



## Terms of Reference

# For Hiring a Consultant to Produce a Booklet on Stories from the Photovoice Initiative and School-based Essay Writing Competitions for Bangladesh Red Crescent Society

## BACKGROUND

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The Bangladesh Red Crescent Society (BDRCS) is an auxiliary organization to the Government of Bangladesh that aims to alleviate human suffering, promote community resilience, and enhance social cohesion. BDRCS was constituted on 31 March 1973 by the President's Order No.26 of 1973 with retrospective effect from the 16th of December 1971. The Society was recognized by the International Committee of the Red Cross (ICRC) on 20 September 1973 and admitted to the International Federation of Red Cross and Red Crescent Societies (IFRC) on 02 November 1973. The Swedish Red Cross (SweRC) collaboration with the BDRCS goes back to the early 1970s. From the 1970s, the SweRC has continuously maintained its partnership with the BDRCS, mainly through multilateral support.

Since May 2022, ECHO-funded Pilot Programmatic Partnership Project (PPP) interventions in Bangladesh have been carried out under three pillars of the Pilot Programmatic Partnership and initially planned to be carried out for three years.

Considering the overall situation and humanitarian needs in the country as well as the role, capacity, and scope of BDRCS and partners, the Pilot Programmatic Partnership (PPP) project covers three pillars Disaster Risk Management (DRM) (technical support from German Red Cross), Epidemic and Pandemic Preparedness and Response (EPPR) (technical support from Danish Red Cross), and Risk Communication, Community Engagement & Accountability (CEA) (Technical support from Swedish Red Cross).

The main purpose of this assignment is to support Bangladesh Red Crescent Society (BDRCS) to curate and produce a booklet showcasing stories collected from the PPP Photovoice Initiative and School-based Essay Writing Competitions. The booklet aims to highlight the voices and experiences of participants, capturing their narratives on how PPP activities are bringing changes in the community in both Bangla and English. The booklet will consist of a maximum of 20 stories accompanied by color pictures, presented in a visually appealing and engaging format (around 40 pages).

## OBJECTIVES OF THE ASSIGNMENT

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The consultant is expected to undertake the following specific duties:

- Compile a selection of compelling stories from the Photovoice Initiative and School-based Essay Writing Competitions.
- Create a bilingual booklet in Bangla and English, with each story presented in both languages.
- Design the booklet with colorful illustrations to enhance the storytelling experience.
- Produce a print-ready version of the booklet for future printing and physical distribution (in CMYK).





- Develop an e-book version of the booklet that can be downloaded and accessed online (in RGB).

## SCOPE OF WORK

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The consultant's responsibilities will include, but are not limited to:

- Reviewing and selecting stories from the submissions of the Photovoice Initiative and School-based Essay Writing Competitions.
- Obtaining necessary permissions and clearances for the publication of selected stories and accompanying photographs.
- Language Stream selected stories into both Bangla and English as necessary.
- Preparing a compelling and appropriate booklet cover with beautiful illustrations.
- Designing the layout of the booklet, incorporating color pictures and illustrations.
- Preparing a concise and attractive preface and an accessible table of contents
- Adding a postface (at the end of the book) describing more about PPP and the CEA pillar and sharing some hotline numbers in a compelling manner
- Ensuring that the booklet complies with printing standards and specifications for high-quality output.
- Reviewing and proofreading the booklet ensuring it is free of grammatical errors and consists of accurate information
- Creating an e-book version of the booklet compatible with online platforms for easy access and download.

## DUTIES AND RESPONSIBILITIES

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**The Consultant will be sharing these Deliverables:**

- Inception Report
- A curated selection of 20 stories, translated into Bangla and English.
- A visually appealing booklet layout with colorful illustrations, ready for printing.
- A print-ready version of the booklet in PDF format (in CMYK).
- An e-book version of the booklet in a downloadable format suitable for online distribution (in RGB).
- All necessary files and materials related to the production of the booklet.

## DURATION AND WORKING SCHEDULE

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The Consultancy will take place between 12 May 2024 to 30 May 2024.

Tasks/Milestone	Deliverables/Outputs	Timeline	Estimate Budget
1. Work briefing to Plan and gather all required information to understand the assignment	Introductory Meeting	12 May 2024	-x-
2. Inception Report Submission	Inception Report. The report should include detailed outlines, resource material, methodology, milestones, and timeline	13 May 2024	-x-
3. Develop draft booklet	1 <sup>st</sup> Draft of the Booklet(both print-ready and eBook versions Submission	25 May 2024	30%
4. Submission of Final Draft (both print-ready and eBook versions)	Final Approved Draft of the Booklet (both print-ready and eBook versions) Submission	30 May 2024	70%

### REQUIRES SKILLS AND EXPERIENCES

- At least 5 years of professional experience in curating and producing publications, preferably with a focus on storytelling and community engagement and accountability.
- Proficiency in both Bangla and English, including translation skills.
- Strong graphic design skills and proficiency in layout software (e.g., Adobe InDesign).
- Familiarity with printing standards and requirements for high-quality production.
- Ability to create accessible and user-friendly e-book formats for online distribution.
- Able to work in a multi-cultural team environment.
- Displays cultural, gender, religion, race, nationality, age sensitivity and adaptability.

### OTHER RELEVANT INFORMATION OR SPECIAL CONDITIONS, IF ANY

#### Mode of payment:

- Payment will be made upon receipt and approval of deliverables by the Swedish Red Cross. Please note that the payment is subject to the deduction of appropriate taxes. Deduction of VAT and Tax shall be applicable as per government rules. The fees will be paid by cheque/bank account transfer upon agreement with the Consultant.





## APPLICATION PROCESS

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Interested individual Consultant must submit the following documents/information (2 separate PDF files) as per attached **“Request for Proposal”**

- Technical proposal with detailed plan (including resume/s with contact details of references, five sample productions, copies of POs/work contracts)
- Financial proposal (following attached file named: REP\_Consultant-VAT and Tax)

## EVALUATION/SELECTION PROCESS

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All applicants will be screened against the plan and qualifications and competencies set above. Candidates fully meeting the requirements will be further evaluated based on the criteria below.

- CV review, experience qualifications as defined in the ToR. The highest relevant year of experience will get the highest score (20)
- Least 3 examples of previous works like this assignment should be demonstrated (20)
  - 1-2 POs/Contracts of any organization will get 5 points
  - 3-4 POs/Contracts of any organization will get 10 points
  - 5-6 POs/Contracts of any organization will get 15 points
  - Above 6 POs/Contracts of any organization will get 20 points
- Lead time will be evaluated inverse proportion method, which means the lowest budget will get the highest score (20).
- The technical proposal and plan will be critically evaluated; the highest score is 40. It will also depend on the relevant, appropriate quoted costing.

**Please note** that the Swedish RC will not provide any transportation or accommodation support.

## SUBMISSION PROCESS

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- Please submit your proposal application in English no later than 7 May 2024 to [majid.khan@redcross.se](mailto:majid.khan@redcross.se) and mention **“Consultant Hiring a Consultant to Produce a Booklet on Stories from Photovoice Initiative and School-based Essay Writing Competitions for Bangladesh Red Crescent Society”** in the email subject line. Applications received after the deadline or incomplete applications will not be entertained. Swedish Red Cross reserves the right to accept or reject the offer in part or whole without assigning any reason.

