**Terms of Reference (ToR)**

**Development of Knowledge Products on Nutrition and Nutrition Governance Issues of SONGO project**

# **1. Background**

## 1.1 About Cordaid

Cordaid an internationally operating value-based emergency relief and development organization, working in and on fragility. We stand with those who are hit hardest by poverty and conflict. We support them in their struggle to move beyond survival and to fully participate in equitable and resilient societies. Our headquarter is based in the Netherlands with five regional and multiple country offices in Africa, Asia, Latin America, and the USA. Since January 2021, ICCO has been merged with Cordaid and in Bangladesh, have a track record of more than 47 years.

## 1.2 About SONGO

Cordaid is playing the lead role in implementing the EU funded “Sustained Opportunities for Nutrition Governance (SONGO) project” to improve maternal and child nutrition in Kurigram and Gaibandha districts. The SONGO project is 5 years duration with 4 inter-linked outcomes; (1) establishing upazila nutrition governance, (2) improving maternal and child health, nutrition (3) improving WASH practices (4) enhancing availability and access to safe and nutritious food. RDRS has been Cordaid's long standing partner in a variety of large poverty alleviation and development projects in Bangladesh, often with food security components. RDRS implements project activities such as community mobilization, capacity building, committees' formation, meeting organisation, workshops, monitoring, etc. at a field level.

SONGO emphasizes the importance of sustained governance as a primary outcome and a precondition to achieve other outcomes that are based on NPAN2 and three interlinked pillars or pathways (as per the UNICEF Conceptual Framework on Undernutrition. 1. HH food and nutrition security (including availability, economic access and use of food) 2. Feeding and caregiving resources and practices (including maternal, HH and community levels) 3. Access to and use of health services and a safe and hygienic environment (i.e. food, care and health). While availability and accessibility of nutritious and safe food at HH level is a precondition for improved nutrition it does not automatically lead to improved nutrition among all HH members. Lack of nutrition, health and WASH related knowledge, attitudes and practices as well as intra-HH dynamics often impede nutrition improvement. Evidence has also shown that the extent to which women have access to and control over productive resources, time, knowledge and social support networks largely determine their own nutritional status and the kind of care they provide for their children and for the rest of the HHs.

The nutritional status of a woman before and during pregnancy has a direct impact on the development and nutritional status of her baby. To address child undernutrition fully, the SONGO project has been therefore employed nutrition-specific as well as nutrition-sensitive interventions through a lifecycle approach to deliver the right services and messages to the right person at the right time. The implementation is being incorporated a Social and Behavior Change (SBCC) strategy, using multiple approaches, ranging from interpersonal communication (such as counselling by health workers) to mass media (such as radio campaigns). The approach is based on proven and evolving experiences considering the importance of pre-conditions to address e.g. dimensions of availability and access to food and the required synergy between interventions and actors at various levels. Interventions will focus on mobilizing and coaching target groups and local public, private and development actors to take the necessary actions towards improved nutrition.

# **2. Objectives**

The primary objectives of this consultancy are:

* To develop the knowledge product on **Nutrition and nutrition governance issues** that meets the needs of the SONGO project and/or Cordaid target audiences.
* **To ensure that the knowledge product is accurate, up-to-date, and relevant:** This involves conducting research, verifying information, and keeping up with the latest developments in the field.
* **To make the knowledge product accessible and user-friendly:** This involves using clear and concise language, organizing information logically, and providing multiple ways for users to access the information they need.

# **3. Scope of Work**

* **Kickoff meeting:** Understand about the tasks, target audience, and timeline.
* **Needs assessment:** Identify the specific knowledge you need to capture and disseminate.
* **Competitive analysis:** Analyze existing knowledge products related to the mentioned topic.
* **Develop a plan:** Define deliverables, milestones, and communication channels.
* **Develop a content:** Determine content format(s), tone, and level of detail.
* **Research and gather content:** Conduct interviews, collect data, and synthesize information.
* **Develop content:** Write, edit, and format content according to the chosen format(s).
* **Design and develop visuals:** Create infographics, diagrams, or other visual aids as needed.
* **Ensure content accuracy and quality:** Conduct fact-checking and proofreading.

# **3.1 Potential Activities**

To achieve the objectives outlined above, the consultant will need to perform the following key activities:

* Gather information: Conduct interviews and capture relevant photos to understand the target audience, their needs, and existing knowledge gaps.
* Identify content requirements: Analyze the information needed to achieve the goals and ensure its relevance and accuracy.
* Content creation: Write, edit, and design the content for the knowledge product, using various formats like text, images, infographics, etc.
* Technical aspects: Ensure the product is accessible and user-friendly on different platforms and devices.
* Quality assurance: Review and revise the content with SONGO team to ensure it meets quality standards, accuracy, and clarity.

# **4. Deliverables**

The following deliverables are expected from the consultant:

* **Content development plan:** This plan will outline the content of the knowledge product, including the format, length, and tone.
* **Draft knowledge product:** This will be a first draft of the knowledge product, based on the content development plan.
* **Final knowledge product:** This will be the final version of the knowledge product, ready for publication or distribution such as flyer, leaflet etc. The final product should be submitted through **google drive link**.

The timeline for deliverables (including deadlines) will be agreed on with the Cordaid-SONGO Team on-call. The present ToR is subject to modification, without changing the overall objective and the scope of work, on the basis of mutual consultations. Selected candidate/firm will need to use their own high-quality audio-visual equipment. Cordaid will not provide any equipment.

**5. Technical Evaluation Criteria**

The technical aspects of the proposal carry approximately 80% and the financial aspects carry approximately 20% of the evaluation marking. The research proposal will be evaluated as highlighted below:

# **5.1. Selection Criteria**

Specify the criteria for selecting the individual consultant to develop the knowledge products. This could include:

* Masters/Advanced degree in relevant subject.
* At least 8 years of knowledge and experience in working with nutrition and/or nutrition governance project implementation.
* At least 3 years of proven experience in developing knowledge products for any development projects.
* Very strong writing skills in English with international standard.
* Strong understanding of the technical areas/subject matter
* Proven track record of developing such knowledge products.
* Demonstrated ability to manage budgets and meet deadlines.

## **5.2 Selection process:**

The evaluation of the consultant will be based on the combined scoring method where the methodology, qualification and experience are given 80% weightage and financial offer will be given 20% weightage. Only consultant meeting a minimum of 75% of total points under technical evaluation would be considered for the financial evaluation. The following specific criteria will be assessed:

|  |  |  |
| --- | --- | --- |
| **SL** | **Scoring Criteria** | **Marks** |
| 1 | Understanding of the assignment | 10 |
| 2 | Proposed Methodologies: | 20 |
| 3 | Team composition | 20 |
| 4 | Work Plan and division of tasks:  | 15 |
| 5 | Similar work experience | 15 |
|  | **Total** | **80** |

The procurement committee will follow Cordaid policies e.g. formation of independent committee, evaluation, scoring based on merits etc. Shortlisted consultant will/may be contracted to provide presentation on the proposal by the team leader and related discussion detailing methodology, operation issues, and other issues (budget, flexibility, addressing different operational issues, etc.).

## **5.3 Benchmark scoring point:**

Step 1: To be a potential candidate to conduct the assessment, the bidder must score at least 75% in technical proposal (60 out of 80).

Step 2: During the evaluation technical proposal of 75% of technical score, the top 3-5 will be selected for further screening through oral presentation.

Step 3: Financial proposal will be reviewed and scored out of 20%.

The overall scoring should consider the technical proposal, the financial proposal and oral presentation. Based on all these scores, Cordaid will select the most competent consultant for carrying out the evaluation.

## **5.4 Financial Evaluation Criterion**

Only the technically qualified bidders will be considered for this evaluation and the lowest bidder will be assigned with full/highest marks that is 100 and the subsequent highest bidders will get a proportionate lower score out of 20%. The total score derived from the submitted proposals (technical and financial) will be the final score and converted to the score out of 100. Cordaid also reserves the right to cancel, disqualify any proposal without explaining any reason whatsoever.

## **6. Required business documents**

The Consultant should have updated Trade License, Tax clearance certificate, Bank solvency certificate, VAT registration certificate, TIN certificate, and a list of clients provided relevant services. VAT and Tax will be deducted as per Government rules.

## **7. Mode of payment**

The first payment is 30% of the total contract amount which will be made after signing the contract and submitting an inception report with an operation plan and data collection tools (English & Bangla). The final instalment (rest 70%) shall be paid upon receiving the final report with the required documents/annexures and materials. All payment shall be made through account payee cheque and/or wire transfer in favor of the bank account of consultant. Cordaid will deduct VAT and Tax as per prevailing government rules.

## **8. Penalty and deadlines**

The Consultant is expected to meet all agreed requirements including quality and timeline. If the services are not satisfactorily completed without any valid reason a significant percentage will be cut from the total amount or the whole amount will be stopped until the fulfilment of requirements as per organizational policies.

## **9. Application Process**

Technical and financial proposal shall be submitted in two separate documents, fulfilling the requirements listed further below. Shortlisted candidates may be required to give a presentation at the Cordaid office.

## **9.1 Technical Proposal**

A narrative proposal (no more than **Six (6) pages using Calibri 11 font with line spacing 1.15** excluding annexes, cover page, and table of contents) including the following sections:

* A one-page forwarding letter of expression of interest.
* Understanding of the assignment-01 page
* Methodology-01 page
* Relevant specific experience and organizational capacity to perform the assignment-01 page.
* Team composition and expertise-01 page
* Risks and mitigation measures /Alternative plan (in case of unexpected situation)-01 page
* Time-bound roll-out plan-01 page
* CVs of key team members who would be part of the proposed plan (no more than two pages each and attached as an annex)
* A sample of at least 1 recently developed knowledge products on similar assignments of the Team Leader

## **9.2 Financial Proposal**

The financial proposal should include a detailed budget and a budget narrative outlining fees and associated costs, including govt. circulated VAT & TAX, and budget notes. Please use Excel workbook to prepare and submit the budget and keep the formulas used in calculations.

**10. Copyright:**

All materials arising out of the consultancy shall remain the property of Cordaid.

## **11. How to apply**

Interested consultants are requested to submit their application including both Technical and financial proposals. Prospective consultants should submit a **soft copy** of the duly signed complete proposal (Technical and Financial) to: procurement.bd@cordaid.org. Please mention “*Develop Knowledge products on Nutrition & Nutrition Governance issues for Sustained Opportunities for Nutrition Governance (SONGO) Project funded by the European Union*" in the email subject line. Any queries about the consultancy should be addressed to **Kashfia Sharmin**, kashfia.sharmin@cordaid.org

Cordaid reserves the right to accept or reject the offer in part or full without assigning any reason whatsoever.

**Deadline: March 20, 2024, till 11:59PM**



Kashfia Sharmin

Communication and Knowledge Management Coordinator