

## Terms of Reference

<b>Job title</b>	: Design IEC Materials
<b>Contract type</b>	: Individual or Consultancy Firm Service Agreement
<b>Duration of assignment</b>	: 40 days
<b>Contracting Authority</b>	: Oxfam in Bangladesh

### Background

Oxfam in Bangladesh has been implementing programme titled “Resilience through Economic Empowerment, Climate Adaptation, Leadership and Learning (REECALL - 2021)” in different agri-ecological zones of Char, Haor and Coastal areas. REE-CALL - 2021 is intended for a) Economic empowerment and women leadership, b) DRR, Climate action and resilient WASH, c) Active citizenship and influencing for the greater wellbeing of vulnerable women and men of these areas. In this context, the ‘Project Direct’, under the REE-CALL programme aims to make a resilient community and address existing crisis and problem of water, sanitation and hygiene and make the investment sustainable and resilient. The project works to ensure that women and adolescent girls in rural Bangladesh enjoy access to safe water, improved sanitation and decent work through reducing WASH and work related gender inequality. As water and sanitation facilities in Bangladesh have always been remained as a challenge due to the recurrent and intensifying impacts of disaster and climate change, in the south-western coastal region of the country, the situation is particularly very challenging as safe drinking water scarcity is acute. Salinity has been the single most significant problem in south-west areas in terms of major hydro-geophysical and social problem. On the other hand, in the northern districts where flood and river erosion are common natural disasters occurring every year making most of the people vulnerable in terms of water, sanitation and hygiene especially during monsoon. Given that the gendered implications of such phenomena are very critical: the adolescent girls and women suffer from ill health due to mismanagement of menstrual hygiene. Moreover, the adolescent girls and women invest significant time to transport safe water for consumption from long distances.

The project envisions that entire community will be practicing improved hygiene behaviors while poor and hardcore poor households are especially targeted for water and sanitation support to promote resilient and inclusive WASH. For this, Oxfam and partners have developed different IEC materials targeting different WASH promotional activities during previous phase of project. During this phase, Oxfam will be demonstrating innovative technologies and market development approach centering Women WASH Platform. And project will develop social enterprises centering hygiene and sanitation centers in different project locations as well. In addition to this, Sanitation marketing of different products for improved sanitation is also a key concern. For testing this new idea and piloting, information, education and communication with the relevant stakeholders including the community is imperative while ground level practice and behavioral issues will also be addressed as soon as the interventions are implemented. Thus, Oxfam initiates this assignment to develop IEC materials targeting the key stakeholders. In doing so, a detail review on the existing IEC/BCC materials of Oxfam will be done as desk review while the project specific objective and goal will be the key issues.

### Objective of the study

**To develop Information, Education and Communication materials for Water, Sanitation and Hygiene promotional activities concentrating community based enterprise and sanitation marketing approach.**

### Scope of Work:

Following tasks will be performed by the individual consultant or consultancy firm in close collaboration with Oxfam WASH team at national level and partners at local level.

1. Review existing IEC/ BCC materials used for WASH promotion & field visit for developing understanding about project activities and beneficiaries

2. Develop IEC materials based on the approach and application of community based enterprise and sanitation marketing at ground level
3. Share draft IEC materials with Oxfam and incorporate feedback
4. Conduct field test of the materials, make review and develop final draft version of the materials
5. Share and finalize final version of the materials
6. Supply the final version of soft copy of materials

**Methodology:**

- Desk Review of existing IEC/BCC materials and relevant documents
- Discussion with partner staff and Oxfam team members
- Field Testing

Please note that, Oxfam will not provide any cost related to technical and equipment support for indoor activity and vehicle support for outdoor activities for the purpose of field visit or testing.

**Expected Deliverables**

1. 1 set of IEC materials for community based enterprise
2. 1 set of IEC materials on Sanitation Marketing
3. The final production of IEC materials will be submitted in soft copies both PDF and EPS.
4. All materials should be four color. If needed for printing original copy(ies) of photographs and sketches to be supplied to Oxfam

**Timetable:**

The consultant should include a timetable of activities (Technical Section) by date. The consultant is expected to begin the assignment immediately after agreement signing and accomplished by 40 days.

**Key Qualification for Consultant/ consultancy firm:**

- The consultant/ firm should have at least 3-5 years of experience in designing IEC/ BCC materials
- Experience/ evidence of doing similar types of materials development on WASH promotion
- Excellent understanding of geological context of south and northern part of Bangladesh
- Excellent facilitation and in-depth analysis skill

**Required team member/s qualifications for Consultant/ Consultancy firm:**

Both individual consultant or firm can apply for this assignment.

**Assignment responsibilities and management arrangements**

The Senior Program Officer - PHP from Oxfam in Bangladesh will be coordinating the assignment. S/he will provide all necessary documents and follow up the progress as per timeline related to the assignment. However, Oxfam team will provide comments and feedback on overall process of research following the objectives. Both teams/ individual could be asked to each other for interacting for the sake of the assignment. Partners will provide support during field work as necessary.

The consultant/ consulting firm will be responsible for developing all relevant materials as per deliverables, share with Oxfam and finalize in consultation with Oxfam, accomplish the activities at field level and provide the final sets of materials.

**Guideline of proposal submission**

The proposal/ expression of interest should comprise with the following sections and given page limit along with sample write up of maximum 2 pages and copy of any similar work.

Topic	Maximum Page Limit
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<b>Technical Proposal</b>	
Cover Page	01 Page
Table of Content	01 Page
Understanding of the Assignment (Not just copy and paste from the ToR)	02 Pages
Experience in leading similar types of assignment	01 page
Proposed Methodology	02 Pages
Work Schedule	01 page
Team composition along with its rationale (CV in annexes)	02 pages
Any other relevant information or sample of IEC/BCC materials from previous work (if required only)	01 page
<b>Financial Proposal</b>	
Budget detailing out	
<ul style="list-style-type: none"> <li>• Consultancy days and fees (days should be mentioned for key member of the team)</li> <li>• Travel and accommodation</li> <li>• Validation Workshop</li> <li>• Any other expenditure (please mention nature of expenditure)</li> <li>• Financial proposal should include <b>15% VAT ONLY</b>. Oxfam will deduct <b>10% Income Tax</b> at source from the agreed consultancy amount.</li> <li>• Total amount</li> </ul>	

### **Evaluation process**

The selection committee will evaluate both the technical and financial proposal of the consultants/ firms based on set out evaluation criteria as follows. A cumulative weighted-scoring method will be applied to evaluate the proposal. The award of the contract will be made to the consultant/ consulting firm whose offer has been evaluated and determined as responsive/ compliant/ acceptable with reference to this TOR.

### **Evaluation criteria**

<b>Criteria</b>	<b>Weight</b>
<b>Technical</b>	<b>80%</b>
Understanding of the TOR	20%
Experience in developing and designing similar IEC/BCC materials	40%
Appropriateness of methodology for conducting the assignment	20%
<b>Financial</b>	<b>20%</b>

### **How to apply**

The individual/ firm must submit the following documents along with Technical & Financial Proposal (including VAT and TAX) separately:

#### For Consultancy Firm

- Maximum 2 page Firm profile highlighting related assignment completed with client name, contract person and contact number
- Lead Consultant's (who will lead the assignment) Maximum 2 page CV highlighting related assignment completed, role in the completed assignment
- Other Team members (who will be involved in the assignment) then one paragraph short CV highlighting related assignment completed and role
- Firm's Certificate, TIN and VAT registration

#### For Individual Consultant

- Maximum 2 page profile highlighting related assignment completed with client name, contract person and contact number along with detailed CV

- TIN certificate and any other relevant document (if necessary)