

TERMS OF REFERENCE:

Radio programme producer for a series on the promotion of coffee farming in Nepal

Project Background

EU-Nepal Trade-Related Assistance TIP

This 4-years programme, funded by the European Union (EU) and launched in February 2020, assists the Government of Nepal to achieve sustainable and inclusive economic growth and poverty reduction by increasing trade and participation in regional and global value-chains. It aims at enhancing the capacities of the Ministry of Industry, Commerce and Supplies (MoICS) and the Trade and Export Promotion Centre (TEPC) to formulate trade policies, negotiate trade agreements and effectively implement them. A toolbox to facilitate trade and export policies is being developed. Furthermore, the project provides assistance to the sustainable and inclusive development of Nepal's coffee and pashmina value chains, with focus on export development. These efforts build on the successfully completed Nepal Pashmina Enhancement and Trade Support (PETS) project, the recently launched national coffee sector strategy, and the recommendations of the Nepal non-tariff measure survey, all three developed with ITC's assistance. The project is also closely aligned with priorities of the Nepal's 15th Periodic plan and the Nepal Trade Integration Strategy (NTIS) 2016, and in line with the EU's Multiannual Indicative Programme (MIP) 2014-2020 for Nepal, the European Consensus on development priorities "Prosperity", "People" and "Planet", and the UN 2030 Agenda for Sustainable Development

Radio programmes to promote coffee farming in Nepal

Despite the massive growth in the audience of media such as TV and other internet-based outlets, radio remains one of the most popular and trusted means of communication, especially in rural Nepal. This shows that radio's potential lies in the dissemination of hyperlocal and utility-based content that is relevant to the needs of the local audience. Experience from the long-running Krishi Karyakram (Agriculture Programme) on the national radio also suggest that there is considerable interest in programmes related to agriculture and farming.

Therefore, radio programming holds immense potential for the promotion of cash crops such as coffee as well. Various research has shown that there are a considerable number of farmers in Nepal's hills who are interested in growing coffee but don't have the knowledge to do so. While various government initiatives have helped farmers start coffee farming, much remains to be done.

The TIP project which is working on the improvement of coffee value chains in Nepal will in support of and promotion of project activities, produce a number of radio programmes to be disseminated with the help of local FM radio partners, in current and potential coffee growing areas. The programmes will focus from the farm to pulping centre level and will cover topics relevant to coffee production and processing at the pre- and post-harvest stage aiming at productivity improvements and quality enhancements including organic principles. It may also inspire new farmers to take up coffee farming by sharing relatable success stories of farmers who have been successful in the business.

The format, topics and content of the programming will be determined in collaboration with the TIP Project Working Group (National Tea and Coffee Development Board, NTCDB and Nepal Coffee Producers Association, NCPA) along with project technical communications experts, taking into account input from key stakeholders particularly farmers and farmer representatives – this to ensure relevance to cover the most important and desirable topics and format of delivery for as wide an audience as possible.

Description of Duties/Responsibilities

Under the direct supervision of the TIP Agribusiness Advisors and overall guidance of TIP Project Manager, the duties and responsibilities of the consultant will be to plan, create content, implement and evaluate the radio programming. The consultant will follow as a guide, the methodology as outlined by “*Farm Radio International: BH2 – How to be an effective producer of a farmer radio programme.*” The consultant will use the tasks:

- Create a program purpose statement.
- Use the station, VOICE, and FAIR standards to ensure excellent quality and service.
- Consult your farmer-listeners to determine their needs and interests.
- Use appropriate methods to get farmers to discuss important issues on air.
- Establish what information each episode should cover.
- Use a program format that keeps your listeners interested.
- Use different item formats to convey the material in clear and interesting ways.
- Make a plan for the next episode.
- Implement the plan
- Promote the episode.

While ultimately reporting to and working in coordination with the TIP Agribusiness Advisors, in creating the plan, content, format, compilation of interviewees and case studies, the consultant will collaborate with the TIP National Coordinators, the TIP Communications Lead and importantly, the TIP Working Group members (NTCDB and NCPA).

Plan

In planning, it will be important that the purpose and content of the radio programming is to be linked to ongoing national coffee sector strategic activities implemented by the NTCDB, NCPA and others for promotion of coffee production and quality, but also since the TIP project objectives and activities align, to build awareness amongst the coffee stakeholders of the project activities. The planning will need to consider:

- Which radio stations, what time and for how long – so as to optimise when farmers are likely to be available to listen
- Who to involve such as researchers, extension staff, private sector agents, farmers, etc in designing of the content of each episode and also who to involved in interview etc.
- The content must be relevant to farmers needs and interest and also as mentioned, aligned to the national sector strategies in place.
- The format of the episodes likely to be most engaging for farmers to listen to but flexible enough to accommodate feedback on inclusion of content and format from previous episodes.
- The costs of programme series
- Design of a simple feedback mechanism for purposes of evaluating reception, content appropriateness and estimated audience

Topics

While not set in stone and in no particular order of priority, the following topics should be considered:

- Discussion on good agricultural practices in coffee integrated into a food- and cash-crop farming system, promoting productivity and quality.
 - Link to material, resources and extension personnel and knowledge centres provide by NTCDB, village level Agricultural Knowledge Centres, Cooperative Unions and others.
 - For current producers the aim will be to cover how to improve productivity and quality linked to improving household incomes.
 - For potential new producers, the aim will be to cover the potential financial benefits of including coffee in the farming system, the steps to source quality seedlings, types of varieties, establishment of coffee gardens through to harvest.
- organic farming principles, practices, benefits and challenges
- Ongoing work on coffee under the TIP project
- Case studies (individuals, groups, cooperatives, private farms)
- Crop (coffee) insurance
- current international and domestic market trends, demand and opportunities with highlights on specialty and organic coffee and to include coverage of marketing, pricing, quality.
- risk management in times of pandemics and disaster.
- Inclusion for interviews of key actors like NTCDB, NCPA and donor agencies on their work and opportunities regarding funding, trainings and programmes.

Implementation

The consultant will working in coordination with TIP project staff (National and HQ-based) will following the approved plan, implement the approximately 10 episodes of the programming series. This will include

- selecting FM radio partners and booking air time,
- building the content,
- outlining the format,
- preparing participants and interviewees, discussion panel, guests etc
- Hosting each episode
- Collecting feedback fro adjustment for future episodes
- Administering in impact evaluation
- Reporting
- Securing the audio files for each episode

Expected Outputs and Timelines

- Plan: Incorporating as a guide, the methodology outlined in *Farm Radio International: BH2 – How to be an effective producer of a farmer radio programme.*”, research topics including consultation with stakeholders and FM radio partners. Prepare an outline programming plan covering suggested content (each subsequent episode can in part be influenced by listener feedback from previous episode), format (monologue or discussion or interview or story/play), interviewees and projected costs – to be submitted to the TIP project team for further input and validation.

- Implement: The consultant, will working in coordination with TIP project staff (National and HQ-based) will following the approved plan, implement the approximately 10 episodes of the programming series. This will include
 - selecting FM radio partners and booking air time,
 - building the content,
 - outlining the format,
 - preparing participants and interviewees, discussion panel, guests etc
 - Hosting each episode
 - Collecting feedback for adjustment for future episodes
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- Evaluate and report: The consultant will administer a simple impact evaluation and provide a report covering their impression of the radio programming in terms of its possible listener numbers, whether the content was interesting ad useful to farmers and whether it will have an impact on changing practices or promoting new coffee production.

Skills and Experience

The consultant should have experience in programming production or communications designer and should also have an agricultural background or experience in agriculture preferably coffee.

Education

Post-graduate studies in communications, broadcasting and agriculture will be considered.

Language

Nepali and English essential

Applications:

Please send your expression of interest and CV's with the subject line "Nepal TIP: Radio programme producer - promotion of coffee farming in Nepal" to Nick Watson nwatson@intracen.org and Gavard-Lonchey gavard-lonchey@intracen.org. Applications to be made before 31st October 2021.

More information about ITC and the TIP project can be found at <https://www.intracen.org/Nepal-TIP/>