

TERMS OF REFERENCES (TORs)

Project Title: Sindh Legal Advisory Call Centre (**SLACC**)

Organization: Legal Aid Society (**LAS**)

Consultancy Title: Raising awareness about SLACC through Question/Answer Platform of Influencer

Location(s): Karachi, Sindh

Duration: (01 May 2025 – 30 June 2025)

Background

The Legal Aid Society (LAS) is a not-for-profit and non-governmental organization to ensure accessible, effective, and expedient justice for marginalized and underprivileged communities across Pakistan. Since its establishment in 2013 under the visionary leadership of Justice (R) Nasir Aslam Zahid, a former Judge of the Supreme Court of Pakistan, LAS has been working in three (03) different thematic streams; Access to Justice, Gender & Child Security, and Climate Resilience, Sustainability, & Security to empower communities and create a long-lasting impact to transform lives and judicial system.

From 1st of July, 2018, LAS embarked upon a landmark public-private partnership with the Government of Sindh through its Law Department to continue services of its Call Centre under the name of the Sindh Legal Advisory Call Center (SLACC). Staffed by High Court-enrolled lawyers, the Sindh Legal Advisory Call Center (SLACC) is Pakistan's first toll-free helpline providing free legal advice to citizens from Pakistan. In view of the aforesaid, LAS is seeking the help of TV channels to help spread the name of SLACC, especially across Sindh.

B. Scope of Consultancy and Expected Outcomes:

The scope of work and corresponding outputs/deliverables will be as follows:

Deliverable 1

Recording a whole session related to legal queries in a question-and-answer video, highlighting the Sindh Legal Advisory Call Center (SLACC) as the solution. Can feature a SLACC lawyer.

Deliverable 02:

Featuring the SLACC number on their main page of the questions and answering featured page for 2 months, or doing integration of the SLACC number in videos for 2 months, besides the main video.

Deliverable 03:

Posting reels related to the video across their social media handles.

C. Project Timeline

- Time period for this consultancy will start from 01 May 2025 to 30 June 2025.

D. Required Social Media Metrics:

- 150k + followers on the YouTube page related to the questions and answering segment

E. Required Documents for Application:

- Financial Proposal

G. Confidentiality & Work Product:

It is agreed that any documentation made accessible to the social media channel, whether verbally or in writing, is confidential. The social media channel will hold such information in confidence and will use it solely for the purpose as mutually decided. The social media channel further agrees not to disclose confidential information to any third party, natural or legal, without LAS's prior written consent.