

NOBO JATRA – New Beginning

A USAID FOOD FOR PEACE TITLE II DEVELOPMENT FOOD ASSISTANCE PROGRAM

Terms of Reference (TOR)
For
Designer Hiring for Developing SBCC Materials

Shushilan
May2019

I. Background of the Assignment

'Nobo Jatra, a five-year USAID Food for Peace Title II Development Food Aid Project commenced in September 2015 and will come to end in September 2020. Led by World Vision Bangladesh (WVB), Nobo Jatra is a shared commitment with World Food Programme (WFP) and Winrock International (WI) as sub grantees and is implemented in partnership with the Ministry of Disaster Management and Relief (MoDMR) of the Government of Bangladesh. Project implementation is in the south west coastal areas of Bangladesh, in four Upazilas (sub districts) under two districts; Dacope and Koyra in Khulna; Shyamnagar and Kaliganj in Shatkhira covering 856,116 direct beneficiaries.

The goal of Nobo Jatra program (NJP) is to improve gender equitable food security, nutrition and resilience of vulnerable people in Bangladesh. Thus, gender is a cross-cutting mechanism through all the components of the program. NJP is providing women opportunities and skills to better exercise their choices, negotiate for their rights and improve their economic, social and family situation through active participation. The project is working on WSAH, MCHN, Agriculture and Livelihood; and Ultra Poor Graduation Program, Good Governance & Social Accountability, DRR and Gender component for enriching the status of the vulnerable community people of the project area.

Gender Component within the project is working directly under Purpose 1: Improved nutritional status of children under five years of age, pregnant and lactating women and adolescent girls; (sub purposes: SP 1.2 Reduced adolescent pregnancy and 1.4: Increased practice of gender equitable norms in the household (food distribution, work load, supporting environment, and decision making). The project aims to create mass awareness against child marriage and to increase practice of gender equitable norms in Khilna and Shatkhira districts including NoboJatra working areas. 'Marriage Not Before 18' campaign is a signature initiatives from NoboJatra for mass mobilization and bringing changes in the community against child marriage and adolescent pregnancy. Other the important interventions of the gender component of NJP are: Male Engagement sessions, Life Skills Based Education (LSBE) for adolescent boys and girls, Leadership training for women and youth, engagement and sensitize influential groups, VDC, religious leaders and Child Protection Committees (CPC) to report and prevent cases of early marriage. NoboJatra is also emphasizing youth employment and engaging youths for awareness raising at community level on consequences of child marriage.

The project is implementing WASH activities to improve utilization of WASH facilities through SBCC messaging in collaboration with local government institution and WATSAN committees and providing hardware support to ensure availability of safe water and hygienic toilets. Maternal Child Health and Nutrition (MCHN) is the most important component of NoboJatrato improve nutritional status of pregnant and lactating women and children under five. NoboJatra is implementing Agriculture & Livelihood and Ultra Poor Graduation program for poor and extreme poor families to create skills and confidence for the participants to diversify their livelihoods, increase incomes and build assets. NoboJatra is also implementing DRR and Good Governness & Social Accountability components, to address resilience issues and to ensure sustainability.

2. Assignment Summary

Title	SBCC Materials Development
Assignment Type	Design Development of SBCC Materials
Number of Assignment	Billboard, Poster and Sticker: Total number of design 11; and among these 4 types of billboard design, 4 types of poster design and 3 types of sticker design will be developed.
Assignment Messages/Theme	<p>I. Developing 4 billboards design focused on Child Marriage, WASH (Water Sanitation and Hygiene), MCHN (Maternal Child Health and Nutrition) and UPG (Ultra Poor Graduation) Program</p> <p>The billboard messages on which it will be developed are as follows;</p> <ol style="list-style-type: none"> I. Child Marriage: ‘বাল্য বিবাহরুখেতেহলেআওয়াজ তোলতালেতালে’ (Ballobibahorukhte hole, awajtole tale tale) Focusing on punishment of child marriage II. WASH: ‘নিরাপদ পানিব্যবহারকরি, পরিবারেরসবাই সুস্থ থাকি’ (Nirapadpanibaboharkori, poribarershobaisusthothaki). III. MCHN: ‘গর্ভবতী ও প্রসূতিমায়েরযত্ন, পরিবারেরসবার দায়িত্ব’ (Gorvobati o proshutimayerjotno, poribarershobardayitto) IV. UPG: ‘দু’জনেমিলেআয়করি, সুখী সমৃদ্ধ সমাজগড়ি’ (Dujone mile aaykori, sukhisomriddhoshomajgori) <p>2. Developing 4 posters design focused on Youth, Male Engagement, Child Marriage and WASH/Gender.</p> <p>The poster messages on which it will be developed are as follows;</p> <ol style="list-style-type: none"> I. Youth: ‘যুব নেতৃত্বে আস্থারাখি, স্বচ্ছতায় দায়বদ্ধতায়সমাজগড়ি’ (Jubonetritteastharakhi, sochotay day boddhotayshomagggori) II. Male Engagement: ‘স্বাস্থ্য সেবানিতে, দু’জনেযাই এক সাথে’ (Sasthoshebanite, dujone jai eksathe) III. Child Marriage: ‘বাল্য বিবাহেরশাস্তি’ (‘Ballobibahersashti) IV. WASH/Gender: ‘বাবারাওপারেসন্তানেরযত্ননিতে’ (Babarao pare shontanerjotnonite) <p>3. Developing 3 types of stickers design focused on WASH, MCHN, Agriculture and livelihood.</p> <p>The sticker messages on which it will be developed are as follows;</p> <ol style="list-style-type: none"> I. WASH: ‘নিরাপদ পানিব্যবহারকরি, পরিবারেরসবাই সুস্থ থাকি’ (Nirapadpanibaboharkori, poribarershobaisusthothaki) II. MCHN: ‘গর্ভবতী ও প্রসূতিমায়েরযত্ন, পরিবারেরসবার দায়িত্ব’ (Gorvobati o proshutimayerjotno, poribarershobardayitto) III. Agriculture and Livelihood: ‘দু’জনেমিলেআয়করি, সুখী সমৃদ্ধ সমাজগড়ি’ (Dujone mile aaykori, sukhisomriddhoshomajgori)

Language	Bengali
Primary Methodologies	Developing the billboards, posters and stickers according to the messages with appropriate picture and design.
Assignment Start and End Dates	Start 30 May, 2019 End 30 June, 2019
Last Date of Proposal Submission	May 23, 2019

3. Expected Deliverables

- Individual Designer/ Institution will develop SBCC Materials design as per the mentioned project requirement in consultation and collaboration with gender team of NJP and Shushilan.
- Nobo Jatra technical team will review the SBCC messages, design and provide necessary feedback. The Individual Designer/ Institution will incorporate all the feedback and share the design several times until the finalized.
- Design will be high resolute illustrator design and selected vendor will provide AI file.

4. Time Frame

The individual/ organization will be engaged for 24 working days after signing the agreement. All the SBCC materials design must be finalized by 30 June 2019 by addressing all the feedback from the client. For the assignment following time frame will be followed.

Activity	Time
Initiation of the task	As agreed
Development SBCC Materials and sharing the 1 st draft design as per the ToR for client feedback	As agreed
Receiving and incorporating feedback of the Nobo Jatra Gender Component/Shushilan and sharing the 2 nd version	As agreed
Sharing the final version after addressing all the feedback	As agreed

5. Payment terms and conditions

Payment will be made through Account Payee Cheque or Straight to Bank (S2B)/ online transfer after successful completion of services and all deliverables as required and approved by the Shushilan representatives.

VAT/TAX will be deducted as per GOB rules from the total amount. Payment will be made after successful completion of the assignment (as agreed upon).

6. Confidentiality and copy right

All the developed design of SBCC materials will be treated as the property of Nobo Jatra. The documents or any part, therefore, cannot be sold, used and reproduced in any manner without prior written approval of USAID. Copy write issues must be follow the international guideline.

7. Role of Stakeholders

The work will be completed under the leadership of Nobo Jatra program Gender Component Manager and Shushilan with the support of field team and other team members from strategic technical support team. The external stakeholders will be engaged based on the relevance of networking and coordination opportunities for validation of information through approval meeting.

8. Required Skills and Competencies of the Consultant/consulting Firm

It is preferred that an individual/ a group of consultants/ a consulting firm with **diverse backgrounds** in the field designing SBCC materials employed for this consultancy. Desired **skills include experience with preparing SBCC Materials in the Gender/WASH/MCHN/Agriculture and Livelihoods.**

9. Guideline for Application Procedure:

The proposal(duly signed) should comprise the following sections, observing the given page limit. Hard-copy/soft copy proposal including relevant documents as mentioned in the application submission information section number-10. The subject line should read “SBCC Materials Development”

Topic	Maximum Page Limit
Technical Proposal	
Cover Page	1 Page
Table of Content	1 Page
Understanding of the Assignment (Not just copied and pasted from the ToR content)	1 Page
Proposed Methodology	1/2 Pages
Work Schedule	1 page
Team composition and rationale for team selection	1 pages
Any other relevant information (only if required)	1 pages
Financial Proposal	
Budget, detailing:	
<ul style="list-style-type: none"> • Consultancy days and fees (days should be mentioned for key member of the team) • Travel and accommodation (If required) • Any other expenditure (please mention nature of expenditure) • 15% VAT and 10% tax • Total amount 	

10. Application Submission Information:

Proposals which includes technical proposal, financial proposal, experiences/organizational profile, legal documents (Trade license, VAT & TAX certificates, Mushak-11) should be submitted by e-mail attachment to: procurement@shushilan.org or hard copy to: Chief Executive, Shushilan, House # 155, JaliSharoni, Rayermahol, Boyra, Khulna-9000 within or before 23 May 2019.

General Terms and Conditions and final arrangements will be outlined in the final consultancy agreement.