in Birgunj, Chitwan, Kathmandu, Barhabise, Tatopani, Trisuli and Rasuwagadhi. The event will be organized in a place where there is more flow of local people such as market place, bus park, etc. The artist will play songs live in front of the local mass to raise awareness.
- Song recording and video production: The songs (n=5) will be recorded at studio and on the sites as well. All the videos will be recorded using 4K/HD quality camera, edited and also produced in a version that includes English subtitles for broader distribution via social media.
- Dissemination and broadcasting plan: All the songs will be broadcasted via local radio stations (n=6) along the trade routes in central Nepal. Further, videos will also be disseminated through social media with targeted boosting.
- Prepare a detail activity report and submit.

5. Deliverables at the end of the project

It is expected that the consultant delivers the following
- Deterrence sarangi songs (n=5) and 4K/HD video (n=5) produced;
- Public engaged (n=500) in live sarangi music tour conducted along the most active trade routes;
- Targeted audience (internet users of central Nepal) reached (n= 150,000) via social media;
- Radio broadcasting (n=6) of the songs in identified IWT hubs reaching broader population done.

6. Time Frame

The duration of this study is of 2 months from the date of agreement.

7. Payment

The payment will be made in instalments based on norms of WWF Nepal and upon submissions of satisfactory deliverables.

8. Hariyo Ban Program Branding

Hariyo Ban Program branding and marking is to be ensured in all communication and branding materials throughout the project and has to be pre-approved by communications unit. The consultant should make sure that the disclaimer is incorporated in all the communication materials if made:

डिस्क्लेमरः यो ………… अमेरिकी जनताद्वारा अमेरिकी विकास नियोग (युएसएड) को माध्यमबाट प्रदान गरिएको उदार सहयोगबाट सम्भव भएको हो । यसमा उल्लेखित विषयवस्तु लेखकको जिम्मेवारी हो र यसले युएसएड तथा अमेरिकी सरकारको धारणा प्रतिनिधित्व गरेको मानिने छैन ।

Disclaimer: This ………… is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of WWF and do not necessarily reflect the views of USAID or the United States Government.

9. Supervision and Coordination

The consultant will report to Sunil Shakya, Hariyo Ban Program, WWF Nepal.

10. Budget

The Consultant should submit a financial proposal that includes a detailed breakdown of the project budget. The maximum budget limit for this service is NPR. **14,00,000/-** (**Fourteen lakh rupees only**) (Inclusive of 13% VAT). The payment is subject to tax deduction as per prevailing government rules.

In addition, the following organizational information should be provided:
- Organization Registration and latest renewal, if applicable
- VAT registration certificate
- Tax Exemption Certificate, if applicable
- Latest tax clearance certificate (for company)

Please use the budget template in Annex 1 and revise the description as per the applicability.

Annex 1: Estimated budget

S.N.	Description	Unit	No of Units	Rate	Amount
1.	**Fee based on deliverable and timeframe**				
2.	**Travel**				
2.1	Travel fare				
2.2	Accommodation and food				
3.	**Local transportation**				
4.	**Communication cost**				
4.1	Mobile re-charge				
5.	**Hall Charge**				
6.	**Refreshment**				
6.1	Tea/snacks				
6.2	Lunch				

7.	**Report preparation**					
8.	**Other logistics**					
	TOTAL					**-**