

Expression of Interest  
Youth Consumer Awareness Program (YCAP)

Youth Affairs Department, Government of Sindh in collaboration and partnership with the Habib University Foundation (H.U.F.), is initiating a project titled "YES" - "Youth Empowering Spaces" - an innovative youth development framework aspiring to create inspiring learning and growing spaces and to provide youth with opportunities to become personally, socially and economically empowered. YES recognizes empowerment as a multidimensional process enabling youth to gain personal power and confidence to manage and improve their own lives and the lives of their families and communities in a conscious, proactive and self controlled way. YES is being implemented in Karachi, Jamshoro, Dadu and Khairpur.

**Name and Address of Procuring Agency**

Name: Youth Affairs Department, Government of Sindh for YES Project

Address: Third Floor, Tughluq House, Sindh Secretariat No. 2, Karachi

The consultant will work with the collaborative partner of the Department for YES project i.e. Habib University Foundation through YES team at the Institute for Advancing Careers and Talents, Saudabad, Malir, Karachi

**Scope of the Services Required**

YES project revolves around empowering youth through these four core themes:

1. **Personal Development and Empowerment** *educating, enlightening and engaging youth with tools and experiences which help them get awareness about their potentials. Facilitating them with experiences through which they can understand emotions and manage them and take rational decisions.*
2. **Technology for Empowerment** *educating and equipping youth with key skills and knowledge to use digital technologies for learning and economic empowerment.*
3. **Societal Awareness and Consciousness** *educating and building capacities of youth to understand societal issues and take small actions by initiating projects.*
4. **Career Guidance and Health Counseling** *facilitating youth to enhance their career planning skills and obtain one to one guidance for managing their mental and emotional health.*

Under societal awareness and consciousness theme, YES is planning to initiate Youth Consumer Awareness Program (YCAP) to meet the following objectives:

- Educate youth about increasing consumerism and its impact on personal life.
- Promote habits amongst youth that could lead to healthy life style.
- Provide awareness about personal role and actions vis-à-vis environment and ecology.
- Improve knowledge related to importance of consumer awareness related to products which youth and their families consume.

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- Engage youth as educators for promoting consumer awareness and relationship of consumerism with environment.

YES is looking for organizations or individuals who can develop a training module and program along with resources to integrate the above mentioned objectives. The scope of work is mentioned below:

- Developing a well-researched conceptual document to understand consumerism and its impact on an individual, community, society and globe.
- Identify key themes which could be used for educating youth.
- Develop learning modules with content to be delivered along with supplementary resources (video, posters, handouts etc.)
- Develop and conduct a TOT for 25 Youth Educators from Karachi.
- Develop run downs / session outlines for delivery the themes as well as TOT.
- Proposing a criteria for selecting and shortlisting of youth educators.
- Selecting the youth based on the criteria.
- Develop a post TOT plan.

#### **Duration**

The duration of this consultancy is of three months.

#### **Deadline:**

The last date of EOI submission is 5<sup>th</sup> May 2015. The shortlisted organizations will be then contacted for submitting proposal.

#### **Place of Submission**

##### **EOI for Youth Mega Expo Event**

Project Manager YES

Institute for Advancing Careers and Talents

Plot # 51/39 Pilot Social Welfare Complex, opposite to Bhattai Rangers and near Colony

Football Stadium, Saudabad, Malir, Karachi Pakistan

Hello: +92-21-34114922-23

#### **Criteria for Shortlisting**

- The qualification and experiences of the applicants vis-à-vis the details given under the section of 'who could apply'
- Quality of the proposed outline of the program
- Reasonableness of the estimated cost of services
- Level of commitment demonstrated

#### **Who Could Apply?**

Youth Empowering Spaces (YES) invites Expression of Interest (EOI) from organizations or individuals who are ready to join this exciting youth project and build the future of the Nation. The organization must meet the following criteria



- Functional and operational for the last 3 years.
- Experience of working in the above mentioned area.
- Have worked on similar projects and can share examples
- Has a competent team to undertake work and deliver as per given timelines.
- Willing to work as a team with the YES Project team through collaboration and exchange of ideas.

#### What needs to be Submitted?

Interested organizations or individuals may submit EOI with the following details and portfolio.

- A letter expressing the interest for working with the organization
- Detailed CV
- One page outline to describe how the organization / individual will undertake the task described in scope of services and estimated cost of services.

#### Process of Selection

- After the scrutiny of all the EOIs received, shortlisted organizations will be invited to submit the detailed proposal for which detailed guidelines will be issued.