



Terms of Reference

for

Development of Landslide AA simulation Script in Cox's Bazar

Project Title: Pilot Programmatic Partnership (PPP)

Bangladesh Red Crescent Society / German Red Cross

1. Introduction

Bangladesh stands at the frontline of nature's wrath suffering more than 200 natural disasters over the last three decades. The country's location at the tip of the funnel-shaped Bay of Bengal, low-lying mostly flat terrain, erratic monsoons, and rivers that deposits massive amounts of sediments from upper riparian nations routinely exposes the country to floods and tropical cyclones. The country is also located near two subduction zones near the Indian and Eurasian plate, and is surrounded by the Himalayan Arc, the Shillong Plateau and the Dauki fault system in the north. Couple with the widespread disregard for building codes and rapid urbanization, the country faces significant risk of earthquakes. On the other hand, as global temperature increases, the humid climate and harsh summer of the country exposes the urban population to heatwaves affecting mostly the elderly and children.

The risk faced by Bangladeshis are further exasperated by socio-economic factors that adds to their vulnerability. With nearly 40 percent of the country's labour force dependent on agriculture, livelihoods are routinely affected by floods, tropical cyclones and unfavourable weather conditions. Although awareness about disasters in general has improved, the nation does not have any concrete memory of coping with earthquakes. Unplanned development of marketplaces and residents makes it increasingly difficult for agencies to access and respond to disasters timely. The ability of the local DRR institutions are often plagued with resource constraints and lack of capacity.

Considering the overall situation and humanitarian needs in the country as well as the role, capacity, and scope of BDRCS and partners, the Pilot Programmatic Partnership (PPP) project will cover three pillars Disaster Risk Management (DRM), Epidemic and Pandemic Preparedness and Response (E/PP&R), and Risk Communication, Community Engagement & Accountability (CEA). The project will embed an integrated, comprehensive, and community-based approach to risk reduction, and activities are designed to be scaled up in years two and three.

The DRM pillar will reduce the vulnerability of both urban and rural communities in four districts in year one (with a scope to expand in following years) and will enhance performance in the full DRM continuum by ensuring solid and connected institutional and community capacities and will revolve around 5 main axes: (1) Forecast-based Action (FbA) and early action for heatwaves are in place to protect lives, assets and sustain livelihoods in Rajshahi and Dhaka; (2) Comprehensive school and road safety initiatives are strengthened; (3) Engagement through DRM Policy and Legislation to promote Standing Orders on Disasters (SODs) and Shock Responsive Social Protection; (4) Risk awareness and adaptation/mitigation options are showcased and promoted providing community and local authorities with successful models for action and (5) Capacity development through the Preparedness for Response (PER) framework.

The EPPR pillar will contribute to and strengthen the country-wide surveillance system, preparedness and response for disease by leveraging its unique access to vulnerable communities and strong community-based volunteer network. Although the districts of Rajshahi (2 wards), Dhaka (5 wards) and Sylhet (5 wards) will be targeted, the intervention will embed a country wide approach rooted in CEA and multi-stakeholder partnership with activities being implemented across the community, district and national levels.

The CEA pillar will focus on an improved, effective and dynamic response and feedback mechanism – both reactive and proactive methods to be used and through regularly updated

feedback dashboard and will place specific attention on addressing the different vulnerabilities and capacities of particularly vulnerable groups such as women, people with disability, children and elderly.

2. Project Profile

Project Name	Pilot Programmatic Partnership (PPP)
Project Objectives	Communities and individuals at risk, and local actors, are taking action through innovative and integrated strategies, to anticipate, prepare for, withstand, respond to and recover from crises
Project Outcomes	<ul style="list-style-type: none"> ▪ Outcome 1: Communities, National Societies and disaster risk management institutions are better prepared to effectively anticipate, respond and recover from the impact of evolving and multiple shocks and hazards, based on a risk-informed approach. ▪ Outcome 2. Communities, National Societies and other key stakeholders, are better prepared to prevent, detect and respond to epidemics and pandemics. ▪ Outcome 3. People and communities, vulnerable to, and affected by humanitarian and public health crises, are able to actively participate in decisions affecting them, and resulting in stronger community-led approaches championed widely.
Implemented by	Bangladesh Red Crescent Society (BDRCS)
Supported by	International Federation of Red Cross and Red Crescent Societies (IFRC), German Red Cross (GRC), Danish Red Cross (DRC), and Swedish Red Cross (SwRC).
Funded by	European Civil Protection and Humanitarian Aid Operations (ECHO).
Project Location	The project will be implemented at 4 district- Dhaka, Rajshahi, Sylhet and Cox's Bazar
Beneficiaries	170,843 direct beneficiaries
Timeline	May 2022 to June 2025

3. Assignment Background

Landslide is one of the most frequent disasters in Bangladesh, which pose a significant threat to Chattogram Division. The most common reasons for landslides are hilly terrain, heavy monsoonal rains, deforestation and hill cutting. Landslide is causing devastating consequences, including loss of lives, destruction of infrastructure, and displacement of communities from last few years. Cox's Bazar is located in southeastern Bangladesh, renowned for the world's longest natural sandy beach with coastal and hilly landscapes.

Food and Agriculture Organization of the United Nations (FAO), in collaboration with the Bangladesh Meteorological Department (BMD), developed Landslide Early Warning System (LEWS), which is known as "Landslide Warning" and integrated into BMD's web-portal. The LEWS sends notification about potential landslide occurrences up to five days in advance through email alerts. The next step is to develop a landslide anticipatory action plan to protect lives and livelihoods in both inside the camps and in the host community.

The PPP project's another hub is implemented by the Bangladesh Red Crescent Society (BDRCS) in collaboration with German Red Cross (GRC), is designed to address the critical humanitarian challenges through an integrated and community-based approach to multi-hazard risk reduction. The PPP project focuses on reducing vulnerability by implementing Forecast-

based Actions (FbA) for early intervention, promoting disaster risk reduction policies, and fostering local-level risk awareness. The PPP project introduces a dynamic and responsive feedback mechanism, ensuring that community voices are heard, and their concerns are addressed due to the focus on Risk Communication, Community Engagement and Accountability (CEA).

Therefore, the need of actions to be taken is crucial to get prepared with a view to reducing the negative impact of landslides in Cox's Bazar. Disaster risk reduction actions are considering the actual number of families living in huts built on the sloping foothills. FAO arranged a workshop on Landslide Anticipatory Actions on May 2024 and have received anticipatory activities lists as the outcome of the workshop. Therefore, GRC/BDRCS is also working for disaster risk reduction at Cox's Bazar and Teknaf Upazilas of Cox's Bazar District. Following these efforts, a simulation exercise will be jointly organized by BDRCS and FAO to help prepare communities for effective early action in response to landslide warnings. Therefore, a script and voice for the Landslide Anticipatory Action simulation need to be developed, considering the local language for better preparedness, community understanding and engagement.

4. The Objectives

The landslide AA simulation aims to enhance disaster preparedness and response mechanisms by integrating FAO and BMD's collaborative LEWS warning alerts, BMD warning advisories, and anticipatory actions at both community and institutional levels. The overall objectives of this landslide simulation is- To develop a scripts that should consider the dialogues and sequence of the Landslide Anticipatory Action and Response stages in different languages.

The Specific Objectives are –

- I. The script must ensure different stages of landslide AA, and landslide management cycle considered for the simulation). It should align with the Landslide Simulation Guideline, and utilize CPP and BDRCS volunteers trained by FAO and BDRCS/GRC.
- II. . The script should be recorded in audio format in the Chittagonian language, with different voice actors assigned to each character to enhance realism and local engagement.

5. Tasks Descriptions

5.1. Task of the Consultant/Drama Institute:

- a. Attend an inception meeting to share the study design and make any modifications suggested by the PPP-team.
- b. Sit down within their team to work on the script and other necessary arrangements
- c. The consultant team will do the following task –
 - i) Prepare and finalize the script according to the guidelines and requirements of FAO and GRC/BDRCS.
 - ii) Final Script Translation (Bengali to English)
 - iii) Final Script Translation (Bengali to Chittagonian)
 - iv) A group of 8/10 persons can involve for voice recording and singing in Chittagonian language

5.2. Task of the PPP Project Implementation Team

- a. Support the consultant in understanding the Terms of Reference (ToR) and addressing any queries they may have.

- b. Organize the inception meeting and suggest modifications to the study design, if necessary.
- c. Review the Bangla script developed by the consultancy team and provide feedback accordingly.
- d. Assist the consultancy team in finalizing the Bangla script.
- e. Review the English and Chittagonian scripts.
- f. Evaluate the recordings and provide feedback as needed.

Contact details of focal BDRCS/GRC staff:

Name	Position and Office Base	Email Address
Md. Bisharat Ali	BDRCS, CXB	bisharat.ali@bdracs.org
Tania Akter	GRC, CXB	tania.akter@grc-bangladesh.org
Saiyeba Zaman	BDRCS, DHK	saiyeba.zaman@bdracs.org
Mahamuda Khanam	GRC, DHK	mahamuda.khanam@grc-bangladesh.org

6. Study design and methodology

6.1. Consultancy Team

The review will be conducted by an external consultant/s. The in-country work of the review will be supported by GRC and BDRCS project teams and volunteers. The consultant/s shall have:

The consultant(s) must possess the following qualifications:

- Demonstrated experience and technical expertise in developing landslide simulation scripts, voice production, and studio setup.
- Strong analytical, writing, and professional skills related to landslide simulation. (Applicants are requested to provide writing samples or examples of previous work.)
- Preferably, familiarity with the Red Cross and Red Crescent Movement and its operational approaches.
- Proficiency in the Chittagong local language.
- Comprehensive understanding of the landslide context in Bangladesh.

6.2. Methodology

The consultant(s) must possess the following qualifications:

- ✓ Demonstrated experience and technical expertise in developing landslide simulation scripts, voice production, and studio setup.
- ✓ Strong analytical, writing, and professional skills related to landslide simulation. (Applicants are requested to provide writing samples or examples of previous work.)
- ✓ Preferably, familiarity with the Red Cross and Red Crescent Movement and its operational approaches.
- ✓ Proficiency in the Chittagong local language.
- ✓ Comprehensive understanding of the landslide context in Bangladesh.

7. Tasks, deliverables and payment schedule

SI	Tasks	Deliverables	Deadline	Percentage of payment
1.	Draft Script submission in Bangla and reviewed by BDRCS/GRC	Written Script	TBA	40%
2.	Script in Chittagong and English Language	Written Script	TBA	30%
3.	Final script and voice/recording submission to BDRCS/GRC	Final Script	TBA	30%

SI	Tasks	Deliverables	Deadline	Percentage of payment

8. Proposal Evaluation Criteria:

Criteria	Description
Technical Proposal (70%)	
1. Understanding of the Assignment	Demonstrates clear and contextual understanding of background, scope, objectives, and simulation purpose (not copy-pasted from ToR)
2. Sample Work / Experience in Similar Assignments	At least 3 relevant examples of similar simulation/training/script development work (with agency, time, references, and sample links/pictures)
4. Work plan	Detailed work schedule (grant chart)
5. Team Composition & Rationale	Appropriateness of team structure, clarity of roles and responsibilities, relevant experience, and rationale for team selection
6. Others	Any other relevant information (if required only)
Financial Proposal (Mark 30%)	
<ul style="list-style-type: none"> ▪ Detailed budget ▪ Consultancy days and fees (days should be mentioned for a key member of the team) including travel and accommodation costs. ▪ Any other expenditure (please mention nature of expenditure) ▪ Please calculate 15% VAT and 10% Tax with a total budget. ▪ Total amount <p>[Note: The proposed budget should be carefully reviewed, rational, and supported with clear justifications]</p>	

9. Review quality and ethical standards

The consultant should take all reasonable steps to ensure that the study is designed and conducted to respect and protect the rights and welfare of people and the communities of which they are members, and to ensure that the consultancy is technically accurate, reliable, and legitimate, conducted in a transparent and impartial manner, and contributes to organizational learning and accountability. Consultants should adhere to the Principles, Code of Conducts and IFRC Safeguarding policy.

10. Penalty Clause

If the consultant fails to complete the services after the agreed delivery schedule and scope without any valid and well-documented reason (subject to BDRCS/GRC management approval), a deduction for damages will be applied to the invoice at a rate of 0.5% per day, up to a maximum of 7.5% of the total contract value, for a maximum period of 12 working days. Any fractional part of a day will be treated as a full day. If the consultant fails to complete the work, services, or delivery of training /materials/items with quality after 12 working days of the delayed delivery period, without valid and well-documented reason (subject to approval), the contract will be considered void and null.

11. Consideration to develop a Script (Annex-1)

The following characters need to be considered in the script -

Activation of Readiness and Action trigger (5 days ahead)/readiness phase simulation in 4 hrs. in day 1

Activities	Responsible	Coordination	Remarks
Inauguration of Simulation event	DDM	IP	Day 1 workshop
Brief on project and simulation exercise and roles/responsibilities of each actor	DDM, GRC/BDRCS, FAO, IP	DC, DAE, DLS, DRRO	
Preparedness stage activities: (a) landslide EW channelling methods to end-mile community, (b) funding sources, (c) cash transfer support, (d) vendor related preparedness, and (e) beneficiary selection	BMD, DDM, RRRC, ISCG-EPR WG, UN Agencies, iNGOs, LNGOs	DRRO, RRRC	Preparedness stage
Rainfall and landslide forecast monitoring from BMD web-portal's "Landslide Warning" page and alert raising 5 days before the shock.	BMD	DDM	Forecast monitoring alert will be raised by BMD.
5 days rainfall forecast disseminates to DRRO-Cox's Bazar. Annex	BMD, DDM	DRRO	DRRO will receive the forecast information with probable impacts.
Activation of Readiness early warning dissemination by DRRO to respective departments.	DRRO	UNO, DAE, DLS, UzDMC, UDMC, PDMC, WDMC, RRRC, ISCG-EPR WG, FSCD, iNGOs, LNGOs, CPP, BDRCS, IFRC	DRRO will send the readiness activation messages to the Govt. line departments and DMCs and advised to send IVR messages. FAO and GRC/BDRCS will send the IVR messages to the beneficiaries' households.
Readiness plan from 5 days before the shock to: (a) Identify early harvesting of	DRRO, UNO, DAE, RRRC, ISCG-EPR WG,	DRRO, UNO, DAE, RRRC, ISCG-EPR WG,	All the relevant stakeholders watch the situation before taking

Activities	Responsible	Coordination	Remarks
mature horticulture and vegetable crops for either selling or storage, (b) Identify safe places for HH evacuation, (c) The method and location of operational response and task units, (d) List of vulnerable individuals of the community	FSCD, UN Agencies, iNGOs, LNGOs, community	FSCD	preparations for AAs
Rainfall and landslide forecast monitoring from BMD web-portal's "Landslide Warning" page and alert raising 4 days before the shock.	BMD	DDM	Forecast monitoring alert will be raised by BMD. All relevant stakeholders keep eyes on the consecutive early warnings.
Readiness plans strengthen from 4 days before the shock to: (a) Identify safe places for livestock and HHs evacuation, transportation resources and pick-up points of landslide vulnerable households, (b) The method and location of operations of response and task units, (c) Validate the list of vulnerable individuals of the community at D/Uz/U/P/W-DMC meeting	DDMCs, UN Agencies, ISCG-EPR WG, iNGOs, LNGOs, BDRCS, CPP volunteers, IFRC	DC, ADC, UNO, PIO, DAE, DLS, RRRC,	All the relevant stakeholders become alert to take their preparations for AAs
BMD can generate early warning advisory with landslide and other relevant disasters 3 days before the shock	BMD, DDM	DRRO, DMCs, RRRC, UN agencies, ISCG-EPR WG, iNGOs, LNGOs	Circulate the BMD's early warning advisory at all the stakeholders and community level
Coordination meeting called by DRRO with DDMC members to initiate readiness action by cascading the SOD and ready for Aas	DDM, DRRO	DC, ADC, UNO, PIO, DAE, DLS, DDMCs, RRRC, ISCG-EPR WG, UN Agencies, iNGOs, LNGOs, BDRCS, CPP volunteers, IFRC	A small scale DDMC meeting will be called by the DRRO with the involved personnel in this simulation.
Issuance of readiness trigger and advice to hold coordination meeting at Upazila/Union/Paurashava/Ward level DMCs.	DRRO, DMCs and all other relevant stakeholders	UNO, PIO, UP Secretary, RRRC, ISCG-EPR WG, UN Agencies, iNGOs, LNGOs, FSCD, BDRCS,	The DDM/ DDMC/ DRRO will issue the readiness trigger and sent a letter to UzDMC & UDMC, RRRC to hold meeting and take

Activities	Responsible	Coordination	Remarks
		CPP volunteers, IFRC	necessary actions.
AA activation with emergency service availability by vendors, warehouse management, transportation services, smooth communication channels 3 days before the shock	DMCs, UN Agencies, iNGOs, LNGOs	DRRO, RRRC, ISCG-EPR WG	Ensure full-service availability by consideration of AAs
Take weather updates frequently and observe the rainfall-induced landslide scenario (from 'Landslide Warning' of BMD's web-portal) closely 2 days before the shock.	All Government, non-government stakeholders and community people	BMD, DDM, RRRC, ISCG-EPR WG	Be updated about the current weather conditions and alerts
Ensure fund availability by disaster response stakeholder organizations.	All Government, non-government disaster response stakeholder organizations	Government and donor Agencies	Disaster response fund availability by
Early warning advisories will disseminate to end-mile community through IVR, Miking from Mosque/School and Community volunteer's door to door visits.	BDRCS/GRC, FAO, IP DMCs will coordinate alternative methods for EW message channelling. IP, DMCs will be responsible for community level preparation.	DRRO, RRRC	BDRCS/GRC and FAO will send IVR messages, miking and door to door visits to the beneficiaries after receiving advise from the DRRO or the Govt. line departments.
Multi-purpose cash assistance (Individual Assistance) is disbursed to beneficiaries and can be accessed through different pay-out channels.	BRDCS/GRC, FAO	DDM, IP, DMCs, DAE	Provide 5,000 Taka cash support to high and medium vulnerable HHs for taking AA preparation to protect their lives and livelihoods
Distribution of inputs (food, hygiene products, safe drinking water, livestock food as per HH demand etc.) to targeted beneficiaries' households at 2 days before	UDMCs, IPs	DDM, DRRO, PIO, UzDMC, DAE, DLS, FAO and GRC/BDRCS	UDMC and IP will distribute the inputs to the beneficiary households.

Activities	Responsible	Coordination	Remarks
the shock			
Take weather updates frequently and observe the rainfall-induced landslide scenario (from 'Landslide Warning' of BMD's web-portal) closely 1 day before the shock.	All Government, non-government stakeholders and community people	BMD, DDM, RRRC, ISCG-EPR WG	Be updated about the current weather conditions and alerts
<p>Early warning advisories will disseminate to end-mile community through IVR, Miking from Mosque/School and Community volunteer's door to door visits</p> <p>Messaging to the community to take necessary actions of early harvesting, livestock evacuation and evacuation of assets and start securing by all HH members evacuation at 1 day before the sock</p>	<p>BDRCS/GRC, FAO, IP</p> <p>DMCs will coordinate alternative methods for EW message channelling.</p> <p>IP, DMCs will be responsible for community level preparation.</p>	DRRO, RRRC	BDRCS/GRC and FAO will send IVR messages, miking and door to door visits to the beneficiaries after receiving advise from the DRRO or the Govt. line departments.
<ul style="list-style-type: none"> Harvesting matured horticulture and vegetable crops to sell or store Livestock evacuation (if have any) Evacuation for lifesaving preparedness (with care of children, aged people, women and disable persons). Red flag demarcation at landslide hotspots with possible hill debris falling points and alternative safe routes for safe movements. 	<p>DAE, DLS and IP will identify sector specific actions</p> <p>FAO and BDRCS/GRC and IP will identify the landslide hotspots with high, medium and low categories and safe evacuation of HHs</p>	DRRO, DAE, PIO, DLS	<p>DAE and DLS will prepare a list of possible impact and activities for mitigation</p> <p>FAO, BDRCS, CPP, DMCs will identify landslide hotspot with red flag demarcation and prepare a list of vulnerable HHs for safe evacuation and</p>

Activities	Responsible	Coordination	Remarks
The readiness for search and rescue operations and emergency response at 1 day before the shock	FSCD, BD Army, BD Police, BDRCS & CPP Volunteers, DMCs members, electricity supply department, emergency response units of Government stakeholders, UN Agencies, iNGOs, LNGOs	DRRO, RRRC	FSCD play leading role with BDRCS and CPP volunteers along with DMC members for search and rescue operation and emergency response
Take safety measures, if possible, help the vulnerable people (with care of children, aged people, women and disable persons) and contact to respective hotlines in case of emergency	Community people, DMCs members, BDRCS and CPP volunteers, FSCD, BD Army, BD Police	DRRO, RRRC	Ensure emergency service as per community needs
Post analysis of AAs: Completion of early action activities and documentation of gaps collect data about detail incidents and link with HHs under AA and analyse data Conduct post review of AAs implementation and generate report and share with respective stakeholders	FAO, BDRCS/GRC, FSCD, BD Army, BD Police, ISCG-EPR WG, DMCs, CPP, UN Agencies, INGOs, LNGOs, IFRC	DRRO, RRRC	Review of AAs effectiveness and gaps to protect lives and livelihoods of vulnerable communities