Hariyo Ban Program

Term of Reference
for
Sensitizing/Training Women Journalists on Environmental Crime with Respect to Illegal Wildlife Trade

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 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 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 trade 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. Studies suggested that wildlife crime do not stand alone, it accompanied with other crimes such as illegal wildlife trafficking, etc. Thus, wildlife crime has been a serious problem in the world and Nepal is not aloof of it. Billions of dollars illegally traded off in wildlife trafficking in the world. The seizure

incidences in Nepal also shows a huge amount illegally traded off in Nepal. The adverse impact that are causing to the National economy and the society as a whole is devastating which needs to be stopped or minimized. This is possible through awareness and enforcement. Journalists are the appropriate means which can reach out to the wider people through paper media, audio media and TV media to raise awareness in controlling environmental crime. Thus, journalists would be sensitized on the subject so that they will understand the issue on environment crime.

One of the studies done by Sancharika Samuha where a survey conducted on 907 media houses around Nepal revealed that there was a total of 7,650 journalists and among them 5,711 were men and 1,939 (25.3%) were women. The study also revealed that out of the total journalist (2,562) working in radio, 46.5% were women, out of the total journalists (4,126) working in print media, 40.6% were women. Likewise, out of the total journalists (749) working in TV, 11.3% were women and out of the total journalists (223) working in online media, 1.6% were women. Among the total female journalists, there was negligible percent of female write/speak on environmental issues (0.6%). Thus, the project is designed to capacitate female journalist on environmental crime with respect to illegal wildlife trade.

3. Objectives
The major objective of this project is to create awareness about environmental crime with respect to illegal wildlife trade in non-conventional sectors (women journalists) of major districts and trade routes which they will use their knowledge in creating awareness of the public. The specific objectives is: sensitization training to women journalists in Kanchanpur, Nepalgunj, Surkhet, Bhairahawa, Chitwan, Kathmandu, Kaski, Gorkha, Birgunj and Biratnagar on environmental crime with respect to illegal wildlife trade.

4. Methodology
The consultant will present an innovative/creative methodology to create awareness among the non-conventional sectors on illegal wildlife trade based on the following guidelines.
- A sensitization/training package on environmental crime with respect to illegal wildlife trade will be developed through a workshop among relevant stakeholders.
- Selection of the venue, participants and the resource persons for the program.
- Around 200 female journalists (TV, Radio, Online and Print) will be trained from the events conducted in 10 different sites.
- At least 5 stories online/print/TV related to the theme of training of the participants (trainees) will be collected
- A detail final report (technical and financial) will be developed and submitted.

5. Deliverables
It is expected that the consultant delivers the following:

SN	Deliverables	Due date
1	An inception report consisting of the action/work plan, contents of sensitization training, schedule to accomplish the work	First week after signing the contract
2	At least 5 Stories published online/print/TV	Before the final report
3	Final report	1 week after completion of the contract

Report will be written in English and submitted in a hard copy and in a digital format (MS Word). Any materials developed/produced within the project budget, some copies need to be submitted along with the report for official record.

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:

डिस्क्लेमर: 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.

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. **17,00,000/-** (**Seventeen 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				-