

# Term of Reference

## Designing and producing communication materials for Transboundary Rivers for Our Sustainable Advancement (TROSA) programme

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### 1. Background:

Transboundary Rivers of South Asia (TROSA) is a regional programme of Oxfam which is being implemented with the vision of reducing poverty and marginalization of vulnerable river basin communities through increased access to, and control over, riverine water resources on which their livelihoods depend.

In Bangladesh, the project is working in the Meghna, Brhamaputra, Jinjiram and Teesta basin in collaboration with Center for Natural Resource Studies (CNRS) and Gana Unnayan Kendra (GUK). The project has ongoing research and advocacy activities related with people's rights over river related resources and services, i.e. Hilsa and other fisheries in river and haor areas, protection from erosion and river induced disasters, inland water transport services, sand extraction etc.

Oxfam in Bangladesh invites a suitably qualified and experienced consultant/firm to undertake work associated with the design and production of communication and public awareness materials related to the findings of several activities i.e. research and advocacy works done under the project. The purpose of this Terms of Reference (TOR) is to seek competitive proposals for the consultancy work.

### Objective of the consultancy

The objective of the consultancy work is to design and print communication and public awareness materials to positively highlight the project findings and lessons learned. The materials need to be developed considering the audience/target groups of the project. The project will use these materials as part of its campaign and communications plan to motivate relevant stakeholders for better water governance.

### Scope of work

1. Conceptualize, develop layout, design and produce appropriate communications materials based on the review of existing information derived from different research and outreach activities of the project to advertise as project products to target external audience i.e. media, river basin communities, policy makers, researchers and others.
2. Prepare a dissemination plan for the developed materials.

### 2. Deliverables of consultant

The consultant will be responsible for the following deliverables:

Type of material	Quantity
Communication materials based on research findings	4

(AVs, , print materials, e-book, info-graphics as appropriate)	
Printing the designed materials	4
Dissemination plan for the materials	1

1) Soft copies of designs should be delivered to Oxfam in any editable format.

## 5. The duration of assignment

The expected period for this work is approximately for 60 days. This is negotiable based on the exact scope of work agreed upon by Oxfam and the consultant.

## 6. Eligibility criteria

- Have at least 3 years of practical experience in developing communication
- Experience of working with NGOs and INGOs is preferred
- Have valid organizational registration, TIN/Vat registration certificates (if applicable).
- Individual consultant may also apply (with E-TIN certificate) (if applicable)

## 7. Mode of payment

- All payment will be made through A/C payee cheque or bank transfer
- Vat & Tax will be deducted at source as applicable as per the legal requirements implied by the Government of Bangladesh.
- The payment will be made as per agreed timeline, upon satisfactory delivery of goods and services
- The payment will be made only after formal acceptance of deliverable of Oxfam
- Inability to comply the works as per agreed timeline and quality will cause 2% penalty from the final payment per phase

## 8. Bid requirements

Consultants who meet the requirements should submit an expression of interest, which should include the following:

- A technical proposal including a detailed work plan.
- A detailed financial proposal.
- Updated curriculum vitae of consultant that clearly spell out qualifications and experience.
- Samples of previous works (minimum 2)
- 2 organizational references
- VAT/TIN registration/certificate

The EOI must reach Oxfam office by \_\_\_\_\_.

### **Evaluation Criteria**

The award of the contract shall be made to the consultant who has received the highest score out of predetermined technical and financial criteria specific to the solicitation.

<b>Area</b>	<b>Weight</b>
Experience of designing relevant communication materials	30%
Understanding of ToR	10%
Relevance, uniqueness and impression of the proposed tools/design/methods	30%
Financial	30%

Only candidates obtaining a minimum of 60 points and above would be considered for the final evaluation.