



Terms of Reference

Consultancy to Develop and Design of Brochure Leaflet related to Women and Migrant Workers

Project: Enhancing Migration Services to Nepali Migrant Workers in Countries of Destination through strengthening institutional capacity of Non-Resident Nepali Association (NRNA)

Context

The Non-Resident Nepali Association (NRNA), as a global diaspora organization, has been actively working for the welfare and rights of Nepali migrants and Non-Resident Nepalis (NRNs) across various countries of destination (CoDs). Labor migration remains one of NRNA's core focus areas, where volunteers in different CoDs collaborate with Nepali diplomatic missions to support migrants through passport renewal, documentation assistance, legal aid, health and mental health awareness, emergency relief, and repatriation—often on a voluntary basis.

NRNA's engagement is particularly strong in the Middle East, Malaysia, and Europe, where it also provides assistance to undocumented and women migrant workers, among the most vulnerable groups. According to the MoLESS Annual Report (F/Y 2080/81), a total of 771,297 Nepali migrants received new labor approvals—661,125 male (85.71%) and 80,172 female (10.39%)—while undocumented cases remain unrecorded but are a significant concern.

Given the limited resources of Nepali diplomatic missions, stronger coordination among stakeholders is crucial for effective service delivery. With its trusted reputation and presence in around 90 countries, NRNA serves as a reliable partner to the Government of Nepal in addressing migrants' needs. Strengthening the institutional capacity of NRNA's National Coordination Councils (NCCs), regional, and international networks will help ensure sustainable support mechanisms for Nepali migrants.

Building on the successful collaboration with the International Labour Organization (ILO) during the COVID-19 response under the Migrant Rights and Decent Work (MiRiDeW) Project (Phase I), NRNA now aims to continue this partnership in the second phase of MiRiDeW project which is funded by Swiss Agency for Development and Cooperation (SDC) to enhance institutional capacity and promote sustainable, rights-based services for Nepali migrant workers.

Purpose of the Assignment

The purpose of this consultancy is to develop, design, and publish an informative brochure/leaflet that promotes awareness and visibility on issues related to women and migrant workers. The brochure/leaflet will:

- Highlight key migration rights, gender equality, and psychosocial well-being messages.
- Present NRNA's role, initiatives, and support mechanisms for migrant workers.
- Serve as an advocacy and information tool for migrants, policymakers, and partners.

Scope of Work

The consultant/firm will be responsible for the following:

1. Desk Review

- Review relevant NRNA and ILO project documents, policy frameworks, and research related to women and labor migration.
- Analyze existing IEC (Information, Education, and Communication) materials to identify content gaps.

2. Consultations and Interviews

- Conduct key informant interviews (KIIs) and focused discussions with NRNA leadership, NCC representatives, ILO focal points, and migrant workers (especially women).
- Gather information and messages from stakeholders to ensure the brochure reflects real issues and field experiences.

3. Content Development and Guideline Preparation

- Develop draft content for the brochure/leaflet based on findings from desk review and consultations.
- Prepare key message guidelines ensuring clarity, accuracy, and alignment with NRNA and ILO communication standards.
- Integrate gender-sensitive, inclusive, and mental health perspectives.

4. Design, Translation and Analysis

- Design a visually appealing and reader-friendly layout in both English and Nepali.
- Use infographics, icons, and photographs that align with NRNA and ILO branding.
- Ensure inclusive design accessible to a diverse audience.
- Analyze qualitative inputs from interviews and consultations to refine the key themes and messages.

5. Validation

- Present the draft to NRNA/ILO for feedback and make necessary revisions.
- Incorporate feedback and finalize the design and content.

Expected Deliverables

S.No.	Deliverable	Description	Timeline
1.	Inception Report	Methodology, work plan, proposed outline, and timeline	Within 3 days of contract signing
2.	Desk Review Summary	Key findings and proposed messages for content	Within 5 days
3.	Consultations and interviews	Conducted and summarized with stakeholder inputs	Within 8 days
4.	Draft content, guideline and design concept	First draft of text and layout in English & Nepali	Within 12 days
5.	Validation and feedback incorporation	Present draft to NRNA, revise accordingly	Within 15 days
6.	Final brochure/leaflet	Final approved version – Digital and Print Ready Version	Within 20 days

Qualifications and Experience of Consultant

- Bachelor's degree in Mass Communication, Graphic Design, Development Studies, or related field.
- Minimum 5 years of experience in content development, graphic design, and publication for development or rights-based organizations.
- Proven experience in developing information, education, and communication (IEC) materials on migration, gender, or social issues.
- Proficiency in Adobe Creative Suite (InDesign, Illustrator, Photoshop) or similar tools.
- Strong understanding of gender-sensitive and inclusive communication.

Application Process

Interested individuals or organizations should submit:

- Letter of Interest with relevant legal documents (Registration, VAT Registration, Tax Clearance and experience letter)
- CV/organizational profile highlighting relevant experience.
- Technical proposal (methodology and work plan).
- Financial proposal, including consultancy fee and applicable taxes.

Evaluation Criteria

Proposals will be evaluated using a Quality and Cost-Based Selection (QCBS) method, where technical criteria carry 70% weight and financial criteria carry 30% weight.

Cost Coverage

- The consultant/firm shall manage designing, layout, translation, and printing of the brochure/leaflet/booklet.
- All final materials (digital and print ready version) shall be handed over to NRNA upon completion.

Supervision

The consultant will work under the direct supervision of NRNA's project officer and Senior Communications and Foreign Employment Officer.

Applications should be sent to **procurement@nrna.org** by **07 November 2025**. For any information, please contact +977-1-4511530/ 4526005.