

Terms of Reference

Short term Consultancy for Development of Behavior Communication Strategy of Max- WASH II program

Nature of Consultancy

Programme/Project Title	Max WASH-II
Consultancy/Services Title	Behavior Change Communication Strategy development
Assignment Name	Develop Behavior Change Communication Strategy for Max -WASH II program
Consultancy Mode	National, Short term
Type of Contract	Individual/firm/organisation
Submit Application to	M.M. Ahidul Islam Kazal
Application submission Date	20 December 2017 by 5:00PM
Mode of Selection	Competitive
Duration of Contract	From: 25 December 2017 to: 25 February 2018

Background

Max Foundation (MF) aims to prevent child mortality in a most efficient and effective way. MF believes that charity profits from a business-driven approach. At Max Foundation we work with our heart and our head in order to maximise our impact: saving as many children's lives as possible. MF is a fast growing and innovative INGO and currently looking an individual consultant/firm to develop a Behavior Change Communication Strategy (BCCS) for its flagship program Max-WASH II.

The Max-WASH II programme is an integrated programme that puts WASH at the heart of community-led efforts to reduce levels of diarrhoea and other water-and faecal-borne diseases to contribute to better child health in the communities. The program follows on from the previous and very successfully implemented MAX WASH I program.

The Max-WASH II programme is split in two parts: part 1 focuses to continue the Max WASH I works in 22 Union parishads in Putuakhali to reach maximum levels of safe WASH practices and build sustainable business models to prevent slippage and in part 2 the working area is expanded to 40 new unions within the Blue Gold polder areas in Putuakhali, Khulna and Satkhira.

Objective of the Assignment

The objectives of the consulting services will be to develop a details BCC strategy, plan, effective and innovative approaches, tools monitor BCC activities of Max-WASH II program. The BCC will cover:

- Strategy to enhance awareness amongst the Max-WASH II beneficiaries and stakeholders regarding child nutrition, stunting, WASH and SRHR;

- Address and promote attitudinal and value changes among target groups, leading to informed decision-making, improved behavior, promote improved behavior at individual, family and community levels.

Scope of Work

- Formative research on knowledge, attitudes, beliefs and practices amongst target groups; review of existing BCC/IEC strategies, plans, tools and monitoring methodology and institutional arrangements at national, district, sub-district, union and village level;
- Development of effective grassroots and national specific strategies and plans based on evidence and tailored to address local needs and context (culture, etc) to reach the target groups; and
- Inclusive BCC planning, implementation and MEL by involving stakeholders towards fostering a sense of ownership and ensuring sustainable end results;
- The consultancy will organize a national level event to share the developed strategies and will incorporate the feedback of the sector specialist.

Deliverables

- A comprehensive strategy paper including BCC framework, implementation plan and monitoring tools;
- All the materials developed should be submitted in Word, Ai and EPS format in DVD (2 Copies).

Institutional Arrangement

The consultant will work in close collaboration with Project Manager, Max -WASH II program under the supervision of Senior Program Manager of Max Foundation Bangladesh Country Director. Max Foundation will facilitate and provide arrangements and support services/facilities for the work of the consultant. These include:

- Provision of hard copy of background and reference documents;
- Provide support to establish linkage with PNGOs and Max Foundation regional office at Patuakhali and Khulna;
- Facilitating contacts and meetings with relevant project area's stakeholders.

Approach and Methodology

The methodologies to be applied in this assignment will be developed by the consultant in consultation with Max Foundation, Bangladesh team and approved by the Country Director of Max Foundation Bangladesh Country Office. The assignment will be undertaken in 3 stages:

- **Stage 1-** Inception phase involves discussion with mentioned person to define the scope of work, conduct desk study, field level consultation and develop the details outline for guideline. In this phase the consultant/consulting firm/organization will prepare and submit an inception report includes stakeholder's consultation findings and desk review findings.

- **Stage 2-** Preparation of the draft strategy, submission to Max Foundation for comments and incorporation of comments. In this phase, after incorporating Max Foundation Bangladesh team comments, the consultant will organize a national level sharing workshop with sector specialist. Later, the consultant will incorporate sector specialist recommendations and submit second draft to Max Foundation for final comments.
- **Stage 3-** Preparation of final document and submission to Senior Program Manager, Max Foundation, Bangladesh Country Office.

Duration of Work, Place where to be Submitted

SL#	Particulars	Deadline
01.	Submission of the proposal both technical and financial	20 December 2017
02.	Selection and confirmation of successful applicant	23 December 2017
03.	Signing agreement	25 December 2017
04.	Submit Inception Report	25 January 2018
05.	Share final draft with Max Foundation	15 February 2018
06.	Finalization and Submission of word and printable EPS and Illustrator CS 11 file to Max Foundation	25 February 2018

Consultant's Profile and Qualification

- The consultant must have university degree in communication, media studies, public health, , social science, or other related area;
- The consultant/firm/organisation must have experience to demonstrate experience in systematic analysis of both quantitative and qualitative information and have experience to develop such kind of BCC strategy;
- The consultant/firm/organisation must have similar type of experience with national, INGO, UN organisations;
- The consultant/firm/organisation must have experience to work in WASH, Nutrition and SRHR sector;
- Displays cultural, gender, religion, race, nationality and age sensitivity.
- The consultant is required to submit one example of a strategy paper or materials on the subject area that the consultant has produced previously/recently when responding to the terms of reference.

Terms and conditions

- Max Foundation reserves the right to accept or reject any proposal without giving any verbal and or written rationale or whatsoever.
- Max Foundation reserves the right to monitor the quality and progress of the work during the assignment.
- Before payment, Max Foundation may review the supporting vouchers in connection with the submitted invoice.
- Failure of delivering outputs before the set deadlines may result in penalties as per the existing policies of Max Foundation.

Payment Schedule

- 35% upon signing contract
- 25 % upon submission of inception report
- Rest 40% on the final submission of all deliverables.
- The selected firm/individual will submit an invoice as per payment schedule.

Note: Tax and VAT will be deducted at source from the bills payable to the selected firm/individual. In all cases, consultants may only be paid their fees upon satisfactory completion of services. In such cases where payment of fees is to be made in a lump sum, this may only be payable upon completion of the services to Max Foundation Bangladesh Country Office to that effect, and any advance on the lump may not exceed according to payment schedule. The rest 40% of total value of the contract, and will only be payable upon completion of the services to Foundation satisfaction and certification to that effect.

Submission of Application

Interested **Individual/Firm/ Organization** is requested to submit an electronic application to M. M. Ahidul Islam Kazal, Senior Program Manager, Max Foundation Bangladesh Country Office: kazal@maxfoundation.nl no later than **20 December 2017** by 05:00pm, **late application submissions will be rejected.**

Application Package:

1. Individual/Firm/Organizational profile (not more than 3 pages)
2. Application letter explaining why the Individual/ firm/organization/ is the most suitable for the work;
3. CV of the team including team leader and copies of educational qualifications and relevant experience;
4. Financial proposal. The financial proposal shall specify a total lump sum amount breaking down the professional fee and relevant cost, if any. Attach price offer (in BDT) with electronic signature
5. A Sample of copy previous guideline developed (electronic or hard copy is okay – both are not necessary)
6. For individual attach TIN and for firm/organiaation attach organization trade license/registration, VAT and TIN registration;
7. Attach your financial, technical proposal, necessary papers, CV, profile etc. as required with the mail and in one **zip folder**

NOTE: MAX FOUNDATION, BANGLADESH COUNTRY OFFICE RESERVES ALL RIGHTS TO ACCEPT OR REJECT ANY PROPOSAL OR CANCEL THIS CIRCULAR WITHOUT GIVING ANY VERBAL OR WRITTEN RATIONALE AND WHATSOEVER MORE HAPPEN IN ANY CONTEXT