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## **(Terms of Reference)**

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### **Formative research to understand present beliefs and attitudes of young people in project area about provision of gender equity, nutrition and hygiene**

#### **1. Background and Introduction**

Founded over 80 years ago, Plan International is one of the oldest and largest children's development organizations in the world. Plan International plays an important role in mobilising children, communities and civil society organisations to claim the rights of children and achieve agreed upon local development priorities, towards a commitment to ensuring the wellbeing of children in support of the United Nations Convention on the Rights of the Child (UNCRC). Plan International is independent, with no religious, political or governmental affiliations, and with a vision of a world in which all children realize their full potential, in societies that respect people's rights and dignity.

Plan International works in fifty-two developing countries across Africa, Asia and the South America, and twenty-one countries raise funds to support these efforts. In 2015, Plan International worked with eighty-four million children in 85,280 communities. Plan International has stated Global Strategic Goal is to reach as many children as possible, particularly those who are excluded or marginalized, with high quality programs that deliver long-lasting benefits. Children are at the heart of everything we do.

Plan International started its operation in Bangladesh in 1994. Presently under country strategy IV Plan International Bangladesh is implementing programmes in six thematic areas i.e. health, education, child protection, WASH, youth engagement and employment, and disaster risk management and climate change. In recent years, as part of its country strategy Plan International Bangladesh has focused more to implement projects on sexual and reproductive health issues and nutrition issues among the young people both from the urban and rural area of Bangladesh.

In that continuation, in September 2018 Plan International Bangladesh in coalition with CARE and ESDO has launched a project titled “Joint Action for Nutrition Outcome” (JANO) with financial support of the European Union. The aim of the project is to improve maternal and child nutrition through implementation of multi-sectoral approaches and strengthened nutritional governance. The project has already started to create an enabling environment for pregnant and lactating women and young people (10–19 years) to claim and access their nutrition, hygiene and gender issues (in this project gender issue basically include gender based violence, relationship among boys and girls, understanding of sexuality education in the mixed sex group, teachers and parents as well). The project is on the process to design the approach of its intervention at schools as one of its components. Therefore, project is keen to understand the present situation at its intervention areas about the following issues. It will establish a benchmark to measure achievements and will be helpful to devise appropriate strategies to address the issues as well. The issues are :(1) perception of youth on gender based violence; relationship between boys and girls, teachers and parents as well; (2) key messages in



nutrition in school gardening, messages on iron folic acid supplementation and deworming; (3) hygiene and nutrition contents in the curriculum and current methodology to deliver those contents and check students' perception and interest in getting above information in class sessions; (4) understand the attitudes and practice of teachers, health service providers and parents towards the provision of GEMS<sup>1</sup> and menstrual hygiene management and hand wash behaviour of children/adolescents aged 10-19 years. In addition, it needs to know about existing student councils/clubs in intervention area and how these entities could be engaged for promoting school gardening, and how they can act as nutrition ambassadors.

To address above issues Plan International Bangladesh will conduct a formative research in project areas and a consultant/consulting firm will be engaged for this purpose as per this Terms of Reference (TOR).

## 2. Project overview

Joint Action for Nutrition Outcome (JANO) replicates proven best practices, and take to scale innovative local governance models for better nutrition. The project works with the Government of Bangladesh (GoB) at the national, regional and local levels, to support the effective implementation of the National Plan of Action for Nutrition (NPAN). The NPAN provides the strategic vision for Bangladesh to achieve nutritional security, where all relevant ministries are compelled to support the initiative, which reports directly to the Prime Minister's office. JANO works at multiple levels of government, specifically with the Nutrition Committees at the district, Upazila and union levels – building their capacity for them to better develop nutritional programmes, implement and budget for these programmes, and to provide effective oversight in its implementation. The NPAN calls for a multi-sectoral approach. JANO embraces this concept and will work with the NPAN Steering Committee to develop operational guidelines of how best this can be achieved.

JANO has intentionally selected Rangpur and Nilphamari as its implementation districts. Both districts fall under the Rangpur division, which has been identified as one of the two most vulnerable divisions in Bangladesh, with a stunting rate of 42.1 percent, according to the Multiple Indicator Cluster Survey of Bangladesh (2012-2013). Within the Rangpur division, Nilphamari and Rangpur have been identified among the most vulnerable districts. JANO has selected to work in the following seven most vulnerable **Upazilas of Rangpur and Nilphamari districts: Gangachara, Kaunia, Taraganj, Domar, Jaldhaka, Kishorgonj and Nilphamari Sadar**. The project is reaching all 68 unions of those Upazilas. Apart from stunting, the number of underweight children is also very high (over 36%) in these Upazilas. Also in poverty head count ratio, these Upazilas are ranked as the poorest (e.g. 58% of population is poor in Gangachara). Issues such as status of open defecation are still high in most of these Upazilas. Poor caring of children is also

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<sup>1</sup> Gender Equity Movement in Schools (GEMS) definition and related materials can be found from Directorate of Secondary Higher Education (DSHE).



pre-dominant in these areas according to the data of Mother and Child Nutrition Survey of Bangladesh (2012-13).

During stakeholder consultation, a number of key challenges have been identified in relation to poor nutrition outcome and nutrition governance in Rangpur and Nilphamari. In general, people are not aware of both nutrition-sensitive and specific services as well as not aware of climate-smart and nutrition-sensitive agricultural practices. At institution level, the understanding of local authorities and Government line departments about their roles in improving nutrition outcomes is very poor and the coordination mechanism amongst them is very weak. Their accountability towards service receivers is also weak. On the other hand, the private sector is not adequately offering appropriate nutrition products, especially for the poor and women. Poor availability of information at local level makes it difficult to develop appropriate local action plans. Finally, gender inequality is persistent which further contributes in mal-nutrition.

The project intends to impact on several of the core challenges faced by Nilphamari and Rangpur districts. Knowledge and awareness will be raised and strengthened within communities in areas including appropriate feeding practices and care of infants, young children, and Pregnant and Lactating Women (PLW); appropriate hygiene behaviour; and adoption of nutrition-sensitive and climate-smart-agriculture techniques. Government structures at the local and regional levels will be key partners, where JANO will work with the Nutrition Coordination Committees such that they implement effective nutritional programmes within their regions, which are inclusive of all citizens, and accountable to their citizens. The private sector is also seen as a major systemic partner, where JANO will motivate and encourage businesses to invest in local markets, where they consider local populations as a part of their “core” business. Information systems will feature prominently in JANO, where the project will work closely with the government to make the National Nutrition Information System more accessible and easy to use. This will include developing a single platform to be used by different governmental agencies – leading to better coordination, multi-sectoral planning, and more effective monitoring and follow up. Throughout JANO’s activities, women and girls will be central. All activities will follow a gender-transformational approach, to develop capacity of women and girls to be better producers and income earners, yet at the same time carefully considering a more equitable balance of workloads within their households to ensure that women are not become overly burdened.

### **Overall Objective of the Project**

“Contribute in ending malnutrition of children under five-years of age, together with addressing the nutritional needs of Pregnant and Lactating Women and adolescent girls.”



## Specific Objective

“Improve maternal and child nutrition through implementation of multi-sectoral approaches and strengthened nutritional governance in Nilphamari and Rangpur districts of Northwest Bangladesh.”

## Estimated Results (ER)

**ER1:** Women and adolescent girls in communities, through Community Support Groups, are empowered to demand and utilize both nutrition-sensitive and nutrition-specific services.

As mentioned earlier that the project is being implemented in coalition approach, Care Bangladesh will work in the communities and Plan Bangladesh will work at schools (both primary and secondary) and Madrasa. Altogether 330 schools and Madrasa will be covered. Plan International Bangladesh will contribute in the following activities under ER.

## Activities to achieve ER

A1.3: Train teachers across 330 primary (Class V) and junior and secondary schools (Class VI-X) and selected Madrasa (VI-X) to effectively teach topics on gender equitable and resilient health, hygiene and nutrition, as part of the school curriculum; and implement 330 school gardens growing nutritious crops through climate-smart-agriculture techniques. We will intervene all the junior, secondary and selected Madrasa in the seven Upazilas.

A1.4: Inform the public about nutrition issues through street theatres and other communication activities.

## 3. Objectives of the formative research

The broad objective of this formative research is to understand the beliefs and attitudes of young people at intervention schools and Madrasa about the provision of gender equity, nutrition and hygiene issues.

### The specific objectives of the study therefore the following:

1. To reveal belief and attitude of the youth (10 – 19 years) at primary schools (class V), junior and secondary schools and Madrasa towards key gender equity<sup>2</sup> and nutrition issues<sup>3</sup>.

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<sup>2</sup> The project will cover following key gender equity issues- level of comfort to discuss gender, violence, relationship among boys and girls, beliefs and practice of sexuality education in the mixed sex group, teachers and parents as well.

<sup>3</sup> Key nutrition issues that project will work in schools are- key messages in nutrition in school gardening, messages on iron folic acid supplementation and de-worming



2. To understand attitudes of the parents, teachers and SMC members in primary and secondary<sup>4</sup> schools and Madrasa, health service providers in Community Clinics and UH&FWC towards provision of GEMS, hygiene (MHM and hand wash in five critical times) and nutrition for young people.
3. To explore the opportunities of school teachers to play active role in facilitating school based intervention (hygiene, nutrition and GEMS) of the project.
4. To understand to what extent the school students are able to discuss about gender, violence, sexuality relationship, and drug use, in mixed sex group.
5. To understand level of comfort of parents and teachers to discuss about gender, violence, sexuality relationship, and drug use with adolescents and youth.
6. To explore opportunity and scope to introduce school gardening at school premises and learn the perception of teachers, SMC and parents.
7. To review current gender equity, hygiene and nutrition contents in the curriculum and methodology to deliver those contents and check students' perception and interest in getting above information in class sessions.
8. To provide project specific recommendations based on observation and findings for future design the implementation modalities.

#### **4. Methodological guideline**

The consultant/consulting firm is expected to develop an appropriate methodology to meet the objectives of this formative research. Appropriate triangulation in data collection methods is anticipated in the proposed methodology. The methodology and relevant instruments should be adjusted in consultation of Plan International Bangladesh and finalised before the start of the fieldwork. It is expected that two separate sets of tools will be developed to investigate attitude and beliefs towards key gender equity issues and nutrition issues. Data will also be processed and analysed separately.

The study sample frame will include all the junior, secondary schools and Madrasas in seven Upazilas<sup>5</sup>. The sample population will be the students of Class V and VI-X in schools and Madrasa. The age of study population is 10-19 years age boys and girls. Moreover, the study should be carried out through involving the government stakeholders (health and nutrition sector) and non-government stakeholders of the project. The study sample should ensure equal participation of adolescent girls and boys.

#### **5. Scope of work**

The assignment will preferably include, but not limited to:

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<sup>4</sup> Secondary school including Madrasa

<sup>5</sup> List of schools and Madrasa in project areas are mostly available. That can be used as sample frame. The consultant/firm may not go for further listing.



- Review of project documents and other necessary documents i.e. GEMS, NPAN of Government of Bangladesh, programme and Influencing Strategy of Plan International, Gender and Inclusion Strategy of Plan International, available study on hygiene and nutrition assessment, including government reports and project documents of Plan Bangladesh.
- Develop appropriate methodology, data collection instruments<sup>6</sup> in consultation with Plan International Bangladesh, pre-test and finalise the instruments.
- Administer data collection in the study area that includes supervision, cross validation, quality control and data transcription.
- Engage qualified enumerators; train them on data collection and quality control.
- Data management and analysis as per study themes in the objectives.
- Report should be prepared in both Bangla and English. The findings part of the report should be segregated into two separate themes – i. gender equity including sexuality education and ii. hygiene & nutrition.

## 6. Expected competencies

The consultant/consulting firm is expected to have the following qualifications and experience:

- Expertise in conducting research in the area of nutrition, hygiene, gender equity and sexuality education issues among the young people in schools.
- Should have clear understanding on the challenges of administering data collection among the northern part like Rangpur & Nilphamari.
- Capacity to provide necessary training to human resource for carrying out data collection, quality control (reliability) and data management.
- No history of violation of child rights.
- Previous experience in carrying out formative research (qualitative/quantitative or mixed methods) and behaviour change approaches.
- Excellent writing skills in English and Bangla.

## 7. Deliverables and timeframe

Total duration of the assignment is 90 calendar days after signing of the agreement. The methodology and work plan will be reviewed and approved by Plan International Bangladesh. It is anticipated that the final draft report will be produced within 8 weeks of

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<sup>6</sup> Data collection instruments are suggested to be appropriate for the adolescent girls and boys. Innovative tools like storytelling, role-play, gender equity index, etc. are encouraged to be used, as the conventional tools may not be that effective with adolescent girls and boys.



signing of the agreement. The final report should be submitted after ten days of receiving feedback. Follow up meetings will be held time-to-time between the contracted consultant/consulting firm and Plan International Bangladesh.

The report should have the following structure:

- Title page
- Acknowledgments
- Executive summary
- List of acronyms
- Table of contents and lists of figures and tables
- Introduction
- Background
- Methodology
- Results (it should be organised as per study objectives and segregated into two separate sections as mentioned above)
- Discussion and conclusions with recommendations.
- References
- Annexes

The consultant/consulting firm shall produce the following deliverable:

- An inception report containing final methodology and work plan. The contract will be signed after acceptance of the inception report.
- Study instruments pretested, finalised and printed both in Bangla and in English.
- Draft report containing detailed findings, well blended qualitative and quantitative analysis on findings.
- Preparation of draft report, present the key findings to different stakeholders and finalise the report based on feedback.
- Final report should be submitted in with soft copy in MS Word. The report should be delivered in acceptable English. If required, the consultant should arrange further proof reading, to maintain the quality.
- All field notes and the clean data set (in SPSS) should be submitted.



## 8. Mode of Payment

The payment will be made in three instalments:

Instalments	Percentage	Timeline
First instalment	30	Acceptance of inception report
Second instalment	30	After receiving the first draft report
Final instalment	40	Upon submission of the final report

## 9. Evaluation criteria and scoring

Criteria	Score
Appropriate methodology to address the study objectives	40
Relevant competency of team leader and team composition	40
Amount of budget and justification	20

## 10. Preparation of proposal

The proposal should be divided into two parts and submitted in two separate folders i.e. technical and financial. The technical part of the proposal should not exceed 10 pages and will contain the following:

- Detailed methodology of the study.
- Detailed timeframe (including dates for submission of first draft, dissemination of findings and final report).
- Account of relevant experience.
- CVs of the team leader and key members of the study team.
- Copy of VAT registration certificate (for consulting firm).
- Copy of valid TIN certificate and bank account detail.

The financial proposal should clearly identify, item wise summary of cost for the assignment with detail breakdown. The budget should not contain income tax as a separate head; it can be blended with the other costs, as it will be deducted from the source. However, VAT can be mentioned in the budget as per government regulation. The organisation will deduct VAT and Tax at source according to the GoB rules and deposit the said amount to government treasury. The consultant/consulting firm is expected to provide justified budget, which is consistent with technical proposal.

## 11. Submission of proposal





The technical and financial proposals should be submitted electronically to the email address: [Planbd.consultant.hiring@plan-international.org](mailto:Planbd.consultant.hiring@plan-international.org) with the title “Formative research to understand the present situation in beliefs and attitudes related to provision of sexuality education and gender, and nutrition issues among the young people in project locations”. Proposal submitted to any other email account except this and in hard copy will be treated as disqualified. Submissions after the deadline **17<sup>th</sup> January 2019** will be treated as disqualified. Two different folders i.e. technical and financial should be submitted into one zip folder with a covering letter. The proposals should be submitted in pdf format.

## **12. Penalty clause**

The consultant/consulting firm is expected to provide services within agreed timeframe as well as submit the final report maintaining the quality as mentioned in section 7. If the quality is not maintained as mentioned in section 7, Plan International Bangladesh will deduct 5% of the total agreement amount. If for any reason, the consultant/consulting firm fails to deliver services within stipulated time, the consultant/consulting firm needs to inform Plan International Bangladesh in time with valid and acceptable explanation. Failing to this may evoke penalty clause at the rate of 1% for each day of delay.

## **13. Contact person**

For any technical issue related to the project and study, please communicate to Basana Marma ([Basana.Marma@plan-international.org](mailto:Basana.Marma@plan-international.org)).

## **14. Ethical Considerations**

There will be nothing in the study, which may be harmful for respondents regarding legal or medical ground. No one would be forced to provide information for the study. The objectives will be clearly explained to all the respondents of the study before gathering data from them. The consultant will be abstained from collecting data from those who will deny or show any kind of disinterest in providing information. Thus, verbal/written consent of the respondents should be taken before collecting data. Confidentiality of data should be maintained and in the report name of the respondents should not be revealed.

## **15. Intended users of research**

The Country Management team, project team and staffs of United Kingdom National Office will use the research findings and lessons learning. The research may also input to develop the next grant proposal, be used by the grants, communication department and programme staff for their monitoring, or contribute to wider learning within the sector. The coalition partner can also look the research findings to further improve their intervention modalities.

## **16. Bindings**

All documents, papers and data produced during the assessment are to be treated as Plan International Bangladesh property and restricted for public use. The contracted consultant/consultant firm will submit all original documents, materials and data to country office of Plan International Bangladesh.



## **17. Negotiations**

Once the proposal are evaluated, Plan International Bangladesh may enter into negotiation with one or more than one consultant/ consulting firm for final selection. If negotiations fail, Plan International Bangladesh will invite consultant/consulting firm whose proposal received and was the next highest score to negotiate a contract. If none of the invited proposals led to an agreement fresh, Requests for Proposals (bidding document) will be called.

## **18. Award of contract**

The consultant/consulting firm expected to commence the assignment within one week of signing contract.

## **19. Child Protection Policy**

The individual shall comply with the Global Policy Safeguarding Children and Young People of Plan International Bangladesh. Any violation /deviation in complying with Plan International's Global Policy Safeguarding Children and Young People will not only result in termination of the agreement but also Plan International will initiate appropriate action in order to make good the damages/losses caused due to non-compliance of Plan International's Global Policy Safeguarding Children and Young People.