**﻿Lumanti Support Group for Shelter**

**Request for Expression of Interest for Consultancy Service**

To conduct Media Monitoring and Analysis of media coverage on Social Issues

engaging youth volunteers of Youth Network in Dharan

**Background**

**LUMANTI**is a non-profit making organization dedicated to the alleviation of poverty in Nepal through the improvement of shelter condition.  Since establishment, Lumanti has been focusing its work on the informal settlements and marginalized communities in the cities and towns of Nepal.

This project, titled " Co-Constructing ‘Neighbourhoods Fit for Diverse Young People’: Civic Media Technologies for Equitable Urban Governance (YCIV)," is being implemented with the collaboration of various national and international universities, as well as research institutions. The initiative is set to be executed in Nepal by the Lumanti Support Group for Shelter in Dharan, Sunsari, while in India, it will be carried out by the Hunarshala Foundation in the city of Bhuj, Gujarat.

In the current context where digital media is increasingly connecting the world, it is essential to examine how Nepali youth are utilizing this powerful medium to communicate their concerns to relevant stakeholders, including governmental and non-governmental organizations, as well as local communities. The project aims to focus on the ways in which these issues are being addressed in the interest of society and the community at large, thereby empowering young individuals to engage actively in civic discourse.

By fostering a deeper understanding of the intersection between media and urban governance, this initiative seeks to equip young people with the tools necessary to effectively advocate for their interests. It emphasizes the importance of media literacy and active participation in civic matters, ultimately contributing to a more informed and engaged citizenry that can influence positive change within their communities.

LUMANTI is seeking a consultant to conduct Media Monitoring and Analysis of media coverage on Social Issues engaging youth volunteers of Youth Network in Dharan to understand and assess media coverage trends on social issues, focusing on the challenges and narratives related to grassroots communities, including youth, women, elderly, and marginalized groups. This initiative seeks to engage youth volunteers from Youth Network in Dharan along with communities and media stakeholders in fostering equitable and accurate representation in the media.

**Objectives**

* Examine how social issues are framed and reported across different media platforms.
* Detect instances of media bias, misinformation and disinformation affecting public perceptions.
* Assess audience reactions and engagements with social issues related news.
* Understand the role of media in shaping public opinion and policy decisions.
* Identify shifts in narratives, coverage patterns and agenda-setting by media outlets.
* Highlight under-reported or misrepresented social issues to advocate for better visibility.
* Provide data-driven insights to strengthen social justice campaigns and initiatives.
* Foster dialogue between journalists, activists and policymakers for responsible reporting.
* Evaluate how media coverage impacts awareness and action on social issues.

**Scope of Work**

The consultant will undertake the following tasks:

**1. Media Analysis**

* Engaging the youth volunteers from Youth Network in Dharan, conduct a comprehensive review of media coverage on social issues affecting grassroots communities over the past 1-3 years.
* Analyze trends, patterns, and gaps in local, mainstream and digital media coverage.
* Identify narratives that amplify or neglect the voices of grassroots communities.

**2. Evidence Documentation**

* Document evidence of media representation of grassroots social issues, including case studies and examples from print, broadcast, and digital platforms.
* Create a repository of relevant media content for future reference and advocacy purposes.

**3. Community Engagement Workshop**

* Design and facilitate a workshop engaging youth, women, elderly, and other marginalized groups to:
  + Discuss their experiences with media coverage.
  + Identify key social issues needing more representation.
  + Empower participants to advocate for their narratives in media spaces.

**4. Workshop with Media Professionals**

* Design and facilitate a workshop with media professionals, media houses, and other stakeholders to:
  + Present findings from media analysis.
  + Discuss strategies for improved coverage of grassroots issues.
  + Promote ethical and inclusive reporting practices.

**5. Final Report and Recommendations**

* Submit a detailed report summarizing findings, workshop outcomes, and actionable recommendations for stakeholders.

**Deliverables**

* Comprehensive media analysis report with trends and case studies.
* Repository of documented media evidence.
* Workshop reports for community engagement and media stakeholder events.
* Final report with findings and recommendations.

**Timeline**

The assignment is expected to be completed within 3 months, starting from the date of contract signing.

**Desired Qualifications and Skills**

* Proven experience in media analysis and monitoring.
* Strong background in social issues, particularly those affecting grassroots communities.
* Experience in conducting workshops and stakeholder engagements.
* Excellent documentation and report-writing skills.
* Knowledge of local and mainstream media landscapes.

**Proposal Submission**

Interested firms/organizations or individuals are requested to submit an Expression of Interest to [**shelter@lumanti.org.np**](http://lumanti.org.np/)  by **02nd May 2025**. The EOI should include

* Detailed technical and financial proposal.
* Organizational profile (in case of Organization)
* Registration certificate with PAN/VAT number (in case of Organization)
* Tax clearance/exemption certificate and other supporting documents highlighting expertise and competitiveness in the relevant area. (In case of Organization)
* CVs of the team lead to carrying out this service.