



## **Terms of Reference**

Consultant/ Service Provider for Creation of Short Awareness Videos through Social Media Platforms

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

### **Background**

The Migrants' Rights and Decent Work (MiRiDeW) Phase II Project implemented by NRNA aims to enhance migration services to Nepali migrant workers in destination countries. NRNA intends to engage a consultant/ service for creation of short awareness Videos through social media platforms.

### **Scope of Work**

The consultant/Content Creator shall:

#### **1. Content Development**

- Develop engaging digital content related to foreign employment (Migration Cycle).
- Create content in both Nepali and English, where required.

#### **2. Short Video & Reel Production**

- Produce short-form videos for all social media platforms.
- Animated Videos
- Cartoon- based Awareness Videos
- AI- generated Videos
- Create awareness-focused, educational, and storytelling-based content.
- Develop scripts, captions and visual concepts for each video.

#### **3. Campaign Planning**

- Prepare a monthly basis content calendar (Till August 20).

## **Deliverables**

- 8-10 short videos/reels per month
- Monthly content plan
- Monthly report (reach, engagement, boosting)
- Raw footage and editable source files

## **Required Skills**

- Experience in Social Media platform sites
- Video shooting and editing skills
- Proficiency in Multimedia production
- Experience working with development or NGO project is preferred

## **Application Process**

Interested individuals or organizations should submit:

- Letter of Interest with relevant legal documents (Registration, VAT Registration, Pan No. 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.

Applications should be sent to **procurement@nrna.org** and [pramila.jama@nrna.org](mailto:pramila.jama@nrna.org) by **20 June 2026**. For any information, please contact 9801861127.