

## **TERMS OF REFERENCES (TORs)**

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

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

**Consultancy Title:** Raising Awareness About SLACC via FM Radio Network

**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 01:***

Airing a total of six (06) shows of thirty (30) minutes each on FM Radio Network for Sindh, the format and scheduling of which will be mutually decided between LAS and the FM Radio Network.

#### ***Deliverable 02:***

Providing a Commercial Air Time (CAT) of thirty (30) minutes for Sindh Region.

### **C. Project Timeline**

Time period for this consultancy will start from 01 May 2025 to 30 June 2025. Further, the timeline for the deliverable is given in the following table:

Sr. No.	Deliverable	Timelines
01	Airing a total of six (06) shows of thirty (30) minutes each on FM Radio Network for Sindh Region, the format and scheduling of which will be mutually decided between LAS and the FM Radio Network.	30 June 2025
02	Providing a Commercial Air Time (CAT) of thirty (30) minutes for Sindh Region.	30 June 2025

**D. Required Metrics:**

- Shall have valid license as required to be obtained from Pakistan Electronic Media Regulatory Authority (PEMRA)
- Presence in major cities of Pakistan.
- Listenership should be up to fifty (50) million.

**E. Required Documents for Application:**

- Profile of the FM Radio Network (1-Page) outlining suitability for the aforementioned Consultancy
- Technical Proposal based on TORs (Should adequately cover all the deliverables)
- Financial Proposal

**G. Confidentiality & Work Product:**

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