**Children are Protected from Violence (CPFV) Project**

**Terms of Reference (ToR) to design and printing Information, Education and Communication (IEC) materials on Engaging Fathers in Positive Fatherhood approach**

1. **Background:**

A recent research (Institute for Reproductive Health, 2016) demonstrates that engaging men in parent-training initiatives not only reduces multiple forms of violence, but also increases fathers’ involvement in childcare and expands overall gender equality in participating families. Also, when both parents are involved in child care, it resulted in reducing couple conflict (McCloskey, L., 2011). Furthermore, the key findings of the ‘State of the World’s Fathers (SOWF)’ report (2015) also reflects that fathers matter deeply to child development, and they are as biologically hard-wired to provide care as mothers are. Moreover, fathers with close connections to their children live longer, have fewer health problems, and are more productive and generally happier.

Breaking the Silence (BTS) in partnership with Save the Children is implementing a project titled “Children are Protected from Violence” is focusing on reducing the vulnerability of the children from abuse, exploitation and other forms of violence with an especial emphasis to physical and humiliating punishment (PHP) and sexual & gender-based violence (SGBV) including child marriage. The interventions are taking place in two locations, one is tea garden area at Sreemangal, Moulvibazar and another one is in Millat Camp at Mirpur-11, Dhaka.

The project has been working with children from most marginalized groups, who are at risk and survivors of violence as well as parents, teachers, community members, services providers to prevent and respond to violence against children. The program has already engaged men & boys to address gender-based violence and also implementing Positive Discipline in Everyday Parenting (PDEP) as violence prevention program in project locations for parents and caregivers living in extreme situations.

Thus, considering the prevalence of violence against children and outcome of engaging men and boys, the project had organized capacity building events for Partner staffs in 2018 and 2019 on engaging fathers in Positive Fatherhood approach to roll-out the approach in selected project locations to reduce sexual and gender based violence against children.

As part of the roll-out plan of the approach, in 2020, the project is planning to develop different IEC materials in order to promote positive fatherhood approach to encourage fathers in engaging more in parental care as well as to disseminate the key concepts of this approach at local and national level to reduce sexual and gender based violence against children at homes, communities and societies.

1. **Objective/s of the assignment:**

The overall objective of this assignment is to design and printing IEC materials targeting fathers and male youths to engage them in positive fatherhood for promoting positive fatherhood approach for improving fathers role in parental care especially at homes to reduce SGBV in programme locations. It is to be noted here that the content/messages of the materials will be shared by Breaking the Silence and Save the Children.

1. **Type of materials and Quantity:**

There are four types of IEC materials will be developed for promoting awareness and enhance capacity of the community men and male youths. The materials, specification and quantities are as follows:

|  |  |  |  |
| --- | --- | --- | --- |
| **No.** | **Particulars** | **Quantity** | **Remarks** |
| 1 | **Leaflet**Size: 8.5"X 5.5" Paper: 120 gsm art paperColor: 4 color, both side printDesign: 1 typeDelivery: BTS office | 10,000 Pcs |  |
| 2 | **Poster-1** Size: 17"X22" Paper: 120 gsm art paperColor: 4 color, one side printLamination: Matt (1 side), Design: 2 typesDelivery: BTS office | 5,000 Pcs |  |
| 3 | **Poster-2**Size: 17"X22" Paper: 120 gsm art paperColor: 4 color, one side printLamination: Matt (1 side), Design: 2 typesDelivery: BTS office | 5,000 Pcs |  |
| 4 | **Flashcard**Size: 10.5"X13.5" Paper: 300 gsm art cardColor: 4 color, both side print, matt laminationPages: 26 pages (13 Leaf), Envelop: 150 gsm art card with lamination. 4 color print. Delivery: BTS office | 200 Set |  |
| 5 | **Sticker**Size: 5.5"X 4.5" Paper: Indonesian sticker paperColor: 4 color, one side printLamination: Glue (1 side), Di-cutting. Design: 9 types, Delivery: BTS office | 8,000 Set |  |

1. **Target audience for the printing materials:**

**Primary audience:** Father, male youth

**Secondary audience:** Spouse, caregiver, Community Based Child Protection Committee (CBCPC) members, local government representatives, social and religious leader, local media, government official, civil society etc.

1. **Scope of work**
* Undertake a desk review of project document, training module (English and Bangla), developed messages and relevant materials of Save the Children and partners to have a clear understanding about the objectives of material development.
* Based on the review and analysis, prepare an inception report including specific methodology, draft outline of the design, time frame and steps to be followed to undertake the above material development.
* Take feedback on the draft outline of the design from BTS and Save the Children.
* Agency/Consulting Firm will draft design in accordance to the agreed methodology, key messages on engaging fathers in positive fatherhood approach as well as guideline shared by Breaking the Silence and Save the Children;
* Share the draft design from BTS and Save the Children.
* Agency/Consulting Firm will take necessary actions to collate inputs from Breaking the Silence, Save the Children and programme participants to improve the content, quality, design etc. of the mentioned materials:
* Include all feedback and final approval on the design.
* Share the machine print copy before printing for approval.
* Printing the materials and ensure delivery of quality product.
1. **Methodology (suggestive)**
* Desk review
* Conceptual clarity workshop in presence BTS, Save the Children, other Partners, designer and team coordinator.
* The Consultant/Firm will draft design of IEC materials considering the child rights and protection issue.
* Field and validation in presence of designer
* Present the draft final design for approval.
1. **Time frame**: The assignment will have to be completed within 5 weeks (or 35 days in total) after signing the agreement. Commencement of the assignment is expected by 1st week of October 2020.

**7**.1. An inception report highlighting detail description of methodology and tools to be submitted within 10 days of contract signing.

7.2 Draft content is to be submitted within 20 days of contract signing.

7.3 The final content is to be submitted within 35 days of contract signing.

1. **Deliverables**

The selected consultant/firm will provide the following deliverables after getting confirmation from Breaking the Silence and Save the Children:

1. An inception report with detail work plan following the time line of the assignment
2. Submit all editable soft copy of final design both in Bangla and English through a portable drive
3. Deliver the printed material as per agreed quantity with quality packaging to Breaking the Silence’s office in Dhaka.
4. **Evaluation Criteria**

The following criteria will be followed to evaluate technical proposals received:

* + - * **Technical Proposal (Total marks 70):**
* Company Profile (Experience and expertise in designing similar materials): 10
* Overall understanding of the proposed assignment: 10
* Proposed Methodology, Approach and Implementation Plan: 10
* Creative ideas on developing communications materials proposed (Sample of proposed materials): 20
* Team Composition: 15
* Gender Equity in team composition: 5
	+ - * **Financial Proposal (Total marks 30):**
* Competitiveness of the financial offer: 20
* Relevance and consistency with technical proposal: 10
1. **Budget and financial terms**

The budget will include all necessary costs including VAT and Tax. Payment will be made through “Account Payee Cheque” in favor of consultant/firm after making necessary deduction of tax and VAT according to prevailing laws of Bangladesh as per schedule below:

* 40% after signing of the contract.
* 40% after getting approval for printing
* 20% upon submission of final deliverables and acceptance thereof.
1. **Expected profile of Consultant/Firm**

The Consultant/Agency is expected to have:

* Ability to develop visual materials in English and Bangla that can give impact
* Ability to work in a team
* Openness to change and fast adaptability to unforeseen events

1. **Responsibilities**

The **Agency/Consulting Firm** will be responsible for the following:

* Follow the Terms of Reference and Breaking the Silence guidance
* Review relevant project documents and work in close collaboration with the BTS and Save the Children
* Explore project team for understanding/views about project activities, achievements, learning and challenges in its implementation
* Prepare break down of budget for the entire process

**Breaking the Silence and Save the Children Programme Team** will be responsible for the following:

* Provide support for introduction on engaging fathers in positive fatherhood approach;
* Provide support for introduction to other Partners, communities and stakeholders;
* Facilitate access to relevant document and information;
* Provide necessary guidance in designing and development of materials and provide feedback when needed;
* Pay the consultancy fee and costs related to the assignment as agreed in this ToR;
* Provide other input and assistance as appropriate.
1. **Submission Procedures**

Interested Agency/Consulting Firms are requested to develop and submit their technical and financial proposals in line with evaluation criteria mentioned in this ToR.

1. **Application documents for technical evaluation**
* A letter of interest (1page)
* A brief technical proposal
* Soft copy or link of previous similar work
* Sample of proposed materials
* CVs of proposed team members
* Business documents (Valid Trade License, TIN and VAT document)
* Relevant work experience document with other NGO/INGO
1. **Application documents for financial evaluation**
* Budget for package of materials
1. **Copyrights**

All the outputs will be treated as Breaking the Silence and Save the Children’s property and the outputs or any part of it cannot be sold, used or reproduced in any manner without prior permission from Breaking the Silence and Save the Children. Except as is otherwise expressly provided in writing in the Contract, Breaking the Silence and Save the Children shall be entitled to all intellectual property and other proprietary rights including, but not limited to, patents, copyrights, and trademarks, with regard to products, processes, inventions, ideas, know-how, or documents and other materials which the Agency/Consulting Firm has developed for Breaking the Silence and Save the Children under the Contract and which bear a direct relation to or are produced or prepared or collected in consequence of, or during the course of, the performance of the Contract, and the Agency/Consulting Firm acknowledges and agrees that such products, documents and other materials constitute works made for hire for Breaking the Silence and Save the Children.

1. **Child Safeguarding Policy:**

According to the policy of the Save the Children, the Agency/Consulting Firm will sign the ‘Child Safeguarding Policy’ of the organization, and during the contract period Agency/Consulting Firm will not violate any policy. In case of any policy violation of Save the Children ‘Child Safeguarding Policy’ (if noticed), the contract will be automatically terminated.

1. **Withdrawal/Termination:**

This agreement shall be effective between dates mentioned in agreement, unless otherwise earlier

terminated. Breaking the Silence may terminate this agreement with immediate effect on occurrence of any irregularities and/or anomalies relating to project implementation and non-compliance of any terms and conditions, as agreed upon in this agreement. Breaking the Silence is not obligated to provide any prior notice for the termination of this assignment. In the event of a major natural disaster, war or major civil or political unrest, this agreement may be renegotiated and jointly revised between the two parties recognizing any consequent change in the environment for implementation.

1. **Disclaimer**

Breaking the Silence reserves the right to accept or reject any or all proposals without assigning any reason what so ever.

1. **Coordination and reporting**

Mohammad Zahidul Islam will be the focal person from Breaking the Silence for this contract for all sorts of communication and technical aspects. For any queries/clarification about the ToR, please contact zahid@breakingthesilencebd.org.

Interested consultant/firm should submit the proposal (technical & Financial) for the above mentioned tasks by 27 September, 2020 to the address mentioned below:

Executive Director

Breaking the Silence

2/4, Block-G, Lalmatia, Mohammadpur, Dhaka-1207

For electronic submission, please ensure all documents in PDF format (less than 5 MB) are submitted to jobs@breakingthesilencebd.org.

**Profile of Organizations:**

**Breaking the Silence** is a non-profit, voluntary organization registered with the Department of Social Services (Registration No. 05037, 17 October 2000) and the Bureau of NGO Affairs. The organization is working to establish child rights, preventing all forms of child abuse specially child sexual abuse, child marriage, preventing violence against women, accelerating the process of child-friendly good governance, supporting to improving the quality of education at pre-primary and primary level. And also work as supporting partner in achieving the Sustainable Development Goals. Moreover, Breaking the Silence respond to any natural and social disaster in collaboration with the government and development partners. The organization has been conducting advocacy activities to spread good field learning at the national level.