



TERMS OF REFERENCE

DESIGNING EDUCATION AND COMMUNICATION MATERIALS FOR COMMUNITY-LED WETLAND AND MIGRATORY BIRD CONSERVATION IN NARAYANI

1. Background

World Wildlife Fund, Inc. registered in USA as a not-for-profit organization (hereinafter referred to as “WWF”) is the world’s leading independent conservation organization currently running in more than 100 countries across 6 continents. WWF initiated supporting Nepal in 1967 with Rhino conservation program in Chitwan. To keep up with the evolving face of conservation and environmental movement, WWF Nepal’s focus has progressed from its localized efforts in conservation of a single species in the 1960s to integrated conservation and development approach in the 1990s, to a new horizon of landscape-level conservation encompassing national, regional, and global scales of complexity in the early 2000s. WWF Nepal Country Office was formally established on 19 May 1993.

WWF Nepal is running an initiative titled "**Community-led conservation of wetlands and migratory birds in Narayani**". The project is the first in the Central Asian Flyway under WWF’s **Wetlands for Asian Flyways** initiative and focuses on restoring and creating wetland habitats in the Narayani River floodplains, including areas in and around the Chitwan National Park buffer zones. The project will contribute to safeguarding migratory birds by ensuring ecological connectivity of flyways through community-led wetland conservation. It will also provide co-benefits such as food and water security, flood regulation, and climate adaptation for local communities. Education and awareness are key pillars of this work, especially through experiential learning among children and youth.

2. Objective

The objective of the assignment is:

- Design IEC materials (poster, brochure, sticker, comic strips) with clear pictures/illustrations / visualization and texts that are suitable for disseminating information on follow topics in context of Nepal:
 - A. Introduction/fact figures of wetlands
 - B. The threats faced by wetlands
 - C. Ways to protect and restore wetlands in our communities
 - D. Ecological significance/Benefits of restoring wetlands
 - E. Feeding guilds, Bird diversity and adaptation (beak shapes, leg length, feeding habits)
 - F. Understanding bird migration routes (flyways) and their ecological significance and seasonality
 - G. Mascot (Ruddy Shelduck pair) for delivering above messages.

3. Scope of Work

The scope of work for this assignment includes:

- Design multiple sample materials in consultation with the WWF Nepal team and get inputs. This may need several modifications while collecting feedback from the WWF team.
- Submit the final design to WWF Nepal for final approval.

4. Proposed timeline

The timeline for the assignment will be as under:

S. N.	Activities	Activity Date
1	Submission of first draft of IEC Materials (Design and print file)	27 October 2025
2	Review, Editing, and Feedback	31 October- 25 th November 2025
3	Final design of the IEC Materials	30 November 2025

5. Deliverables

The consultant will ensure effective completion of a project, which will include the following deliverables:

S. N.	Ready to print version	Design Quantity
1	Poster	12
2	Illustrations	12
3	Comic Strips	12
4	Sticker	12
5	Mascot Illustration	2 characters

6. Coordination and Reporting

The consultant will report to and coordinate with Fresh water and Conservation Education Unit of WWF Nepal.

7. Proposal Submission

Interested individuals and organizations are requested to submit proposals electronically to: proposals-campaigns@wwfnepal.org. The proposal must include following documents submitted in the same email:

1. Technical proposal
2. Relevant past work samples
3. Financial Proposals

The proposal submission should include the following:

For organization

1. Organization Registration and latest renewal
2. VAT Registration Certificate
3. Latest tax clearance certificate
4. Latest audit report
5. CVs of team members involved in the project

For Individuals

1. Curriculum Vitae
2. Copy of Nepali Citizenship, National Identity Card or Passport
3. PAN/VAT Registration Certificate
4. No objection letter from current employer, if applicable

Note that payments are subject to tax deduction as per prevailing government rules.

The proposal must be submitted by 5:00pm Nepal Standard Time on **8th September, 2025**.

Please mention '**PROPOSAL – Development of IEC Materials**' as the subject in your email.

Only organizations selected for further consideration will be contacted. Telephone inquiries will not be entertained.

8. Mode of Payment

The payment will be made as per WWF Nepal norms and upon submissions of satisfactory deliverables. Note that payments are subject to tax deduction as per prevailing government rules.

Annex: Budget Template

S. N	Description	Unit	Quantity	Rate	Total	Remarks
1	Fees					
1.1.1	Expert 1	Days	XX	XXX	XXXX	
1.1.2						
	VAT on Fees @ 13%				XXXX	
	Total				XXXX	

Kindly add/edit rows as required