**Terms of Reference**

**Job title :** **Development of IEC materials**

**Contract type :** Individual or Consultancy Firm Service Agreement

**Duration of assignment :** 60 days

**Contracting Authority :** 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 Costal 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 and while poor and hardcore poor households are especially targeted for water and sanitation support to promote resilient and inclusive WASH. To achieve this, the awareness and engagement in Public Health Promotion aspect is crucial. For this, Oxfam intends to develop a set of flash card for using as different tools and methods e.g. three piles shorting in its Public Health Promotion activities. Thus, Oxfam is decided to hire experienced and qualified individual or firms to perform respective tasks maintaining terms and condition as follows –

**Objective of the study**

To develop a set of cards for three pile sorting as Information, Education and Communication material for promoting hygiene promotion in rural community

**Specific Objective of the assignment**

The assignment’s objectives will be as follows but not limited to -

* Review existing IEC/BCC materials-3 (three) piles shorting on WASH promotion
* Design new materials with reorganizing and reshaping its illustrations as per need

**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 for developing understanding about project activities and beneficiaries
2. Design and illustrate flash cards including text (messages) focusing on National Hygiene Promotion Strategy and Oxfam Hygiene Promotion Guideline
3. Share draft materials with Oxfam and incorporate feedback
4. Conduct field test of the materials (total three areas Syamnagar, Sunamganj, Gaibandha) and make review
5. Organize a validation workshop engaging relevant stakeholders, collect feedback and finalize the materials
6. Share final version of the materials
7. Supply the final version of soft copy of materials

**Methodology:**

* Desk Review of existing materials and relevant documents
* Discussion with partner staff, Oxfam team members and other staffs
* Illustration and development of messages
* 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 materials (4 colors) in hard copies to be submitted to Oxfam
2. The final production will be submitted in soft copies both PDF and EPS.
3. All final illustrations 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 60 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 different parts 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** |
| **Technical Proposal** | |
| 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 |
| **Financial Proposal** | |
| Budget detailing out   * Consultancy days and fees (days should be mentioned for key member of the team) * Travel and accommodation for field test (Syanmangar, Sunamganj, Gaibandha) * One Validation Workshop at Dhaka (including venue, food, logistics or any other costs) * Any other expenditure (please mention nature of expenditure) * Financial proposal should include **15% VAT ONLY**. Oxfam will deduct **10% Income Tax** at source from the agreed consultancy amount. * Total amount | |

**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**

|  |  |
| --- | --- |
| **Criteria** | **Weight** |
| 1. **Technical** | **80%** |
| **1. Expertise of the firm/individual** |  |
| Understanding of the TOR | 10% |
| Experience in developing and designing similar IEC/BCC materials | 25% |
| **2. Methodology** |  |
| Appropriateness of methodology for conducting the assignment | 15% |
| Quality assurance | 15% |
| **3. Management structure and qualifications of key personnel** |  |
| Team composition | 15% |
| **Financial** | **20%** |

**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)