

**Term of References (ToR) for Hiring Short Term Consultant to Develop of
Baby WASH Program Implementation Guideline and IEC/SBC Materials**
Max Foundation, Bangladesh Country Office, Dhaka

Nature of Consultancy

Programme/Project Title	Max WASH-II
Consultancy/Services Title	Baby WASH Guideline Development
Assignment Name	Develop of Baby WASH Program Implementation Guideline and IEC/SBC Materials
Consultancy Mode	National, Short term
Type of Contract	Individual/firm/organisation
Submit Application to	Shahnaz Parveen
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 Baby WASH implementation guideline and IEC/SBC materials to effective implementation of the Baby WASH components.

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.

Under the Max-WASH II Baby WASH is one of the important component objective to ensure the child nutrition and growth to proper management of the WASH for Baby.

Objective of the Assignment

The main objective of the assignment is to develop an easy to use guideline and IEC/SBC materials both Bangla and English version to establish the baby WASH approach, offer a comprehensive intervention package identifying laborative accomplishments and its effective process for field implementation; and explain how the defined actions with the process will contribute for the development of a child friendly environment free from fecal and water borne diseases and also for the sustainable Baby WASH practices to contribute child nutrition and health.

Specific Objectives of the Assignment

- It is to assist and strengthen Max-WASH-II program with a practical guideline to develop the specific areas what need to be focused under the Baby WASH approach to create results;
- The guideline will suggest the pathways that should be tailed to reach the target and maximize results preventing child affecting diseases to ensure child friendly environment;
- Make the most of the relation between Baby-WASH and child nutrition, how it affects child health and what should be concentrated to stop environmental enteropathy and what soon;
- Analyze to find gaps, show statistics and accumulate required knowledge for Baby-WASH implementation at field; detail the designs that will contribute for staffs' capacity development in the context of rural Bangladesh;
- Develop a comprehensive methodological framework along with a set of intervention strategies how programme will reach the target within the project period and sustain the behavioral change practices for the next regarding the Baby-WASH;
- Note age specific education message; find tools and process of communication covering integrated WASH, nutrition and SRHR approach focusing on the following area that is inevitable for Baby WASH and development.

Scope of Work

The consultant will be taking the lead in building the Baby-WASH implementation framework and guidelines for implementation for the PNGOs and relevant IEC materials for conducting Courtyard Group meeting and SBC materials for social change. However, the assigned firm/organization/individual will have to complete the following activities as per noted below:

- Review of organizational existing documents/reports/case studies and the contents related with baby-WASH interferences for lessons;
- The consultant will have a synopsis on the proposal developed for Max WASH-II programme and identify the operational designs particularly what have been defined concerning the Baby WASH approach and its interventions;
- Gathering and reviewing relevant national international literature/Journals, particularly literature/Journal related to the Baby-WASH and Integrating Nutrition and Early Childhood Development Interventions;
- It is mandatory that the consultant will work closely with Unicef relevant department people to develop the Baby WASH implementation framework and review the materials already have with Unicef;
- Review of Bangladesh government and UN, SDGs, SUN movement and other international NGOs existing policies, guidelines and manuals related with child nutrition, child stunting and health services that require minimum standard;

- Organise national level workshop with sector specialist to validate the developed guideline and materials;
- The consultant will work closely with SRHR, Gender and Nutrition specialist of Max-WASH II program of Max Foundation.

Deliverables

- A comprehensive easy to use implementation guideline for the PNGOs staff including the Baby WASH implementation framework both Bangla and English version;
- Entertainment Based IEC/SBC materials for conducting Courtyard Group meeting and school session including pictorial JobAid for session facilitation;
- 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 SRHR, Gender and Nutrition Specialist of 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. The consultant will conduct consultation meeting at least courtyard group, PNGOs field team, Union Parishad and Health and Education department of Upazila level by following the sample method. Sample must be drawn from the Max Foundation working areas. The guideline and IEC/SBC materials production will be undertaken in 3 stages:

- **Stage 1-** Inception phase involves discussion with mentioned person to define the scope of work, conduct desk study, linkage with Unicef, field level consultation and develop the details outline for guideline and IEC/SBC materials. In this phase the consultant/consulting firm/organization will prepare and submit an inception report includes stakeholder's consultation findings, Unicef recommendation and desk review findings.
- **Stage 2-** Preparation of the draft guideline, 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 public health, anthropology, communications, 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 preferably in WASH sector, particularly in Baby WASH and child nutrition in the of context of rural Bangladesh;
- 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 Guideline and IEC/SBC 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 MS, Shahnaz Parveen, SRHR, Gender and Nutrition Specialist: shahnaz@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/organization 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