



# Bangladesh Red Crescent Society

Coastal DRR and Climate Action Program

## Terms of Reference for Street Drama and Poat Song

### 01. Introduction:

Bangladesh Red Crescent Society is implementing the Coastal Disaster and Climate Risk Reduction Program in 5 wards (Ward No. 1, 2, 3, 4, and 6) of Deluti Union under Paikgacha Upazila of Khulna district; 4 wards of Lata Union; 4 wards (Ward No. 1, 2, 7, and 8) of Panchakaran Union under Morrelganj Upazila of Bagerhat district; and 3 wards (Ward No. 2, 5, and 6) of Indurkani Sadar Union, 3 wards (Ward No. 1, 2, and 3) of Balipara Union, and 6 wards (Ward No. 1, 3, 4, 6, 8, and 9) of Chandipur Union under Indurkani Upazila of Pirojpur district.

The objective of this program is “to reduce the adverse impacts of disasters and climate change on coastal communities by enhancing sustainable preparedness, adaptation, early warning, and response capacities, and by strengthening the coordinated response capacity of local and national stakeholders.”

According to the program implementation plan, a total of 25 street dramas and Poat songs will be organized across the targeted 25 wards to promote awareness and undertake effective measures for reducing climate-induced disaster risks.

### 02. Objective

The objective of this initiative is to enhance community-wide awareness, engagement, and behavioral change regarding climate change impacts and locally appropriate adaptation practices through culturally rooted street drama and Poat song performances. These activities aim to strengthen local understanding, preparedness, and resilience. Ultimately, the objective is to -

- Enhance community awareness, understanding, preparedness and resilience capacities on climate change impacts and adaptation practices.
- Translate complex climate information into simple and relatable messages.
- Motivate collective responsibility and action toward climate risk reduction.

### 03. At a glance BDRCS

The Bangladesh Red Cross Society was constituted on 31 March 1973 by the President’s Order No.26 of 1973 with retrospective effect from the 16th of December 1971. The Society was recognized by ICRC on 20 September 1973 and admitted to the International Federation of Red Cross and Red Crescent Societies on 02 November 1973. The name and emblem were changed from Red Cross to Red Crescent on 4th April 1988 vide Act 25 of 1988.

The Bangladesh Red Crescent Society (BDRCS) carries out a wide range of humanitarian activities aimed at alleviating human suffering, especially during disasters, conflicts, and health emergencies. Here’s a detailed overview:

- **Disaster Management:** Early warning, rescue, relief, shelter, and recovery support during floods, cyclones, and earthquakes.
- **Health Services:** First aid, mobile clinics, maternal and child health, and disease prevention.
- **WASH:** Safe drinking water, sanitation facilities, and hygiene promotion.
- **Refugee & Migration Support:** Aid for displaced people, including food, shelter, and health services.
- **Community Resilience:** Livelihood support, climate adaptation, and disaster preparedness training.
- **Youth & Volunteer Programs:** Training volunteers and promoting community engagement.
- **Protection & Social Support:** Assistance and psychosocial support for vulnerable groups.

### 04. Outputs/Deliverables

- The duration of the pot song will be approximately 40 minutes, and its content will include the role of the Red Crescent in humanitarian service, climate change, and preparedness for various disasters, especially cyclones, storm surges, high tides, salinity intrusion, and lightning—will be highlighted.

- The duration of the drama will be approximately 40 minutes, and its content will include topics that contribute to raising public awareness on climate change and adaptation, as well as promoting climate risk reduction measures.
- Language of the Pot song and street drama will be in Bangla. Complete Script of the street drama and Pot song to be submitted and must be taken approval before display.

## 05. Scope of Work

Serial No	Activities
1.	Content development– brainstorming, literature review, consultation with program staffs etc.
2.	Preparatory activities- obtaining necessary permits and confirmation of location (Pirojpur District, Indur Kani) <ul style="list-style-type: none"> <li>• District: Pirojpur, Upazila: Indurkani <ul style="list-style-type: none"> <li>- Indurkani Sadar union: Ward No. 02, 05, 06</li> <li>- Balipara union: Ward No. 01,02,03</li> <li>- Chandipur union: Ward No. 01, 03, 04, 06, 08, 09</li> </ul> </li> <li>• District: Bagerhat, Upazila: Morrelganj <ul style="list-style-type: none"> <li>- Panchakaran union: Ward No. 01, 02, 07, 08</li> </ul> </li> <li>• District: Khulna, Upazila: Piakgacha <ul style="list-style-type: none"> <li>- Deluti union: Ward No. 01,02, 03,04,06</li> <li>- Lata union: Ward No. 01,02,08,09</li> </ul> </li> </ul>
3.	Artist (Character detail)
4.	Script development and review first draft of the Pot Song and Street Drama.
5.	Incorporation of feedback and approval of Pot Song and Street Drama.
6.	Final display the pot song and street drama at community level
7.	Organize post-event quiz competition after poat song, street drama
8.	For each event, an event report will be submitted, a full video documentary covering three wards from three districts will be produced with assistance from trained youth Red Crescent members and officers. Project officers will store both the original and edited videos.

**Type of contract:** Service Contract

**Assignment Duration:** The task mentioned must be completed within 60 days after signing the contract by both parties.

**Stakeholder's lines of communication:** Coastal DRR and Climate Action Program, DCRM Department.

## 06. Key consideration for Developing Climate & Disaster-Themed Poat Song and Street Drama

- **Show Time:** Poat Song-35 Minutes, Street Drama-35 Minutes.
- **Red Crescent in humanitarian service:** Highlight the role Bangladesh Red Crescent Society is playing in serving humanity.
- **Climate change and its impacts:** Present how climate change affects people's lives, society, and the planet—particularly the adverse impacts on women, persons with disabilities, and children.
- **Link between climate change and disasters:** Illustrate how climate change increases the frequency and intensity of various disasters.
- **Disaster losses and damages:** Emphasize how communities are affected by cyclones, tidal surges, lightning, riverbank erosion, and extreme tides.
- **Daily life and different hazards:** Through *Pata Song* and street drama, show how these hazards create various problems in our everyday lives.

- **Measures to reduce disaster losses:** Present ways to reduce the damage caused by cyclones, tidal surges, lightning, riverbank erosion, and extreme tides.
- **Environmental conservation and improvement:** Highlight the importance of protecting and improving the environment, along with possible approaches.
- **Practical and implementable actions:** To influence youth through *Pata Song*, include actionable themes such as tree plantation, reducing plastic misuse, stopping deforestation, and discouraging single-use plastic packets, plates, and cups.
- **Solutions and collaboration:** Show how local government and community members—especially youth—can play a role in solving these problems.
- These issues should be presented in a balanced and well-structured manner aligned with *Pata Song* and street drama so that they help raise public awareness about disaster risk reduction.
- **Materials for production:** Pata Song and Street Drama must use cloth and hand-painted illustrations. PVC or vinyl materials must not be used under any circumstances.

## 07. Responsibilities of the Poat Song and Street Drama Team

The team's main tasks will include:

- **Developing and finalizing a methodology** (concept, storyline, character list, performance approach, time frame) along with a detailed script and performance plan for both the Pata Song and Street Drama.
- **Preparing the final script and lyrics** based on the brief provided by the BDRCS Coastal DRR and Climate Action Program Team, ensuring accuracy of key messages on climate change, disaster preparedness, and humanitarian services.
- **Selecting suitable performers and artists** (singers, musicians, actors) and sharing the proposed list with the BDRCS Coastal DRR and Climate Action Program team for review and approval.
- **Conducting rehearsals, choreography, and musical composition** following the approved script and methodology to ensure high-quality live performances.
- **Performing the Poat Song and Street Drama in the field**, ensuring clear delivery of messages, community engagement, and cultural relevance.
- **Using copyright-free or original musical scores, lyrics, and visual elements** to ensure originality and maintain the appropriate tone, mood, and cultural expression of the Poat Song and Street Drama.
- **The service provider must refer to the BDRCS brand guidelines**, video guidelines and standard communications procedures during the entire process.

## 08. Expertise and Qualifications for Street Drama and Poat Song Team

### a. Expertise and Qualifications

- Proven experience in producing street drama, poat song performances, or similar community-based awareness shows.
- Previous work samples showing skills in performing arts, field-level communication, and social messaging.
- Strong skills in drama script development, folk song composition, and community storytelling.
- Ability to translate complex topics (climate change, disaster preparedness, humanitarian issues) into simple, engaging performances.
- Experience working with not-for-profit or humanitarian organizations.
- Knowledge of BDRCS brand visibility and ability to maintain organizational standards.

## **b. Technical Requirements**

- A dedicated team of performers, musicians, scriptwriters, and coordinators with field experience.
- Minimum 3–5 years of practical experience in community-based drama and cultural communication activities.
- Strong planning and coordination skills for field shows, rehearsals, and community engagement sessions.
- Proven ability to meet deadlines and deliver performances according to project schedules.

## **c. Competencies**

- Excellent communication skills and ability to collaborate with BDRCS staff, community members, and project teams.
- Openness to feedback, consultation, and participatory approaches.
- Ability to work sensitively in culturally diverse communities, with understanding of rural traditions, folk culture, and local communication practices.

## **09. Evaluation Criteria (100 marks)**

<b>Technical Evaluation</b>	
50 Marks	Experience in demonstration of Street drama and Poat Song addressing community awareness, understanding, preparedness and resilience capacities on climate change impacts and adaptation practices.
	Previous Work Sample
<b>Interview</b>	
20 Marks	Will be invited only Technically responsive bidder(s)
<b>Financial Evaluation</b>	
30 Marks	Competitive cost (Financial Offers will be opened only for Technically Responsive bidders)

The legal and ethical issues that need to be considered when street drama and poat song demonstrate in communities and working with the RCRC Movement.

## **10. Document required for Proposal Submission**

- Interested Cultural team/Poat-Street Drama team should submit a proposal stating how they meet the selection criteria. The proposal should also include the following:
- One Technical proposal and One Financial Proposal separately sealed into two envelop and both envelop combinedly sealed in a large envelop.
- Three contactable referees
  - Previous/Recent work samples (at least 2) in a pen drive or in google drive link.
- TIN, BIN (Consulting firm), Trade License (Consulting Firm), Update TAX Return.

## **11. Project Completion Deadline:**

Applications Date will be fixed after approval of BDRCS respective authority. Final display/Show must be delivered by the selected cultural team within 60 calendar days after the date of agreement signed.

## **12. Responsibilities of BDRCS:**

- BDRCS will suggest and recommend the outline of the Poat Song and Street Drama.
- BDRCS team will support the selection of sites and activities to be demonstrated.
- BDRCS team will facilitate the Poat Song and Street Drama demonstration process.
- Support to detail and finalize script of Poat Song and Street Drama shared by the relevant expert.
- Develop a budget for additional costs covering local travel of unit officials/volunteers and communication in case this is required.
- Arrange demo sessions at the demonstration site.
- Give feedback on the script before demonstration.
- Brief the cultural team crew on RCRC code of conduct/Movement and BDRCS functions.

- A BDRCS program staff member will accompany the cultural team members during the shooting.

### 13. Termination of Contract/Penalty Clauses:

- In case of failure to demonstrate the Poat Song and Street Drama (due to technical difficulties, natural disaster, unavoidable situation etc.) within due time, the service provider must inform BDRCS in advance or immediately with justification. Otherwise, a penalty of 0.5% of the total contract amount will be charged per day.
- The service provider must abide by the Red Cross Red Crescent Fundamental Principles (Humanity, Impartiality, Neutrality, Voluntary Service, Independence, Unity and Universality) during the contract period.
- Any message for communities must be presented in a respectful and dignified manner.
- Written consent form must be obtained from any individual photographed or interviewed as per the BDRCS policy.

### 14. How to Submit your Documents:

- Proposal will be evaluated Technically & Financially, and proposal must be submitted with technical offer and financial offer in 2 separate sealed envelopes marking on envelope with title (Technical or Financial) respectively.
- Both the envelop will be put in a bigger envelope with writing the name of addressee and title “Hiring cultural team demonstrate Poat Song and Street Drama, BDRCS” on said envelope right side sender or your firm’s name must be mentioned on envelop left side.
- Financial offers will be opened only for the technically qualified bidders.

#### **Please Submit Hard Copy Documents Below Address**

- Director, Logistics.  
BDRCS Logistic Department, National Headquarters  
684-686, Red Crescent Sarak, Bara Maghbazar, Dhaka 1217  
**on 31 December 2025. by 3.00 pm.**

### For Any queries:

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