

**ADOLESCENT GIRLS INITIATIVE FOR LEARNING AND EMPOWERMENT  
(AGILE) PROJECT,  
FEDERAL MINISTRY OF EDUCATION**

**REQUEST FOR EXPRESSIONS OF INTEREST SELECTION OF A  
CONSULTING FIRM FOR TV AND MAGAZINE SERIES**

The Federal Government of Nigeria (FGN) has received financing from the World Bank for the Adolescent Girls Initiative for Learning and Empowerment (AGILE) Project.

The Project Development Objective is to improve secondary education opportunities for adolescent girls in targeted areas in the implementing states.

The AGILE Project intends to engage the services of a reputable multi-media communication firm/consultant who to develop a weekly television programme and a quarterly magazine (hard copies and digital versions) to capture and publicize the Project's activities for a period of two (2) years.

**Objectives:** is to engage the services of reputable multi-media communication firm/consultant who will develop a weekly television programme and a quarterly magazine (hard copies and digital versions) to capture and publicize the Project's activities for a period of two (2) years.

**Scope of Work:**

The TV and Magazine consultant when engaged will be expected to source, develop, and produce content for the weekly AGILE TV programme and quarterly magazine. Contents will be sourced from activities conducted under the AGILE project at the National and State levels.

The consultant will be expected to select TV stations with National reach to broadcast the series, monitor the frequency of the coverage, and subsequent impact on the target public(s).

The weekly Television programme will run on a quarterly basis with 13 episodes per

quarter, making it a total of 52 episodes per year. Thus, the consultant will be expected to produce 104 episodes of the television series for the two-year contract period.

The consultant will also be expected to produce 2000 copies of the magazine on a quarterly basis, totaling 8,000 copies for the two-year contract period.

**The firm will also develop and execute the tasks that include but not limited to the following:**

- i. Develop a content schedule to include scripts and a production plan for each of the 13 episodes
- ii. Produce high-quality pictures/videos of project sites, beneficiaries, constructions, etc.
- iii. Conduct interviews of key stakeholders: government functionaries, parents, students, traditional rulers, religious rulers, community heads, teachers, etc., at the Federal and State levels.
- iv. Develop contents that align with the Project's objectives and slogan; Produce documentaries and articles on the Project's activities/achievements;
- v. Produce contents on AGILE project-related activities/programmes: advocacy visits, school debates; sports & quiz competitions, summits, workshops, etc.
- vi. Conduct interviews with the Projects' beneficiaries: Scholarships, Conditional Cash Transfers, (CCT), Life Skills, Digital Skills, etc.
- vii. Conduct interviews with high-level Government officials at the Federal and state levels that include; The Hon. Ministers of Education, Governors, Commissioners for Education of AGILE participating states, National Project Coordinator, State Project Coordinators, and the Project's Task Team Leader, and other relevant stakeholders.
- viii. Showcase AGILE National Project campaigns that include high-level RTL advocacy and seminars, pop-up events, workshops, and road walks at the State levels.
- ix. Other activities the NPCU may want included in the productions.

Method of Application/Submission of EOIS:

**Interested Consultants should submit Expression of Interest detailing the following information as basis for pre-qualification:**

- Profile of firm/consortium including ownership structure and role of each corporate entity

with full contact details of each firm;

- Proof of valid registration (i.e. certificate of incorporation with CAC) in the last 5 – 10 years in the broadcast industry, especially television plus PenCom, NSITF, etc.
- Track record/experience of successful delivery/completion of at least two similar communication assignments within the last 5 years.
- Proven evidence of tax clearance certificate (TCC) for the past three (3) years 2021, 2022 and 2023 to expire in December 2023
- Documentary evidence of designing and implementing comprehensive communication and Behavioural Change Campaigns.
- Multilateral experience (World Bank, AfDB, DFID etc.) in similar field of assignment particularly in West African region with similarity in size, complexity, technology, operational context, and economic and social settings of the client country.
- Copies of unabridged financial reports for the last 3 years

The attention of interested Consultants is drawn to Annex iv of the Procurement Regulations for IPF Borrowers dated July 2016 and revised November 2017, revised August 2018 and 2020.

Consultants may associate with other firms in the form of a joint venture or a sub consultancy to enhance their qualifications. The Consultant will be selected in accordance with the Quality and Cost Based Selection (QCBS) Method set out in the Procurement Regulations for IPF Borrowers dated July 2016 and revised November 2017, revised August 2018 and 2020, available on **[www.worldbank.org/procure](http://www.worldbank.org/procure)**.

Further information can be obtained at the address below during office hours 9.00 am to 4.00 pm, Monday through Friday (except public holidays) on Phone No. +234-09050153632, E-mail: [agilefme.npcu@gmail.com](mailto:agilefme.npcu@gmail.com) and Phone No. +234-8034791858; E-mail: [ubatanko@yahoo.co](mailto:ubatanko@yahoo.co)

Expressions of Interest shall be in English including three years unabridged financial report and must be submitted in four (4) hard copies (One original and three copies plus one Flash drive/CD Rom), in a sealed envelope clearly marked **“Expressions of Interest for AGILE TV & Magazine Series”**

Expressions of interest must be delivered to the address below in person or by courier mail, not later than **3:00pm on Tuesday, February 6, 2024.**

**The National Project Coordinator,  
Adolescent Girls Initiative for Learning and Empowerment (AGILE) Project, Federal  
Ministry of Education Annex,  
Ground Floor,  
Plot 245, Samuel Adesujo Ademelegun street, Central Business District,  
Abuja, Nigeria.**

**Attention: Muktar Uba  
+234-8034791858**

**Only short-listed Consultants will be contacted.**