

Date: October 10, 2021

Terms of Reference

Consultant/Firm to Conduct Social Behavioral Research and Develop Social Behavior Change Communication (SBCC) Strategy

1. Organizational Background

iDE is an international NGO with over 37 years of experience in designing and delivering market-based anti-poverty programs in 14 countries. We are a world leader in making markets work for the poor as well as the longest established market development specialist NGO in Bangladesh. iDE believes that markets can be a powerful force for improving smallholder prosperity by creating income and livelihood opportunities for poor rural households. iDE Bangladesh currently has eight projects in agricultural markets, water, sanitation and hygiene (WASH), and access to finance with a focus on women's economic empowerment and climate-smart technologies.

2. Project Background

Uddokta - empowering entrepreneurs - is a three-year (2020-2022) project funded by Chevron and the Embassy of Switzerland and implemented by iDE. Under Chevron's Bangladesh Partnership Initiative (BPI) and Embassy of Switzerland's COVID-19 Relief Emergency Grant, Uddokta seeks to improve income and livelihoods, and promote the inclusive and non-discriminative society and employment opportunities of the poor and disadvantaged people through enterprise development and strengthening market systems in the Sylhet Division (Northeast of Bangladesh). Uddokta is being implemented in 4 districts in the Sylhet division: Sylhet, Moulvibazar, Habiganj, and Sunamganj.

3. Objectives of the Assignment

The specific objectives under this assignment are to:

- Conduct Social Behavioral Research in the project area to understand the key behaviors (i.e. lack of mobility and decision-making ability amongst women) and behavioral determinants (i.e. economic, cultural, religious, etc.) of employment amongst youths, particularly women.
- Develop the Social Behavior Change Communication (SBCC) strategy for the promotion of youth employment amongst women by reviewing existing SBCC tools and approaches as well as being informed by Social Behavioral Research.
- Develop the SBCC Implementation Handbook which includes guidelines and modules for implementing/organizing SBCC interventions selected for the project (i.e. type of advocacy and sensitization products or events needed for the project).
- Facilitate Training of Trainers (ToT) on the SBCC Strategy and the Handbook to build the capacity of iDE/project staff to implement interventions in the field.

4. About the Assignment

The Social Behavioral Research will utilize qualitative research to understand the behavioral determinants of employment of youths, particularly women (i.e. social perception of young women as entrepreneurs and accessing the market and finance, etc.). The job sectors can include but are not limited to agriculture, ag mechanization, WASH, women sales agents, aquaculture, poultry, livestock, and climate-smart. The research will be designed to address some of the key information gaps by understanding the key behaviors associated with youth employment, especially women, and guide the design of SBCC tools/approaches and materials. With youth employment amongst women as the overall objective, the Consultant/Firm will develop the Social Behavior Change Communication (SBCC) Strategy for the promotion of youth employment amongst women using the research as well as existing SBCC tools/approaches. This is a six-week-long assignment that will start from the **fourth week of October 2021** and finish in the **first week of December 2021**. The assignment should target to increase the ability for youth, especially women, to make independent business decisions. Also, the assignment will fulfill the outcomes of the project which is "Increased empowerment of youth, especially women". iDE is committed to equal opportunities for all and does not discriminate on grounds of race, gender, religion, sexual orientation, or any other status. Women and minority candidates are encouraged to apply.

5. Suggested Approach or Methodology

The below-mentioned list is not limited and the Consultant/Firm may submit a proposal with additional methodology in line with industry standards.

- Identify the key behaviors associated with youth employment, especially women.
- Identify major barriers and boosters to key behaviors through barrier analysis or similar tools.
- Explore information channels and influencers of key behaviors.
- Perceptions of youth employment especially those youths that are women.
- The key audiences, namely, youths, youths that are women, explore their own perception of getting employed.
- Explore the stages of change for each primary target audience.
- Consult with key staff of the Uddokta project to prepare and deliver an inception report with a detailed work plan.
- Present a draft report, strategy, and handbook with the team for feedback. After the rectification (if any), the final version should be delivered to the Uddokta project for acceptance.

6. Major responsibilities of Consultancy Firms/Consultants

The major responsibilities of the Consultant/Firm are as follows:

Phase	Responsibilities
Phase-1:	<ul style="list-style-type: none"> ● Review project documents and other assessment reports of iDE. Discuss with project staff to understand their learnings and expectations from this consultancy. ● Visit the field to understand key behaviors. ● Any revision/addition regarding the assignment as per the requirement of iDE should be addressed. ● The consultant/firm will work at their office premises, but in case of special requirements, they may work at iDE's premises. ● Assign a focal person who will work closely with the Uddokta project to ensure the proper delivery of any assignment during the support and maintenance phase.

Phase-2:	<ul style="list-style-type: none"> • Prepare and deliver an inception report with a detailed work plan. • Present a draft of the Social Behavioral Research Report, SBCC Strategy, and Handbook with the team for feedback. After the rectification (if any), the final version should be delivered to the Uddokta project for acceptance.
Phase-3:	<ul style="list-style-type: none"> • Deliver the final version of the Social Behavioral Research Report, SBCC Strategy, and Handbook to implement interventions in the field. • Build the capacity of the project team on the SBCC Strategy and Handbook by conducting a Training of Trainers (ToT).

7. Major responsibilities of iDE

iDE will provide the Consultant/Firm with the necessary support to undertake and implement the assignment and execute the objective and tasks outlined in this Terms of Reference. Such responsibilities include the following:

- Provide initial briefing and existing work plan overview;
- Provide project materials and relevant documents as well as technical support;
- Provide feedback on different stages of the consultancy process: methodology, work plan, user requirements, specification, etc.;
- Support Consultant/Firm in organizing any event for youths, MSMEs, VDOs, and staff;
- Approve the final product; and,
- Disburse payment as per the agreed schedule.

8. Key Deliverables

Based on the field context, the Consultant/Firm is expected to deliver the following listed deliverables:

Deliverable	Timeline
<p>Deliverable 1: Detailed Work Plan Subsequent to signing the contract, the consultant/firm will present iDE with a brief report demonstrating its understanding of this assignment, the proposed methodology/tools of carrying out the assignment, and a work plan with an implementation schedule and an initial outline of the module. This will be reviewed by iDE, resulting in a final agreement on the strategy that guides the consultant/firm.</p>	24 October 2021
<p>Deliverable 2: Data collection and Draft Social Behavior Research Report The consultant/firm will collect data from the field and prepare a draft of the Social Behavior Research Report for the iDE Team. This includes the identification of key behaviors, major barriers, and boosters to those key behaviors, information channels, and influencers of the key behaviors, perception of youth employment, audience perception, and stages of change. The feedback from iDE will be incorporated before finalizing the report.</p>	13 November 2021
<p>Deliverable 3: Final Report and Draft SBCC Strategy and Handbook The consultant/firm will prepare a draft of the Social Behavioral Research, SBCC Strategy, and SBCC Implementation Handbook. The consultant/firm should expect at least two rounds of feedback from iDE. Depending upon the quality of the training materials, additional rounds of review may be required. The feedback from iDE will be incorporated before finalizing the strategy and handbook.</p>	25 November 2021
<p>Deliverable 4: Final SBCC Strategy and Handbook, and Team Capacity Building The consultant/firm will orient the Uddokta team by facilitating a Training of Trainers (ToT) on the SBCC Strategy and the Handbook to build the capacity of iDE/project staff to implement interventions in the field.</p>	7 December 2021

9. Tentative Work Schedule

Uddokta requires the assignment to be completed by 7 December 2021. The following table gives the deliverables along with the deadlines. The deadlines can be adjusted upon mutual consent. Based on unavoidable circumstances, the period for conducting the assignment might change. The Consultant/Firm is expected to be able to accommodate these changes without additional cost. A final detailed work schedule will be determined during the kick-off meeting.

S.N.	Activities	Oct '21		Nov '21			Dec'21	
		W4	W1	W2	W3	W4	W1	
1.	Contract signed							
2.	Detailed Work Plan							
3.	Draft Social Behavior Research Report							
4.	Final Report and Draft SBCC Strategy and Handbook							
5.	Final SBCC Strategy and Handbook, and Team Orientation							

10. Deliverables and Schedule of Payment

The financial proposal should include expert and data enumerator's fees and expenses (including travel costs, accommodation & food expenses, etc.). The payment will be made in three installments as follows:

S.N.	Deliverables	Installment Value
1.	Detailed Work Plan	35% of the Total Contract Value
2.	Draft Social Behavior Research Report	
3.	Final Report and Draft SBCC Strategy and Handbook	35% of the Total Contract Value
4.	Final SBCC Strategy and Handbook, and Team Capacity Building	30% of the Total Contract Value

Note: Government VAT and tax regulation will be applied, and these costs must be included in the financial proposal.

The following terms and conditions will apply:

- The payment will be made through account payee cheque/ wire transfer (account name, number, type, bank name, and branch name is required for wire transfer);
- As per Government of Bangladesh VAT and tax regulation; International consultants are taxed at 15% VAT (on contract amount) and 20% tax (on contract amount +VAT); National consultants are taxed at 15% VAT and 10% tax;
- Government VAT and tax regulation will be applied and iDE Bangladesh will deduct all relevant VAT and Tax at source as per GoB rule;
- VAT Registration Certificate, TIN, and Trade License (if applicable) must be submitted before the agreement is signed;
- In case of failure to deliver the final product in due time, iDE Bangladesh will deduct .05% of the total agreement amount for each day of delay in submitting the report beyond the closing date of the agreement;
- The selected consultant/firm will abide by other terms and conditions of iDE Bangladesh.

11. Proprietary Rights

Any document, information, or data entrusted to or produced by iDE in connection with this assignment shall be strictly confidential and cannot be used by the contract employee for any other purpose without the written consent of iDE. This provision shall remain valid even after the completion of this assignment. iDE reserves the right to terminate this agreement at any time with the consultation of the contracted individual/firm.

12. Guidelines for submission of the proposal

These guidelines shall ensure uniformity of proposals submitted by all applicants and transparency of the evaluation process.

a) Eligibility Criteria

Eligible applicants must have an appropriate setup (fully equipped with physical facilities and competent team members) to conduct this task. The applicant must meet the following criteria:

- A sound understanding and experience in formative research related to SBCC, youth labor market, and women entrepreneurship in the Bangladesh context.
- A sound understanding of the use of qualitative approaches using a combination of qualitative methodologies including focus group discussions, key informant interviews and Household interviews, barrier analysis, perceptual mapping, etc.
- Experience working with international NGOs.
- Excellent analytical skills.
- Excellent interpersonal communication, easy presentation, and writing skills in English and Bengali.
- Understanding of agriculture, market systems development, market-based interventions in a rural setting, and business management is preferred
- Ability to work independently
- Demonstration of logistical capability
- Appreciative to deliver the final products in line with the set ToR within the agreed timeline

b) Evaluation Criteria

The Consultant/Firm will be evaluated based on the following criteria. The key factors stated below will be taken into consideration during the evaluation process:

- Previous work experience
- Methodological/technical aspects of carrying out the assignment
- Financial aspects (consultant fees, breakdown of activity costs, etc)

c) Bid Submission

All proposals should include:

- Cover letter (maximum one page);
- Technical Proposal (maximum 5 pages) which should include:
 - Understanding of the assignment and a detailed work-plan
 - Track record of earlier similar studies (the title of study and few lines to the nature of the study, the date of the study was conducted, the name of the client). Recommendations resulting from such work may be included in the Annex.
 - Team composition and abbreviated CVs of core members of the study team
 - Description of understanding of the task at hand

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- Proposed methodology to undertake the study to fulfill the objective
 - Timeline/milestones to conduct the assessment in a Gantt Chart
 - Financial Proposal (maximum one page): breakdown of cost estimates. This should include, but not be limited to accommodation and travel costs (from one district to another), food expenses, and other items needed for the consultancy. **(See Annex 1)**
 - The budget must be structured as follows:
 - Personnel days with professional fees for each staff assigned
 - Support services (materials, communications, etc.)
 - Travel, Accommodation
 - VAT and TAX Person-days as per Government rules
 - If applicable, please also include:
 - Company profile
 - VAT Registration Certificate
 - TIN Certificate
 - Joint Stock Company Registration Certificate
 - Trade License Certificate
 - Annexes may be included for further clarification. However, for evaluation, only the main part of the proposal will be taken.

Interested firms are asked to submit their Technical and Financial Proposal to bangladesh.procurement@ideglobal.org . Please write “**Uddokta Social Behavioral Research and Strategy Consultancy**” in the subject line. The proposals should be submitted by **11.59 pm BDT on Monday, 18th October 2021**. We are only able to consider electronic submissions. Only shortlisted firms will be contacted and invited for a technical discussion.

Annex 1: The Content of the financial proposal

Financial Proposal						
Name of the Organization					Date:	
Address						
SL	Items	No. of Persons	Unit(Day)	BDT per day or unit	Total Amount (BDT)	Remarks
A	Remuneration					
A1	Team Leader					
A2	Study Coordinator					
A3						
A4						
Sub Total						
B	Travel and Accommodation					
B1	Two-way travel					
B2	Accommodation					
B3						
B4						
Sub Total						
C	Support Services					
C1	Training venue					
C2	Training food					
C3	Print and stationery					
C4						
Sub Total						
	VAT (15%)					
Grand Total						
In Words						