**TERMS OF REFERENCE**

**Programme Manager Gender and Digitalization**

1. **Project Title: Individual** Consultant – Programme Manager Digitalization

* **Context and Background:**

One of the key indicators of women's empowerment is access to information technology. This involves having access to computers, the internet, and mobile devices. According to the ITU, 85% of all broadband connections in low- and middle-income countries (LMICs) were made via mobile devices in 2021. The use of mobile phones directly impacts social welfare and women's emancipation. Usage also serves as a barometer for gender equality in Pakistani culture.

Mobile is at the center of the digitalization economy, according to the findings of the GSMA (Global System for Mobile Communications Association) Mobile Gender Gap Report 2022. With decelerating GDP growth and a growing population, the jobs, taxes, and productivity gains produced by the digital ecosystem will be essential to maintaining the stability of Pakistan's economy and society in the future. Pakistan has one of the widest mobile gender gaps in the world, with women being 33% less likely than men to own a mobile phone and 38% less likely to use mobile internet.[[1]](#footnote-1) As per the available data, 51% of women own mobile phones compared to 76% of men.

Several projects are now under progress in the public and private sectors to address the gender gap in digitization. At the national level, sufficient strategy and efficient planning are lacking. In order to create a workable strategy, it is necessary to document Pakistan's present activities and pinpoint the country's future requirements. "Innovation and technological change, and education in the digital age for achieving gender equality and the empowerment of all" is the UNCSW's chosen theme for 2023. Given all of these recent changes, NCSW decided to take the initiative in evaluating and enhancing women's access to cutting-edge digital technology. The NCSW decided to create a thorough study on "Analysis of Gender Digital Divide in Pakistan" in accordance with its mandate and responsibility.

National Commission on the Status of Women (NCSW) with the support of the consortium partners including UNDP, UNFPA, UN-Women and JAZZ, NCSW formulated a report titled “Digitalization and Women in Pakistan” highlighting gender gaps in digitalization and proposed robust recommendations to the relevant stakeholders. The report was presented in the 67 Session of the Commission on the Status of the Women in New York, USA (United States).

Justification

The Report “Digitalization and Women in Pakistan” was launched by the NCSW at the National level with the financial and technical support of the consortium partners (UNDP, UNFPA, UN-Women and JAZZ) led by UNDP. As the result of the event, a draft Digitalization and Gender equality National framework was drafted through a consultative process at the event.

NCSW has requested UNDP to enable the Commission to hire a Digitalization Programme Manager to kick start their work on the Digitalization. To ensure continuity and sustainability in achieving objectives to reduce gender gap in the digitalization and limited resources, NCSW requested UNDP Pakistan to financially support the initiative. The TORs have been designed similar to the position provided in the approved structure of positions of NCSW. Originally NCSW’s structure as reflected in its Organogram and the criteria developed for its core positions does contain parameters to hire professionals who can manage work in this domain of work of NCSW.

Program Manager Digitalization is of equivalent level as of the vacant position of Assistant Chief, which is BPS-18 Officer, which is a basic desk officer level position. Officers of this level are supposed to work for multiple objectives and under the tear of two or three seniors. TORs for the position have been kept same of Assistant Chief, which is BPS-18 Officer of the Commission.

There were four key thematic areas of the Digitalization and Women in Pakistan report. The provided robused recommendations to excel the NCSW digitalization agenda. Following are the key themes of the report:

**Key themes of the report:**

**Thematic areas**

* Digital Communication for women empowerment
* Financial Inclusion of Women through digital technology
* women and Girls in online Learning of tools and technologies
* Technology Facilitated Gender-Based Violence and Prevention

1. **Methodology:**

The Programme Manager Digitalization will directly report to the Chairperson NCSW with the administrative support of the Gender Specialist/Gender Analyst UNDP Pakistan. She/He will be consulting with the other departments within the NCSW and relevant stakeholders. She/He will be using the interactive tools to engage stakeholders and provide the adequate support to the NCSW. These may include the individual consultations, proposing innovative solutions, group consultations, Focused Group Discussions etc.

1. **Scope of Work:**

The incumbent will be responsible for managing the Digitalization and Gender Equality Portfolio of the National Commission on the Status of Women.

1. **Expected Outputs and Deliverables:**

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| **Sr #** | **Key Deliverables** | **Number of days** | **Timelines** | **Review & Approval** |
| 1 | Prepare an inception report with a work plan of action, methodology, objective and expected results. | 14 days | 29th Feb 2024 | Chairperson NCSW and Gender Specialist/Gender Analyst UNDP |
| 2 | Develop and finalize a National Framework based on the report of the Digitalization and Women in Pakistan and notes taken during the consultation held in August 2023. | 22 days | 31st March 2024 |
| 3 | Develop a stakeholder mapping matrix as the result of Identification of relevant partners and stakeholders and initiate consultative process with key objectives. | 22 days | 30th April 2024 |
| 4 | Develop a training module and a presentation on the efficient use of digitalization for women – The module will be thoroughly researched and provided the references, | 22 days | 31st May 2024 |
| 5 | Develop a brief and comprehensive advocacy strategy on digital communication for women empowerment in Pakistan. The advocacy strategy should be well aligned with the following documents:   * National Digitalization Strategy * National Gender equality framework * National Human Development Report * Anyother relevant document | 22 days | 30th June 2024 |
| 6 | Develop a brief and comprehensive advocacy strategy on Financial Inclusion of Women through digital technology digital communication for women empowerment in Pakistan. The advocacy strategy should be well aligned with the following documents:   * National Digitalization Strategy * National Gender equality framework * National Human Development Report * Anyother relevant document | 22 days | 31st July 2024 |
| 7 | Develop a brief and comprehensive advocacy strategy on women and Girls in online Learning of tools and technologies in Pakistan. The advocacy strategy should be well aligned with the following documents:   * National Digitalization Strategy * National Gender equality framework * National Human Development Report * Anyother relevant document | 22 days | 31st August 2024 |
| 8 | Develop a brief and comprehensive advocacy strategy on Technology facilitated Gender-Based Violence and Prevention in Pakistan. The advocacy strategy should be well aligned with the following documents:   * National Digitalization Strategy * National Gender equality framework * National Human Development Report * Anyother relevant document | 22 days | 30th September 2024 |
| 9 | Develop a proposal and budget plan on the establishment of the Digital hubs for women in Pakistan at district level. | 22 days | 31st October 2024 |
| 10 | Develop a partnership strategy for the donors for Resource Mobilization for the Digitalization hubs for women in Pakistan. | 22 days | 30th November 2024 |
| 11 | Develop a comprehensive roadmap though a consultative process for the year 2025 along with the required resources | 22 days | 31st December 2024 |

1. **Institutional Arrangement:**
2. Chairperson NCSW and Gender Specialist/ Gender Analyst UNDP Pakistan, will directly supervise the Contractor, and he/she will be directly responsible for, reporting to, and seeking approval/acceptance of output from them.
3. The deliverables will be delivered on the monthly basis, therefore, The contractor will be
4. The Contractor is expected to have a close liaise/interact/collaborate/meet with the focal point at NCSW, consortium partners and other relevant stakeholders.
5. **Duration of the Work:**
6. The duration of the contract is spread 10.5 months ( 234 days).
7. The estimated time for Tenchnical Review Group to review outputs, give comments, and certify approval/acceptance of outputs is 5 days.
8. **Duty Station:**

The Contractor’s duty station for the contract duration is Islamabad.

1. **Schedule of Payments:**

Payment will be made upon receipt of deliverables as under:

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| **Deliverables/ Outputs** | **%age payment** |
| Submission on Inception Report |  |
| Develop and finalize a National Framework |  |
| Develop a stakeholder mapping matrix |  |
| Develop a training module and a presentation on the efficient use of digitalization for women |  |
| Develop a brief and comprehensive advocacy strategy on digital communication for women empowerment in Pakistan. |  |
| Develop a brief and comprehensive advocacy strategy on Financial Inclusion of Women through digital technology digital communication for women empowerment in Pakistan. |  |
| Develop a brief and comprehensive advocacy strategy on women and Girls in online Learning of tools and technologies in Pakistan. |  |
| Develop a brief and comprehensive advocacy strategy on Technology facilitated Gender-Based Violence and Prevention in Pakistan. |  |
| Develop a proposal and budget plan |  |
| Develop a partnership strategy for the donors |  |
| Develop a comprehensive roadmap though a consultative process |  |

1. **Documents to be included when submitting the Proposals:**

The following documents are requested:

1. Duly accomplished Letter of Confirmation of Interest and Availability using the template provided by UNDP;
2. Personal CV or P11, indicating all past experiences from similar projects, as well as the contact details (email and telephone number) and at least three (3) professional references;
3. Brief description of why the individual considers him/herself as the most suitable for the assignment, and a methodology and how she/he will approach and complete the assignment.
4. Financial Proposal that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs.
5. A proof of established per day rate needs to be provided by the individual.

A proof of the health insurance certification needs to be provided by the individual.

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| **Eligibility Criteria** |
| **Qualification Criteria** |
| Master’s in Information and Communication Technology, Communications, Gender/Development Studies or any other relevant sciences. |
| Substantive professional experience in producing quality strategic products, reviewing literature, writing, and editing; developing manual and modules, roadmaps, strategies |
| **Technical Competencies** |
| 5 years of public/ private sector experience working with international donor/ development partners; (20 marks) |
| Minimum 5 years of experience in producing quality strategic products, reviewing literature, writing, and editing; developing manual and modules, roadmaps, strategies etc.(30 marks) |
| Technical Proposal that includes methodology to achieve the objectives of the assignment and deliverables (35 marks) |

1. GSMA. (2022). [The Mobile Gender Gap Report 2022.](https://www.gsma.com/r/wp-content/uploads/2022/06/The-Mobile-Gender-Gap-Report-2022.pdf?utm_source=website&utm_medium=download-button&utm_campaign=gender-gap-2022) [↑](#footnote-ref-1)