**Terms of Reference (ToR)**

**for**

**Development of Social Behavior Change Communication (SBCC) materials for youth activists**

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| Project Title: | Y - Moves |
| Partner Organization: | Ain o Salish Kendra (ASK) |
| Technical Partner: | Plan International Bangladesh |
| Donor: | SIDA |

1. **Introduction about the Organizations**

**Ain o Salish Kendra (ASK)**

ASK) was established in 1986 as a national legal aid and human rights organization. Initially ASK’s work was limited to providing free legal services to the disempowered particularly women, working children and workers in Dhaka city. But over the last thirty three years, ASK has evolved a more comprehensive approach to the promotion, protection and prevention in the area of legal and human rights. ASK’s strategies to promote human rights awareness and community activism; offer legal aid through mediation and litigation while survivors are given psycho-social counseling; investigations into human rights violations and their documentation are supplemented by research which together lead to media campaigns to defend human rights, and public interest litigation for law and policy reform.

**Plan International Bangladesh**

Founded in 1937, Plan International is a development and humanitarian organization that advances children’s rights and equality for girls. We strive for a just world, working together with children, young people, our supporters, and partners in over 70 countries in order to fulfill this ambition. Plan International Bangladesh has been operating in Bangladesh since 1994, helping marginalized children to access their rights to health, sanitation, education, livelihoods and protection. Plan International is independent, with no religious, political or governmental affiliations. Plan International Bangladesh prioritizes our Influencing works in three key areas (child, early and forced marriage, Girls in Crisis and Safe Spaces for Girls and Young Women) whereby young women and girls hold an inequitable disadvantage.

1. **About the Project**

ASK is implementing a project name Y-Moves in partnership with PLAN International Bangladesh and funded by the SIDA. The project’s impact is to **“contribute to building a dynamic and inclusive civil society working towards advancing young people especially girls’ rights to participation, protection and sexual reproductive health in Bangladesh”**. To achieve the impact of Y- Moves project; it has determined three outcomes:

**Outcome 1:**Agency of adolescents and young people, particularly girls and young women increased to act as change agents to promote sexual and reproductive health and rights (SRHR) and prevent sexual and gender based violence (SGBV).

**Outcome 2:**Capacity of civil societies, including child and youth led networks, have strengthened to hold the state accountable on commitments to promote SRHR and prevent SGBV at national and district level.

**Outcome 3:**Duty bearers and community gate-keepers are responsive to implement policies and programs for the promotion of young people's SRHR and prevent SGBV at national, district and sub-district level.

**Project Strategies:**

Strengthening capacities

Partnership and collaboration

Evidence generation and sharing

Social norms change

1. **Geographic areas**

This project is being implemented in 16 districts of Bangladesh and in every upazila of Barguna district through 13 Civil Society organizations (CSOs). The project is also being implemented in the 40 districts- Sadar Upazila through youth lead organization ‘Youth Engagement for Sustainability in Bangladesh’ (YES BD). The direct impact group of this project are especial adolescent of the National Children’s Task Force (NCTF) groups coming from 16 marginalized communities from 16 districts and the adolescents who are members of the National Children Task Force (NCTF) in 40 districts of Bangladesh.

1. **Target Groups for using SBCC materials:**

**NCTF:** National Children Task Force (NCTF) is an independent, nationwide child-led organization and where NCTF members monitors and advocates on child rights issues all over the country.

In addition to this we have some more target groups whose age is between 12 to 18 years. Target groups are as follows -

* Child Domestic Worker,
* Ethnic & Minority Groups,
* Children of Honey Collection Families from Sundarban –Munda Community ,
* Ayla effected and fishing community,
* Dalit Minorities,
* Ethnic minority (plain land, Hill area),
* Children living in brothel,
* Hajong Adivashi,
* Children live in tea gardens,
* Beach Children ( host community) who are live in beach area,
* Disaster affected children,
* Char-area children.
1. **Rational of this work**

Bangladesh has a47.6 million young people, more than 30 percent of the total population of Bangladesh is those between the ages of 10 to 24 years (State of World Population Report 2014). Youth in Bangladesh face a number of issues, including high rates of early marriage, high fertility rates, limited negotiation skills, and insufficient awareness of and information about sexual and reproductive health rights (SRHR). The scenario of Bangladesh is as follows:

* The adolescent pregnancy rate, at 113 per 1000 women (BDHS 2014), in Bangladesh remains the highest in South Asia.
* According to the BDHS (2014) the Contraceptive Prevalence Rate (CPR) among married adolescents is 51 percent and the unmet need for family planning is 17 percent – the former lower than the national average by 11 percentage points and the latter higher than the national average by 5 percentage points.
* Bangladesh has one of the highest child marriage rates worldwide and the highest rate of marriage involving girls under 15. It has been shown that 52% of girls in Bangladesh are married by their 18th birthday, and 18% by the age of 15 (UNICEF, State of the World’s Children, 2016).
* 42.8% of married girls aged 15-19 years reported experiencing physical or sexual violence during their lifetime (BBS 2015).
* According to UNAIDS Bangladesh, only 12.8 percent of adolescents and youth have comprehensive knowledge on HIV (UNAIDS 2016).
* Young people who are from the most marginalized communities(age between12 to 17+) face wider discrimination due to caste, living in hard to reach areas, restrictive norms on girls’ mobility and living under-poverty line, that limit their access to higher secondary education, basic health services and minimum protection needs.
* The traditional norms and values around sexuality, culture of not listening to young people’s especially girls’ voices and restrictions around girls’ participation in public domain.
* Children and young people have fewer opportunities to challenge this discrimination because they rarely have access to duty bearers.
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* In the Concluding observations on the fifth periodic report of Bangladesh, the UNCRC committee recommended ’the State party to systematically involve communities and civil society, including non-governmental and children’s organizations, in planning, implementing, monitoring and evaluating all State-supported policies, plans and programmes relating to children’s rights’. Regarding adolescent health, the committee recommended Bangladesh to ’a) adopt a comprehensive sexual and reproductive health policy for adolescents and ensure that sexual and reproductive health education is part of the mandatory school curriculum and targeted at adolescent girls and boys, with special attention paid to preventing early pregnancy and sexually transmitted infections; (b) Improve access to adolescent-friendly health services; (c) Raise awareness in schools and communities about improving hygiene practices, while ensuring access to menstrual hygiene management facilities and services.’
1. **Objective of this work**

Considering the above mentioned scenario, the project has determine to make a difference in improving status of sexual and reproductive rights of young people through strengthening civil society especially youth organizations/networks to hold Government accountable in delivering quality Sexual Reproductive Health Rights (SRHR) and Sexual Gender Based Violence (SGBV) services and changing social norms around SRHR and SGBV of young people both for girls and boys specially for the target groups mentioned above. Developed Social behavioral Change Communications (SBCC) materials will be used for youth activists to deliver orientation sessions to other young people.

The objectives of this consultancy service are:

1. To develop two types of childfriendly SBCC materials considering the target groups on SRHR and prevention of SGBV of children &young people, information on SRHR and SGBV services and harmful gender norms and behaviors that perpetuate violence and need to be changed.
2. To develop the user guideline of the selected SBCC materials.
3. **Scope of the work**

The consultant will be required to:

1. Develop technical proposal including understanding the assignment, methodology or how they will do the work, time frame, expertise work experience, previous sample work, clients they have worked, work plan. The technical report clarifies the ToR and sets common understanding between the consultant and the Y Moves Project of ASK; and is the operational document for the consultancy, which will use to determine the required inputs for the development and delivery of the outputs of the consultancy.
2. Conduct a desk review including Plan International Bangladesh’s materials of the project proposal, logical framework, ToC and other project related document of Y- Moves project, also existing relevant SBCC plan and strategy (national and international)
3. Conduct need assessment workshops with the target group (both boys and girls from urban group and marginalized group)to assess the needs to draft the SBCC materials.
4. Conduct two message & material development workshop with the participation of the target group to understand their interest, likings, disliking’s and own the materials.
5. Facilitate twoworkshops with target groups to validate the draft SBCC materials& user guideline.
6. Incorporate feedback of ASK and Plan to finalize the products.
7. Finalize the number of SBCC materials with user guideline.
8. Conduct test of the final SBCC materials and incorporate the findings in the final version.
9. Finalize the materials and guideline. .
10. **Indicative periods**

The consultancy should be undertaken in one block of time starting from 25thJuly2020. In any event, all work, including the deliverables, should be completed by 25thAugust2020. The deadline for final submissionis 25thAugust but the contract will end on 10th September 2020, to keep a buffer time to cover any unintended situation.

1. **Major Deliverables**
2. Submission of the technical proposal with work plan.
3. Need assessments report based on consultation.

Finalize type , content and number of materials and outline of guideline after incorporating feedback from Plan & ASK .

1. Submission the draft child friendly SBCC materials.
2. Submission the field test report of the selected SBCC materials.
3. Submission of the final version of SBCC materials with detail user guideline.

**Note:**

All versions of the final documents need to deliver both in Electronic AI, PNG, JPG format along with printable copy.

Final payment will be made after assessment and approval by the Y-Moves project of ASK.

1. **Supervisory arrangement**

The consultant will work closely with the Project Coordinator of Y-Moves Project of ASKin carrying out the duties detailed above. The deadlines for each of the deliverables are mentioned above and should be adhered to without exception.

1. **Consultant’s qualification and experiences**

The consultancy firm or a team of consultant(s) should have a blend of expertise with relevant experiences in SRHR and SGBV sector targeting adolescent with diversity children group, development of SBCC strategy/plan, development of IEC and BCC materials, and facilitating workshops and meetings.

* The consultancy firm or consultant(s) need to have relevant technical knowledge, skills and extensive work experience in SBCC materials development on SRHR and SGBV;

Good drafting of report & other doccument;

Experince of working in tight timeline;

Good understnading about safegurding issues and action to ensure while working with Children & youth experince of working on diffrent media use for SBCC materials;

* A Graphic designer who should have professional knowledge on graphic designing with similar work experience should be included in the team;
* Content writer who should have strong knowledge on creative content writing especially on development issues. S/he should have similar work experience especially content writing experience on SRHR, SGBV.
1. **Child Protection Policy**

The firm/organization/individual shall comply with the Code of Conduct and Child Protection Policy of ASK/Plan International Bangladesh. Any violation/deviation is in complying with ASK/Plan International Bangladesh's child protection policy will result in termination of the agreement. Orientaion on relevent policy will be arranged for the selected consultant and the consultant ill have to sign the Acknowledge form of the relevent policy.

1. **Disclaimers**

ASK reserves the right to accept or reject any or all proposal/applications without any reason what so ever. Beside this, ASK reserves the right to reject all proposal/applications in case of link/involvement in terrorism or money laundering (as per policy of Bangladesh Bank Regulations).

1. **Discloser of information**

It is understood and agreed that the Consultant(s) shall, during and after the effective period of the contract, treat as confidential and not disclose, unless authorized in writing by Ain o Salish Kendra (ASK), any information obtained in the assignment of the performance of the Contract.

1. **Copyright and Ownership of Assignment**

ASK reserves the copyright of all information, findings and the final documents produced through this process.

1. **Mode of Payment**

The payment will be made by 2 installments. 1st installment 40% after receiving the draft deliverables and report, 2ndand final installment will be 60% following submission and acceptance of the final deliverables and report. All the Payment will be made through bank transfer or account payee.

1. **Apply Procedure**

ASK invites proposal from management consulting firm/agency/organization/individual consultant. Include lead consultant/team members brief CV highlighting related assignment completed and role in the completed assignments; organization’s/Firm’s Certificate, TIN and VAT registration and documents in favor of the previous relevant tasks. A complete technical proposal with the sample of previous work and financial proposal in English, including detailed cost per major activity. Sample of previous work will returned back after complete selection process. The technical and financial proposal should be submitted in two separate envelopes. These two envelopes are then to be put in one larger envelope which must be sealed with a cover letter addressing the Executive Director, Ain o Salish Kendra, 2/16, Block-B, Lalmatia, Dhaka-1207, Bangladesh and soft copy by e-mail to: ask@citechco.net by 18thJuly 2020**.**The proposal to be submitted at ASK office or by e-mail not later than 18thJuly 2020.