

## Terms of Reference

**Selection of vendor** of “Empowering smallholders to strengthen local democratic governance (KHAMATAYAN)” project for the following assignments\_

- Design and printing of brochures and posters (one time only)
- Making Video Documentary (1<sup>st</sup> year and last year)
- Photography (1<sup>st</sup> year and last year)
- Collection of longitudinal Case Studies (57 per year- 1<sup>st</sup> & last year)

### 1. Introduction:

<b>Project Name</b>	Empowering smallholders to strengthen local democratic governance (KHAMATAYAN) project
<b>Project Location</b>	Bangladesh – Mymensingh, Sherpur, Kurigram, Gaibandha & Satkhira Districts
<b>Project duration</b>	42 months from 1 <sup>st</sup> January 2018
<b>Co-Donor</b>	European Union
<b>Implementing agency and partners</b>	The project is led by Traidcraft Exchange and co-implemented by INGO- Christian Aid, Solidarites International, LINGO- RDS, GUK, Shushilan

“Empowering smallholders to strengthen local democratic governance (KHAMATAYAN) Project” is a consortium initiative of Traidcraft Exchange, Christian Aid and Solidarites International implementing through three local partners RDS, GUK and Shushilan. The project is underway in 19 Upazila under Mymensingh, Sherpur, Gaibandha, Kurigram & Satkhira District. The European Union is providing financial support by aiming **to ensure inclusive economic development in rural Bangladesh by stimulating the effective engagement of smallholder farmer-led CSOs in local democratic governance.**

The proposed project aims to strengthen the governance, accountability and sustainability of smallholder-led grassroots CSOs and facilitate their constructive engagement with LAs in local democratic governance, inclusive policy development and implementation. It will empower smallholder-led CSOs (District and Upazila associations, Self-help Groups (SHGs) to proactively engage with LAs to ensure policies and practices strengthen the economic and social rights of marginalized farming communities. It will work closely with LAs to develop their capacity to engage in inclusive partnerships with local CSOs and to recognize the constructive role civil society plays in local democratic governance. Smallholder farmers will be empowered to collectively voice, demand and negotiate their economic and social rights by actively engaging with LAs – benefiting from social and extension services, appropriate resources, and increased access to social safety-net programmes by marginalized groups (women, ethnic minorities, disabled people). In this way, the project will ensure farmers’ inclusion in the development process, addressing issues of agricultural governance and contributing to reduced inequality and injustice. It will enable smallholder-led CSOs and LAs to fulfil their potential as key stakeholders in the process of inclusive economic and social development.

The country has still struggled to strengthen the capacity of Local Authorities (LAs) to become effective vehicles of local level participation, democracy, and service-delivery. Policies continue to be developed through a top-down approach at national level and are weakened by a lack of involvement of beneficiaries and civil society. Whilst Bangladesh boasts some good agricultural policies, effective implementation is hampered by weak action plans, inadequate resourcing and insufficient accountability. Poor implementation exacerbates the exclusion of marginalized groups, such as women, ethnic minorities and disabled people. LAs and private sector actors often fail to recognize the constructive role that civil society can play in addressing knowledge-gaps and facilitating communication and policy outreach.

Consortium partners' own experience and research in rural Bangladesh indicates that whilst smallholder farmers are themselves an overlooked and marginalized population segment, within this the voices and specific needs of women, ethnic minorities and people with disabilities are further marginalized. The organizational development of smallholder-led CSOs must encompass inclusivity to ensure the voices of these groups are heard, and their specific needs recognized and represented in any partnerships forged with LAs. To achieve the Sustainable Development Goals and the 'Leave No-one Behind' agenda, development actions in Bangladesh need to urgently address the needs of these vulnerable groups.

**Specific Objective of the project:** To catalyze Local Authorities (LAs) and smallholder-led CSOs to develop innovative and inclusive partnerships that strengthen the economic and social rights of small and marginal farmers, with a specific focus on women, disabled people and ethnic minorities.

**Output 1:** Smallholder-led CSOs are effective, well-run, financially sustainable and able to contribute to LA policy development and implementation.

**Output 2:** LAs and local government bodies develop an inclusive enabling environment through sustained collaboration with smallholder-led CSOs.

**Output 3:** Smallholder-led CSOs work in partnership with LAs to ensure socio-economic policies and practices respond to needs of marginalised groups (women, disabled people, ethnic minorities)

**Output 4:** Smallholder-led CSOs work in partnership with LAs to ensure entitlements related to sustainable agricultural practice reach the target populations

## **2. Organizational overview:**

**Traidcraft Exchange** is a British Charity have been working in Bangladesh since 2005. Traidcraft Exchange bring people together, to fight injustice in trade. Traidcraft Exchange exists to do two things:  
To support people to harness the benefits of trade  
To fight against injustice in global trade  
It's a simple mission, but it is changing lives all over the world.

**Christian Aid** is an international humanitarian organization which started working in Bangladesh in 1972 after the Liberation War. Today it works in some of the most disaster affected districts of the country with the most vulnerable people to improve the quality of their lives. It uses integrated approaches to disaster risk management, climate change, resilient livelihoods, emergency preparedness and response, inclusive market development, gender and social equity and human rights. It continues to develop the social enterprise skills of underprivileged people, increasing their power in the market and ensuring their access to and control over productive resources.

**Solidarités International (SI)** is a non-profit and humanitarian organization founded in 1980 and working in areas of conflict and natural disasters. Its main aim is to provide quick and effective support for people in life-threatening situations by meeting their vital needs: water, sanitation, food security and shelter.

**SI** started its mission in Bangladesh at the end of 2007, following cyclone SIDR. SI's intervention and strategy in Bangladesh is to target primary needs of crisis affected persons in terms of water, hygiene and sanitation (WaSH), food security and livelihood (FSL), shelter and non-food items (SNFI) and disaster risk reduction (DRR).

**Rural Development Sangstha (RDS)** is an NGO established in 1998 based in Sherpur, Bangladesh. It is being carried out since its inception its activities within the area of developing vulnerable group, specially landless and small farmers' family, agriculture, health, sanitation, hygiene, water supply and food security, women development, renewable energy sector, micro finance, child & adult education, climate change adaptation, disaster management, local resource mobilization, skill development through 40 Branches located at Sherpur, Jamalpur, Tangail, Dinajpur, Kurigram, Pabna, Khulna and Mymensingh district in Bangladesh.

**Gana Unnayan Kendra (GUK)** started its journey in 1985 as a community led NGO with the efforts of a group of dedicated social activists through organizing the disadvantaged poor people living in the remote areas especially in the river islands of Gaibandha district in Bangladesh with the purpose to establish a poverty free equitable society. Presently it is working in ten north-western districts of the country i.e Gaibandha, Rangpur, Kurigram, Lalmonirhat, Nilphamari, Dinajpur, Panchagarh, Bogra, Joypurhat, Kustia and Cox's Bazar.

**Shushilan**, a Bengali name signifying endeavours for a better future, is a national NGO set up in 1991. The organization came into being in the face of degradation of socio-ecological resources in the southwest coastal region with specific mission to redress the declining natural resource base, livelihoods and food security of the people. *Shushilan* is a local agro-ecology, wetland resource management and right based NGO working for ensuring livelihood security of the resource poor community.

### **3. Purpose and Scope:**

#### **Purpose:**

The purpose of this TOR is to call proposals/EOI from competent consultant/vendor to Design and printing of brochures & posters, Making Video Documentary (2 per year- 1<sup>st</sup> & last year), Capturing Photography and Collection of longitudinal Case Studies (57 per year- 1<sup>st</sup> & last year) considering the Bangladesh context for the KHAMATAYAN project. These activities are for project visibilities, learning and dissemination.

#### **Scope of the Programme:**

By this job, the project will,

- have well developed 2100 brochures and 3400 Posters (5 different design)
- have video documentaries on farmer's contribution to the supply chain, family life and wider community & local authorities of project areas. (2 times- 1<sup>st</sup> and last year)
- have high resolution photographs of project farmers and their families and wider communities whose case will be collected (2 times- 1<sup>st</sup> and last year)
- have 114 cases of 57 farmers of different areas/upazilas (2 times- 1<sup>st</sup> and last year)

### **4. Major Tasks:**

The major tasks under this assignment would include the following:

- Task 1:** Design and prepare 2100 brochures of KHAMATAYAN project and Design and prepare 5 types of 3400 posters based on KHAMATAYAN project.
- Task 2:** Making two video documentaries (3 minutes and 8 minutes each) on farmer's contribution to the supply chain, family life and wider community & local authorities of project areas. Video documentation will be done 2 times. One in the project 1<sup>st</sup> year and another will be done for same person/theme in the last year in different project areas/upazilas.
- Task 3:** Capture photograph of project beneficiaries and their families and wider communities whose case will be collected. Capturing will be done 2 times. One in the project 1<sup>st</sup> year and another will be done for same person/theme in the last year in different project areas/upazilas.
- Task 4:** Collect and write 114 cases of 57 farmers of different project areas/upazilas. Cases will be collected 2 times in the project period. One in the project 1<sup>st</sup> year and another will be done for same person in the last year.

### **5. Deliverables:**

The Consultant/vendor should be delivered-

- 2100 Brochures and 3400 of 5 types Posters of KHAMATAYAN project. Show draft documents for approval before printing.
- A storyboard and script for the video documentary to Traidcraft Exchange for approval before filming

- Submit 4 edited Videos of 4 individuals (on different beneficiaries) of 1.5 minutes each and 1 5-6 minutes of video documentary capturing the pre-project scenario and project approach & methodology. Similar number of videos will need to be captured in the last year while the documentaries will portray the success of the project approach. The documentaries need to be both in English and Bangla.
- Edited soft copy of captured photograph of 57 farmers' families related with case studies all twice in the project period.
- Deliveries of 57 case studies collected from fields twice in the project period in the form of publications.

## 6. Timeframe:

Activity	Deadlines
Closing date for receipt of proposals	10 September 2018
Interviews for selection	13 September 2018
Meeting to discuss detailed TOR and contract	16 September 2018
Assignment start	17 September 2018
Brochure and Poster closing date	07 October 2018
Video documentary (1 <sup>st</sup> draft) submission date (1 <sup>st</sup> phase)	30 October 2018
Video documentary (1 <sup>st</sup> draft) submission date (2 <sup>nd</sup> phase)	05 June 2021
Photography submission date (1 <sup>st</sup> phase)	20 October 2018
Photography submission date (2 <sup>nd</sup> phase)	10 June 2021
Case study draft submission date (1 <sup>st</sup> phase)	30 October 2018
Case study draft submission date (2 <sup>nd</sup> phase)	05 June 2021

## 7. Documents that we will provide

1. The approved project proposal document
2. Other relevant resources – project approach, methodology etc.
3. List of target beneficiaries and places/villages where video/photograph/case study will document
4. List of other project stakeholders

## 8. Budget and Mode of payment:

The vendor should develop all separate budget (different budget for different assignment) for completing the assignments as outlined in this TOR by clearly allocating expenses and daily rate.

- 50% of the total fee will be paid on signing the contract for each assignment.
- The remaining amount (50%) will be paid upon acceptance of the final submissions of each task.
- The payment would be made in crossed cheque by the name of the consultant.

## 9. Application Process:

Interested organizations or individuals are requested to submit their Expression of Interest (EOI) electronically to the following address on or before 10 September 2018:

**Please email to:** [TX\\_Bangladesh@traidcraft.org](mailto:TX_Bangladesh@traidcraft.org) with cc to [Nabila.Nusrat@traidcraft.org](mailto:Nabila.Nusrat@traidcraft.org)

The EOI should include:

- Contact details and up to date and detailed CV of the consultant(s) with brief descriptions of similar assignments
- A clear and detailed overview of how these pieces of work will be approached, the methodology proposed, and the outputs generated, with a clear timeline for each of the specified activity and a budget apportioned for the assignment
- Two references

The EOI, excluding the consultant CVs, should not be more than 10 pages long, should have single spacing, and use Arial typeface with a minimum font size of 10.

Shortlisted candidates will be invited to attend an interview.

## 10. Selection Criteria

On receipt of the EOI designated project management team will study the proposals including an interview and take a decision about the consultant/s/ agency for the study. Selection of the consultant/s/ agency will be based on:

Selection Criteria	Scores
Quality of the proposed plan – well thought out, logical, strong methodology and approach, well-timed, level of details, would meet objectives	10
Knowledge and Experience of doing such assignments	10
Quality of previous similar works	15
Availability during the period of the project	05
Costs – value for money	10
TOTAL	50

## 11. General terms and conditions:

- Traidcraft Exchange reserve the right to accept or reject any proposal without giving any verbal and/or written rationale;
- All reports and documents prepared during the assignment will be treated as the property of Traidcraft Exchange
- The reports/documents or any part, therefore, cannot be sold, used and reproduced in any manner without prior written approval of Traidcraft Exchange
- Traidcraft Exchange reserve the right to monitor the quality and progress of the work during the assignment.