### Term of References (ToR)

**Hiring Individual/ Team/ Firm for “Audio-Visual Documentation of Lessons Learned from Identified Best Practices of Healthy Village in Urban Programme (HVUP)”**

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| Title of the consultancy | Audio-visual documentation of lessons learned from identified best practices of Healthy Village in Urban Programme (HVUP) |
| Type of Contract | Short-term |
| Application Submission to | Procurement Committee of ESDO |
| Application Deadline | 10th May 2025 |
| Expected engagement date | 18th May 2025 |

1. Background

Eco-Social Development Organization (ESDO) started its journey in 1988 with a noble vision to stand in solidarity with the poor and marginalized. During this long span, ESDO has adapted with the changing situation and provided the most time-bound services, especially for the poor and disadvantaged. A community focused and people centered approach has been adapted by ESDO while consideration was given to the national policy and Sustainable Development Goals (SDGs) as its guiding principle. ESDO is one of the most dynamic organizations expanding its development interventions across 283 upazilas under 49 districts of Bangladesh covering over 10 million poor and vulnerable people.

Currently, ESDO is implementing the Healthy Village in Urban (HVU) programme in Lalmonirhat municipality and six peri-urban Unions of Lalmonirhat district which is supported by Max Foundation. The HVU programme, is an innovation developed by Max Foundation, and funded by GCC & IFS. The Healthy Village program of Max Foundation has been in operation since 2017. Already 409 villages in the South-coastal region of Bangladesh declared as Healthy Villages. With the technical and financial support provided by Max Foundation, we are scaling-up the Healthy Village program to urban and peri-urban areas of Lalmonirhat district. The programme targets reaching out 157,000 beneficiaries through 47,418HHs (with 14,700 children under five and an estimated 1,470 of those disabled, pregnant mothers 1,630, Lactating mother 6,685 and women at the reproductive age 52,824), which is the total estimated urban and peri-urban population of the district.

The project goal, objectives and outcomes are as follows-:

**Project Goal:**

157,000 improved lives through improved access to health care, WASH and nutrition by disability inclusive activities in the urban and peri-urban population in Lalmonirhat.

**Objective 1: HVU demonstration project in northern Bangladesh, in Lalmonirhat municipality and surrounding peri-urban areas, reaching 157,000 people.**

Outcome 1: Increased attention by caregivers and health providers to child growth and health, with growth data measured and used for improvement.

Outcome 2: Children under five and mothers with improved nutrition.

Outcome 3 : Safe water, sanitation and hygiene practices improved so that waterborne and infectious diseases (such as COVID-19) are reduced.

Outcome 4 : Children and parents with disabilities have improved access to (government or other) relevant services.

Outcome 5: Strengthened local market for WASH, health and nutrition products and services through female and male entrepreneurs and sales agents.

Outcome 6 : Improved resilience for target communities to disasters (COVID-19 and flooding).

**Objective 2 : Uptake of the approach by government, other NGOs and donors, and private sector actors. This is expected to have an impact on almost 2 million people (1.88 million) through actions undertaken by those actors, influenced and supported by Max Foundation.**

Outcome 1: National recognition and endorsement of the HV approach, and that it would be mainstreamed in policy and provided funding across Bangladesh.

Outcome 2: Right2Grow partners ACF, The Hunger Project, Save the Children, World Vision and CEGAA to implement the Healthy Village approach in Bangladesh with our technical assistance, which is another step towards mainstreaming the approach.

Outcome 3: Market based solution to ensure universal access to safe water, improved sanitation and sufficient hygiene, as well as food and nutrition security, and in a long-lasting way.

The Programme will put strong emphasis on the following themes that are cross-cutting:

**• Disaster resilience and climate change –** there could be no more urgent time to invest in WASH and nutrition than during the climate crisis. Protecting vulnerable communities with low access to services that keep them safe and healthy is urgent. We will continue to incorporate adaptation to the climate crisis situation in our programmes, support economic recovery and tackle the undernutrition crisis it has caused, as well as mitigate disasters such as floods. Bangladesh is hit every year by storms and flooding, which disrupts agricultural production, increasing food and nutrition insecurity, and WASH slippage (as latrines and handwashing devices literally wash away). By building the responsiveness of local management and support structures, strengthening local supply and demand and climate adaptation measures, we will increase the likelihood of climate sensitive agricultural production and WASH services being sustained and improve household and community resilience to disasters.

**• Inclusion for the vulnerable, in particular the disabled –** Ensuring access to WASH, nutrition and health products and services for the vulnerable such as the person with disability (focus on children, both under 5 and under 18, and parents of CWD,) and the marginalized, such as informal low-income urban settlements (slums) with limited access to services, and ensuring they have a say in decisions that affect their lives.

**• Women’s empowerment –** Our entire approach promotes the empowerment of women and girls by providing them with knowledge and tools to make their voices heard/ participate in decision-making, improve their lives (improved access to sexual and reproductive health care, reduced labour burden from fetching water, improved nutrition intake) and livelihoods (as entrepreneurs/agents). Current and prospective mothers and fathers (men, women, adolescents) are key to influencing practices that affect child health for now and the next generation. Influential community members must be engaged as well to address gender inequalities and ensure sustainable child health outcomes.

**Implemented Areas:** 06 (six) unions and 01 (One) municipality in Lamonirhat district

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| **SL** | **Name of Upazila** | **Name of Union** |
| 1 | Lalmonirhat Sadar Upzilla | Lalmonirhat municipility |
| Harati uion |
| Mahendranagar union |
| Kulaghate union |
| Mogalhat union |
| 2 | Aditmari Upzilla | Saptibari union |
| Sarpukur union |

2. The objective of the study

Max Foundation Bangladesh already has identified and documented 07 (seven) best practices in Healthy Village in Urban programme (HVUP). ESDO is going to prepare 03 (three) audio-visual documentation of lessons learned from those 07 best practices. The major objective to this assignment is to document these best practices in an innovative way.

**3. Methodology and Scope of Work**

The documentation process will adopt a participatory and narrative-driven approach to capture and present best practices through audio-visual media. This will develop scripts and storyboards that effectively carry key lessons learned from the identified best practices. Field visits will be conducted to capture high-quality video and audio recordings, including interviews, process documentation, visual storytelling, etc. The production process will ensure contextual relevance, clarity, and accessibility for diverse audiences. Final outputs will be edited into concise, engaging formats suitable for knowledge sharing, and advocacy purposes.

4. Expected Deliverables

* An inception report clearly outlining the documentation methods, tools, and work schedule
* Draft transcript of production after field visit
* Final transcript incorporating feedback from ESDO and MF Bangladesh
* First draft of audio-visual document
* Final output of video document incorporating feedback from ESDO and MF Bangladesh

5. Consultant’s Profile and Qualification

The team will comprise consultants who will have overall responsibility of designing, implementing, and coordinating the entire process guided by the TOR. All Consultant(s) should have practical, demonstrable, and relevant experience of doing similar work. Required experience and expertise for the team of consultants include:

* Experience in documentation of lesson learned through audio-visual method.
* A good understanding of cultural, socio-economic and other external factors that influence development Programmes in Bangladesh.
* A track record on meeting targets and deadlines.
* A perfect understanding of English (both written as well as spoken).

In the case of a team of consultants, the team is preferably gender balanced.

6. Roles and responsibilities of the Consultant and ESDO

The consultants will work in close collaboration with the MEAL Specialist, ESDO, PM -HVU and PM-Max foundation of , Healthy Village in Urban programme.

**ESDO** will facilitate and provide necessary support services to the consultants to complete the assignment. The support/service includes provision of hard copy of background and reference documents.

**The consultant(s)/firm** will propose a detailed Methodology of the assignment during the submission of the proposal. However, the submitted methodology will be reviewed and finalized in the meeting to be held between the ESDO and MFB team and the Consultants.

7. Payment Schedule and Procedure

Below is the deliverables-based budget portion:

| **Deliverables** | **Name of the deliverables** | **% of Budget allocation** |
| --- | --- | --- |
| Deliverable 1 | After submission of inception report | 30% |
| Deliverable 2 | First draft of audio-visual document | 40% |
| Deliverable 3 | Final audio-visual document | 30% |

**Payment Procedure**

* 30% upon submission of inception report.
* The rest of the payment will be made based on the above-mentioned schedule.
* The consultant will get payment after delivering each of the deliverables. No interim payment will be made.
* Consultant will not get any payment until the deliverable will not fulfill the required quality mentioned in the ToR.

**Note:** Tax and VAT will be deducted at source from the bills payable to the selected firm/individual. According to the Bangladesh Tax and VAT rules.

8. Terms and conditions

* ESDO reserves the right to accept or reject any proposal without giving any verbal and or written rationale or whatsoever.
* ESDO reserves the right to monitor the quality and progress of the work during the assignment.
* Before payment, ESDO may review the supporting vouchers in connection with the submitted invoice.
* Failure to deliver output before the set deadlines may result in penalties as per the existing policies of ESDO.

9. Application Package and Procedure:

The proposal from individuals/firms shall contain the following sections:

* Understanding of the assignment
* Approach and methodology of the work
* Work plan and schedule
* Team composition
* Detailed Budget
* Profile of the Consultant(s)/ Consulting Firm

The application should also include the following documents on the company/organization applying (in case of companies/organizations):

1. Consultant/Firm/Organizational /company profile (not more than 3 pages)
2. A cover letter explaining why the Individual/ firm/organization/company is suitable for the work.
3. CV of the consultant/team with educational qualifications and relevant experience.
4. The financial proposal should specify a total lump sum amount with a breakdown of the professional fee and relevant cost if any. Attach price offer (in BDT) with the electronic signature.
5. Firm/organization/company should attach organization’s trade license/registration, VAT, and TIN registration and individual consultant should attach the TIN.
6. Financial, technical proposal **(not more than 10 pages)**, necessary papers, CV, profile, etc. should be attached (as per requirement) with the mail and in one **zip folder.**

10. Evaluation criteria:

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| **Sl.** | **Criteria** | **Points** |
| 01. | Consultant/firm/company profile including strength | 10 |
| 02. | Relevant Experience | 15 |
| 03. | CV of the Experts/Consultants | 15 |
| 04 | Assignment proposal including methodology and work plan | 30 |
| 04. | Financial Proposal | 30 |
| **Total Points** | | **100** |

11. Timeframe:

The assignment is required for **2 Months**. The consultant is requested to calculate the workdays that are needed to complete the assignment. However, the consultant/firm/company must work closely with the MEAL Specialist, Healthy Village in Urban Programme, ESDO during the assignment period. In addition, the consultant(s)/ team can suggest a better time schedule within **2 months** period.

**Time Frame of the Assignment:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Sl.** | **Deliverables** |  | | | | | | | |
| W1 | W2 | W3 | W4 | W5 | W6 | W7 | W8 |
|  | Agreement signing and briefing from ESDO |  |  |  |  |  |  |  |  |
|  | Inception report including details revised methodology, tools, and time plan |  |  |  |  |  |  |  |  |
|  | Transcript preparation |  |  |  |  |  |  |  |  |
|  | Fieldwork |  |  |  |  |  |  |  |  |
|  | Draft audio-visual document submission |  |  |  |  |  |  |  |  |
|  | Incorporate feedback and final document submission |  |  |  |  |  |  |  |  |

12. Submission of Application

Interested firm/consultant/individual are requested to submit the proposals, including relevant experience, qualifications, methodology, timeline, and budget to the through both Hard copy and soft copy to the ESDO Central Procurement Department, House #748, Road#8, Biatul Aman Housing Society, Adabor, Dhaka-1207 and email [procurement@esdo.net.bd](mailto:procurement@esdo.net.bd) by 11 May 2025.

**Note:** **ESDO reserves all rights to accept or reject any proposal or cancel this circular without giving any verbal or written rationale and whatsoever more happen in any context.**