

TERMS OF REFERENCE (TOR)

For

Hiring a consultancy firm for developing Social and Behavioural Change Communication (SBCC) Strategy



**Concerned Women for Family Development (CWFD)**

Plot # 16 & 18, Road # 1, Block-E, Banasree Housing Project, Rampura, Dhaka-1219.

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Hiring a consultancy firm for developing Social and Behavioural Change Communication (SBCC) Strategy	
Hiring authority:	Concerned Women for Family Development (CWFD)
Background of CWFD:	<p><b>Concerned Women for Family Development (CWFD)</b>, is a non-political, non-profit, voluntary national level organization run by women of Bangladesh for the women of Bangladesh having its own office at House # 16 &amp; 18, Road # 1, Block # E, Bonosree, Rampura, Dhaka 1219.</p> <p>Initially, CWFD had a single focus program of family planning. Over the time, the organization realized that mere improvement of health status through family planning would not sustain a significant change in women’s life in Bangladesh. Accordingly, CWFD expanded its project activities to cover larger population in Dhaka and other areas of Bangladesh and initiated new programs for women, men, children and adolescents encompassing primary health care, life skill development, creating economic opportunity and empower women.</p>
Objective	Hire a Consultancy Firm for the development of a Social and Behavioural Change Communication (SBCC) Strategy to prevent child marriage in Bangladesh. This consultancy is being procured as part of the work on the Accelerating Action to End Child Marriage in Bangladesh.
Background and brief of the activity	<p>According to findings from the 2019 Multiple Indicator Cluster Survey (MICS), conducted by Bangladesh Bureau of Statistics with support of UNICEF, child marriage remains widely accepted with 51.4 per cent of women aged 20-24 years first married before their 18th birthday, and 15.5 per cent of women first married before their 15th birthday. The high rate of child marriage impacts negatively on the educational and physical well-being of girl children in Bangladesh, impeding their potential for future growth.</p> <p>The Accelerating Action to End Child Marriage in Bangladesh supports interventions that are designed to empower adolescent girls by providing them with life skills education and engaging with key influential community members – so that adolescents can stand up against child marriage and the communities will understand the consequences of marrying girls below the age of 18 years. Adolescent girls are also equipped with life-skills and livelihood skills to transform them into assets within their families and communities. Alongside the livelihood and life skills activities, CWFD engages the community to address existing social norms and harmful practices that push families into marrying girls while they are still children.</p> <p>This holistic approach contributes to gender transformation at the</p>

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	<p>individual, household, community and society level, where girls are given the same value as boys.</p> <p>CWFD is looking for a consultancy firm to develop a Social and Behavioural Communication Change (SBCC) Strategy to address child marriage in rural and urban areas, with clear priority BCC interventions including advocacy and social mobilization strategies, designing of IEC/BCC materials with consistent messages which should go beyond the intended individual audience or group of women and girls, and instead focus on building intersectional solidarity with women, men, communities to disrupt and challenge the underlying socio-economic-educational-legal-political structures and processes that have sustained these marginalized identities.</p>
<p><b>Purpose</b></p>	<p>The purpose of the consultancy is to develop a SBCC plan to respond and prevent child marriage in Bangladesh. This will include:</p> <ul style="list-style-type: none"> <li>- a set of advocacy and IEC/BCC materials for the appropriate audience highlighted in the report and beyond</li> <li>- develop a monitoring and evaluation plan to review implementation progress and measure the effectiveness of the specific theme based communication activities.</li> </ul>
<p><b>Specific Objectives of the ToR</b></p>	<ul style="list-style-type: none"> <li>-To develop a SBCC plan for the Accelerating Action to End Child Marriage in Bangladesh for reaching the communities, including all the genders and special needs.</li> <li>-To develop high quality advocacy and IEC/BCC materials based on aforementioned plan, tailored on to the specific target audience needs and barriers to behavior change, content, messaging and communication channels, considering the 7 C's of Effective Communication.</li> <li>-To set up a simple and effective M&amp;E system, processes to monitor the quantity, quality and effectiveness of plan and materials</li> </ul>
<p><b>Scope of work and Methodology:</b></p>	<p>The consultant will be required to:</p> <ol style="list-style-type: none"> <li>a) Submit technical and financial proposals detailing the technical approach and specifications, past performance, resumes, management plan, staffing plan, general business information as well as the narrative, and detailed costs. Considering the current COVID-19 situation and guidelines, alternative work modalities for instance telecommunication, online survey and discussion may need to be adopted and it should reflect in the technical proposals.</li> <li>b) Produce a detailed inception report—including a work plan considering the COVID-19 current situation and guidelines: The Inception Report clarifies the TOR and sets common understanding between the consultant and the supervisor; 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.</li> <li>c) Conduct a desk review of the existing literature on existing SBCC plan and strategy (national and international).</li> <li>d) Prepare a draft SBCC plan accompanied by the adequate number of</li> </ol>

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	<p>IEC/BCC materials in consultation with the CWFD team.</p> <p>e) Print samples of the IEC/BCC materials and conduct a field-test (online and/or offline depending on COVID-19 situation) among the target audience segments.</p> <p>f) The consultancy firm will facilitate a meeting (telecommunication, online and/or offline depending on COVID19 guidelines) with stakeholders to validate the draft SBCC Plan along with advocacy, IEC/BCC materials.</p> <p>g) Finalize the SBCC plan, and IEC/BCC materials including an M &amp; E system and tools for progress monitoring.</p>																					
<p>Duration and working schedule:</p>	<p>The duration of this consultancy is 50 working days start from <b>June to 31 Dec 2020</b>. The consultancy firm will perform the following tasks during this period:</p> <table border="1" data-bbox="497 779 1369 1469"> <thead> <tr> <th colspan="2">Task/activity</th> <th>Working days</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>Conduct a desk review and submission of an inception report with a detailed work plan and time considering the current COVID-19 situation and guidelines</td> <td>7 days</td> </tr> <tr> <td>2.</td> <td>Draft (i) SBCC plan (ii) IEC/BCC materials (audio visual/pictorial/print (iii) M&amp;E framework/tools</td> <td>30 days</td> </tr> <tr> <td>3.</td> <td>Facilitate a validation workshop/meeting including agenda, presentation and report.</td> <td>3 days</td> </tr> <tr> <td>4.</td> <td>Print (sample) IEC/BCC materials &amp; field test (online and/or offline depend on COVID-19 situation and guidelines) with the target audiences</td> <td>5 days</td> </tr> <tr> <td>5.</td> <td>Final version of SBCC plan, IEC/BCC materials and M&amp;E system to CWFD</td> <td>5 days</td> </tr> <tr> <td colspan="2"><b>Estimated total working days</b></td> <td><b>50 days</b></td> </tr> </tbody> </table>	Task/activity		Working days	1.	Conduct a desk review and submission of an inception report with a detailed work plan and time considering the current COVID-19 situation and guidelines	7 days	2.	Draft (i) SBCC plan (ii) IEC/BCC materials (audio visual/pictorial/print (iii) M&E framework/tools	30 days	3.	Facilitate a validation workshop/meeting including agenda, presentation and report.	3 days	4.	Print (sample) IEC/BCC materials & field test (online and/or offline depend on COVID-19 situation and guidelines) with the target audiences	5 days	5.	Final version of SBCC plan, IEC/BCC materials and M&E system to CWFD	5 days	<b>Estimated total working days</b>		<b>50 days</b>
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<p>Major Deliverables</p>	<ul style="list-style-type: none"> <li>• Submission of the inception report within 15 days after the signing of contract.</li> <li>• Submission of draft SBCC plan and accompanied by IEC/BCC draft materials</li> <li>• Pre-test the IEC/BCC materials [Online and/or offline depend on COVID-19 situation and guidelines] in consultation with CWFD team</li> <li>• Monitoring and Evaluation Plan for the SBCC strategy.</li> <li>• Validation Workshop</li> <li>• Final version of the advocacy, SBCC plan and IEC/BCC materials</li> <li>• All versions of the final documents need to deliver both in electronic &amp; printable format.</li> </ul>																					
<p>Supervisory arrangement</p>	<ul style="list-style-type: none"> <li>• The consultancy firm will work closely with the Child Marriage Team in CWFD in carrying out the duties detailed above.</li> <li>• The deadlines for each of the deliverables should be adhered. Any</li> </ul>																					

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	<p>changes in timelines need to prior discussion with the CWFD team.</p> <ul style="list-style-type: none"> <li>• The final deadline for final submission is <b>30 September 2021</b> but the contract will end on <b>30 November 2021</b>, to keep a buffer time to cover any unintended situation for instance COVID-19.</li> </ul>
<p>Inputs / services to be provided by CWFD (e.g support services, travel cost etc), if applicable:</p>	<p>CWFD will not bear any travel related cost for this assignment. The consultancy firm is expected to travel to project districts for field test and validations. Alternative work modalities (need to be clearly reflected in proposal) will need to be adopted to accommodate any COVID – 19 related restrictions and adjustments in work plans needs to be made accordingly with prior discussion with the CWFD team.</p>
<p>Skills and experience required</p>	<p>The consultancy firm should have a blend of expertise with relevant experiences in the development sector, development of SBCC strategy/plan, development of IEC and BCC materials, and facilitating workshops and meetings.</p> <ul style="list-style-type: none"> <li>• The team leader (BCC specialist ) should have at least a Master’s degree in media &amp; communication along with a minimum of 10 years of experience in the field of development communication.</li> <li>• The team should have gender specialist with at least Master’s degree in the field of social sciences or anthropology/gender studies/development studies and experience in implementing or supervising social and behavioral change interventions related to gender equality and sexual and gender based violence.</li> <li>• The consultancy firm need to have relevant technical knowledge, skills and extensive work experience in implementing large-scale SBCC programs on gender or VAWG, including expertise in designing BCC materials and developing monitoring and evaluation systems of the plan.</li> <li>• Additional in-depth knowledge of and experience in community mobilization, advocacy and program management will be an added advantage.</li> </ul>
<p>Knowledge and Skills</p>	<p>The team must offer the following demonstrated knowledge and competencies:</p> <ul style="list-style-type: none"> <li>• Excellent Interpersonal skills required, including strong professional communication skills.</li> <li>• Strong analytical and report writing skills</li> <li>• Ability to work within tight deadlines</li> <li>• Proven ability to conceptualize, develop, plan and manage programs, leadership and teamwork skills, good analytical, communication, negotiation and advocacy skills.</li> <li>• Demonstrable ability to work as a team and establish effective working relationships with people of different national and cultural backgrounds</li> </ul>
<p>Other information</p>	<p>The Consultancy firm will be responsible for arranging its teams own computer and other working aid equipment. Any changes in the ToR or work plan, if required, will be subject to consultation between CWFD and the consultancy firm.</p> <p>The knowledge products will be treated as CWFD and UNFPA property. The title right, copyright and other rights of whatsoever nature in any material produced under the provision of the consultancy shall be vested exclusively</p>

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	with CWFD. The tools, document or any part, cannot be sold, used, or reproduced in any manner without prior written approval of CWFD.												
<u>Payment Instructions</u>	<p>Payment will disburse in three instalments subject to receipt of deliverables by contracting agency as per below schedule:</p> <table border="1"><thead><tr><th>Key deliverables</th><th>Payment (%)</th><th>Deadline</th></tr></thead><tbody><tr><td>Submission and acceptance of an inception report</td><td>30%</td><td>15 days after the contract issued by CWFD</td></tr><tr><td>Submission and acceptance of the draft Advocacy and BCC plan, M&amp;E Plan and pretested in the field</td><td>50%</td><td>30 days after submission and acceptance of inception report</td></tr><tr><td>Submission of final plan, materials and assignment completion report accepted by CWFD</td><td>20%</td><td>10 days after submission of draft plan.</td></tr></tbody></table> <p>Final payment will be made subsequent to the successful evaluation and approval of the deliverables from CWFD management.</p> <ol style="list-style-type: none"><li>1. No additional payment will be provided other than what is contracted.</li><li>2. All payment will be made through AC Payee Cheque and Tax and VAT will be deducted as per Government rules and regulation</li></ol>	Key deliverables	Payment (%)	Deadline	Submission and acceptance of an inception report	30%	15 days after the contract issued by CWFD	Submission and acceptance of the draft Advocacy and BCC plan, M&E Plan and pretested in the field	50%	30 days after submission and acceptance of inception report	Submission of final plan, materials and assignment completion report accepted by CWFD	20%	10 days after submission of draft plan.
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**Proposal submission:**

Interested firms /candidates are requested to submit their technical and financial proposal along with previous background of doing such types of work experience and Consultant profile (CV). The proposal (both technical and financial) should be sent to the **Executive Director**, Concerned Women for Family Development (CWFD), House No. 16 & 18, Road – 1, Block – E, Bonosree Housing Society, Rampura, Dhaka by **June 25, 2021** (end of business hour) by post. In addition you may contact Umme Kulsum Khan, Senior Accounts and Admin Coordinator, Accelerating Action to End Child Marriage in Bangladesh, Cell phone # 01711160304 for any clarifications.