

TERMS OF REFERENCE

Project title:	Civil Registry System Reform Project in Tajikistan- Phase II
Donor:	Swiss Agency for Development and Cooperation (SDC)
Description of Assignment:	Civil registration awareness: Nationwide SMS campaign
Duration:	September – October 2025 (2 months)

I. Background information

Civil registration (CR) plays a pivotal role in documenting life events and granting certificates crucial for the exercise of fundamental human rights. One of Tajikistan's main development challenges is the lack of an efficient and modernized Civil Registry System (CRS). In response, UNDP Tajikistan's Civil Registry System Reform Project supports the Ministry of Justice (MoJ) in improving human rights protection by strengthening civil registration services and increasing accessibility to the system.

Effective communication is integral to this project, aiming to augment the MoJ's efforts in disseminating information and fostering positive behavioral change. Previously, the project undertook various communication and outreach efforts, including the launch of a Mobile CR office, SMS and media campaigns, and engagement of state stakeholders in outreach activities during 2022-2023. Between 2023-2025, two SMS campaigns proved effective, reaching people in remote areas and totaling 4,659,327 individuals.

In 2016, 82.3% of households registered all documents, while the 2024 project endline assessment indicates that 95% of households have registered all documents, demonstrating the impact of the multi-layered approach to civil registration reforms within 6 years. Studies revealed that financial barriers are among the top reasons for not registering civil registration acts on time, for example, 12% of the population found the cost of the birth certificate procedure expensive. To advance reforms, the Ministry of Justice made further progress in 2025 to address this challenge. The Ministry signed an order dated February 28 2025, making the registration of birth, adoption, and death free of charge, including both fees and blanks.

This procurement supports a public awareness campaign conducted on behalf of the Ministry of Justice as the primary beneficiary. The campaign aims to inform all citizens about the Ministry's policy decision to eliminate fees for civil registration services. All service providers, particularly mobile operators, are expected to submit proposals as public service offerings to support the Ministry of Justice's public information initiative, recognizing that this is a non-commercial public awareness effort designed to ensure citizens are informed of their rights and the new free services available to them.

To support the public awareness initiatives of the Ministry of Justice, an SMS campaign is anticipated at the national level, targeting all SIM-card users to inform them of these changes. This initiative aims to increase public awareness, support transparency in system changes, and enhance the population's legal knowledge regarding their rights.

Objectives

1. Enhance awareness among the Tajik population, especially among vulnerable groups (women, PwD), regarding civil registration processes and the importance of obtaining vital event certificates for exercising human rights.
2. Increase awareness of the population about changes in the civil registration system, specifically the Ministry of Justice's order dated February 28, 2025, which makes birth, adoption, and death civil registration acts completely free of charge, including fees and blanks.

1. Scope of work

Target group:

- 7,000,000 SIM-card holders/ citizens to receive SMS texts.

The organization will be responsible for implementing the following tasks:

I. SMS CAMPAIGN AT NATIONAL LEVEL

- Identify cellular companies to carry out targeted SMS-texting to the local population for a public awareness campaign on behalf of the Ministry of Justice (MoJ). Proposals must be submitted as public service offerings for awareness purposes, not as commercial services. A total of 7,000,000 SIM-card holders/citizens shall receive SMS texts with important information about changes in the civil registration system/ZAGS.
- Draft the methodology with identified mobile operators and develop a strategy to reach 7 million people through this public awareness initiative. Prepare SMS text content and present it to the MoJ and UNDP for approval.
- Liaise with cellular companies to negotiate this public awareness campaign, ensuring they understand this is a non-commercial public service initiative conducted on behalf of the Ministry of Justice. Engage the Ministry of Justice in negotiations as the primary beneficiary of this awareness campaign
- SMS messages, comprised of approximately 200 characters, will be in Tajik and Russian. The text must be agreed upon with MoJ and UNDP.
- Develop and implement SMS campaigns, ensuring that 50% of recipients are women.
- Collect feedback and gather data to assess the effectiveness of the SMS campaigns. The suggested feedback collection approach is the online forms survey and in-person interviews with recipients and heads of the CR offices in four regions, especially in remote areas.

II. REPORTING

1. Elaborate the **final report** with the following chapters:
 - Introduction with the defined problem and goals
 - Methodology
 - Stages of work
 - Results: Impact of outreach and engagement activities
 - Assessment of the effectiveness of content delivery methods
 - Monitoring and Evaluation with Key Performance Indicators:
 - SMS open rate (if technically feasible)
 - Gender-disaggregated data
 - Age-disaggregated data
 - Region-disaggregated data
 - Overall Campaign Impact
 - Cost-effectiveness
 - Provide recommendations for future campaigns based on the campaign's successes and challenges.
 - Conclusion
 - Attachments (e.g., presentations, feedback forms, statistics, official letters)
2. Create a cloud space where all attachments are held and insert the links in the report.

Common rules for selected organizations or a consortium:

- a. The organization should ensure that all materials and the selection of staff demonstrate gender sensitivity. This includes, but is not limited to:
 - Targeting both men and women in all outreach and engagement activities.
 - Using gender-inclusive language in all materials.
- b. Since the mobile cellular companies will be engaged as third-party data handling parties for the SMS campaign, ensure that they comply with all applicable data protection laws of the Republic of Tajikistan and internationally recognized standards during the negotiation stage.

- c. The organization will be responsible for leasing and cooperating with the responsible government entities and the cellular companies. All interventions should be preliminarily discussed with UNDP and the Ministry of Justice.
- d. **All materials sent to UNDP for review and approval shall be translated into English.**

III. Deliverables and Timeframe

#	DELIVERABLES	DEADLINE
1.	<ol style="list-style-type: none"> 1. Methodology is presented 2. SMS text finalized with the MoJ and UNDP 3. 7,000,000 citizens received the SMS 4. Feedback of the population and the CROs gathered and analyzed. A brief analysis is attached to the final report 5. Final report 	Within 2 months after contract signing

IV. Required qualifications for the company/organization

Interested bidders should meet the following requirements:

1. At least **5 years of experience** in leading information campaigns (list of similar projects implemented should be attached to the portfolio of the company. At least two recommendation letters to be attached.)
2. **2 years of work experience** with international organizations and government institutions
3. Availability of **2 key qualified experts/staff*** with proven administrative and programmatic competencies for the delivery of services meeting the requirements of the present ToR (CVs shall be attached):
 - 1) **Project Manager:** A qualified specialist with at least 5 years of demonstrated experience in team management and working with the government in the field of public awareness. The specialist shall be fluent in oral and written Russian and Tajik. English is a strong advantage;
 - 2) **Communication specialist:** A qualified specialist with at least 3 years of demonstrated experience in the field of communication, journalism, SMM or PR. The specialist shall be fluent in oral and written Russian and Tajik;

The technical proposal should include the following:

1. **Experience:** A list of past and present major works of similar nature carried out, to be submitted preferably with contact numbers and addresses of the clients.
2. **Two recommendation letters** provided no later than 2023.
3. **Methodology:** A methodological approach should be provided for carrying out the assignment. The proposal should clarify the contractor's understanding and interpretation of the Terms of Reference and provide a clear description of how the contractor intends to organize and execute the services. **It should also include a risk assessment and an implementation plan. The proposal should include the names of the cellular companies involved in the implementation of the assignment.**
4. **Personnel:** The applicant shall include all experts and professionals, including a description of the proposed personnel and their job functions and responsibilities/and roles related to this assignment. Detailed Curriculum Vitae (CVs) should be included for the key proposed personnel, giving names, addresses, education, professional experience and experience from similar assignments.

V. Timeframe

The services under this sub-project shall be provided by the Contractor for 2-months and shall be fully completed no later than **31 October 2025**. Any changes in the timeframe of the implementation of this sub-project will be negotiated between UNDP and the selected company. Only after preliminary agreement between the parties and receipt of a written agreement, a change will take effect.

VI. Institutional Arrangements and Reporting:

Supervision and Management

The selected Contractor will work under the direct supervision of the UNDP Project Communication Analyst, who will serve as the focal point for this Contract. The overall management of the Contract will be the responsibility of the UNDP Project Manager.

Liaison and Coordination

The Contractor is expected to liaise closely and proactively with the UNDP Project Communication Analyst and the designated focal points within the Ministry of Justice (MoJ) throughout the implementation of this assignment. Regular communication and coordination are essential to ensure alignment and timely completion of deliverables.

Deliverable Submission and Approval

All deliverables, as outlined in Section 4, must be submitted in a timely manner to UNDP for review and approval. Simultaneously, or as directed by UNDP, the Contractor will also submit the deliverables to the designated focal points at the Ministry of Justice for their review and approval. **No deliverable will be considered final until written approval is received from both UNDP and the Ministry of Justice.**

The UNDP project will separately share relevant materials with the SDC communication unit for their review and feedback. UNDP will then communicate any feedback received from the SDC to the Contractor. The Contractor is responsible for addressing any comments or revisions required by the SDC, MoJ and UNDP.

Review timelines

The Contractor bears the sole responsibility for coordinating the review and approval processes with both UNDP and the Ministry of Justice. This includes proactively submitting materials, following up on the status of reviews, and ensuring that all feedback is addressed promptly and effectively.

While UNDP and the Ministry of Justice will endeavor to review deliverables as efficiently as possible, the Contractor should plan their activities considering that the review process by both entities may take approximately **2-3 weeks**, assuming close communication and proactive follow-up from the Contractor. The Contractor is encouraged to maintain open and consistent communication to facilitate a smooth and timely review process.

Reporting

The organization is responsible for providing a final performance report. The programme statements shall comply with the requirements set out in the Contract signed by the Contractor and UNDP. The organization should provide UNDP with all photographs and other visual materials collected during the project. Printed and electronic versions of reports should be transmitted to UNDP. The electronic version of the report must be saved in MS Word format. All reports must be printed in Times New Roman font, size 12, on page size A4. The title page of any document should contain the project title, the name of the author/s, the logos of the MoJ, the Government of Switzerland and UNDP.

VII. Payments

The total cost of services includes all costs associated with the execution of this technical assignment, for example, such as transportation costs, expenses related to the organization and provision of advice and training, trainer's fees, and all other relevant costs related to the implementation of this sub-project and in accordance with the budget submitted. The contractor shall be responsible for the payment of any taxes arising from the signing of the Contract between the Contractor and UNDP. However, the Contractor will not be charged with any increase in value, or any additional payments, for any reason.

Payments to local organizations/companies will be made by UNDP in the national currency (Tajik somoni) under the Contract and transferred to the bank account of the Contractor. The exchange rate would correspond to the official rate applied by UNDP on the day of payment.