****

**Terms of Reference**

# Consultancy on Transforming Lives Through Nutrition Case Stories Collection

|  |
| --- |
|  |

**1. Organization Background**

iDE is an international NGO with over 35 years of experience in designing and delivering market-based anti-poverty programs in 11 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**

The “Transforming Lives Through Nutrition” (TLTN) project aims to improve maternal and child health by delivering proven nutrition interventions and strengthening health and food systems at scale by putting women and children at the center. To improve the nutrition situation of the vulnerable group, the TLTN project has interventions in agricultural production, water, sanitation, and hygiene management, and strengthening the supply chain and small market enterprises in Sylhet, Sunamganj, Moulvibazar, Habiganj, Patuakhali, Bhola, and Cox’s Bazar district. This project included 210 women nutrition sales agents, 30 women sanitation sales agents, and 60 women menstrual hygiene management entrepreneurs. All of these women will be supported to increase the availability of nutrition, hygiene, and agricultural products in the community. Additionally, more than 2500 farmers, 40 women vermicompost entrepreneurs, and 150 latrine producers will be involved in the intervention.

**3. About the Assignment**

iDE is looking to hire a consultant/firm to produce 30-50 case stories for the Transforming Lives Through Nutrition project. The project is being implemented across three divisions- Barisal, Sylhet and Cox’s Bazar. In Barisal, the project is implemented in Bhola, Barisal and Patuakhali; in Cox’s Bazar, the project is implemented in Cox’s Bazar district and in Sylhet, the project is implemented in Habiganj, Sunamganj, Sylhet and Moulvibazar. **Primarily**, the purpose of the assignment is to prepare case stories that capture the current economic and business situation of beneficiaries covering project’s different sectors at individual level (mainly the consultant/firm is expected to capture pre- project intervention condition, which includes- market system, linkages with sector specific different market actors, assets condition, income, expenditure, investment, future prospect, expectation from new project along with basic information of the beneficiary) and document them with high-quality images (action-oriented photos and also, the photo should reflect the beneficiary’s current condition); and **secondarily**, create and raise the profile of the project’s portfolio.

Unlike cross-sectional studies, in which different individuals with the same characteristics are compared, these case studies will track the same people, and so the differences observed in those people are less likely to be the result of cultural differences across generations. A case study is a factual representation of what happened along with some analysis that provides insights and learning for the future. Case Stories depicts what happened through people, place, and plot and brings emotional context into the portrayal of what happened. Keeping that in mind, we are preferring to collect case stories. The consultant/firm will produce 30-50 case stories (comprising different sectors, and market actors) that will include a minimum of 200 high-quality photographs with captions. The assignment is expected to take place by mid May in all 3 divisions on 6 categories of market actors (Nutrition Entrepreneur, Menstrual Hygiene Entrepreneur, Women-led Regenerative Agriculture Entrepreneur, Women-supported Regenerative Agriculture, Vermicompost Entrepreneur and Latrine Producer). The exact duration of the assignment will be finalized after consultation with the consultant/firm as well. The consultant/firm will develop a work plan based on discussion and consultation with the project team, incorporating any feedback provided by them. To complete the assignment, the consultant will need to visit the project location **for at least 10-15 days during the contract;** followed by editing, and preparing the stories and final delivery within next month. The assignment duration is one and half months after signing the contract.

**4. Major responsibilities of the Consultant/ Firm**

The consultant/firm will be primarily responsible for the following:

* Kickoff discussion with the iDE team to learn about the project and specific requirements of the assignments;
* Develop a work plan in consultation with iDE;
* The consultant has to visit the project locations in the fixed month (e.g. May) to collect and study the real scenario.
* The consultant will conduct an extensive study on selected beneficiaries, collect data and prepare **human centric** case stories. The same set of beneficiaries will be observed in the final year of the project.
* Need to share audio clips of the beneficiaries (take concern) for future use and referencing purpose.
* Assure the quality of the data, filter and share all the raw data collected;
* A consent form, provided by iDE, to be filled up for each of the individuals discussed in every single case study, and each of the photographs;
* **Capture quality images** of same and pre-selected beneficiaries during the contract period. Each image from the optimized edit as well as the full take must include in the metadata: the full name of the consultant for photo credit, the name of the place, the date, the venue, and the Upazila, District. In addition to required info, a descriptive caption written in complete sentences in English is mandatory. The caption should describe the who, what, when and where of the photo;
* Consultant will have to take quotes of the beneficiaries selected along with the case studies, as prescribed in the template;
* Consultant have to submit both the edited and raw data, case stories and photos separately;
* Please note that key images must be shot in horizontal and vertical format with enough space around the key subject. The Consultant will need to keep this space in mind and leave some room while capturing to make the photo publication friendly and to crop the image later on. Keep the raw images (unedited) and submit using Google Drive/a Portable HDD for further possible use.
* Photographs produced under the assignment must capture successfully and express emotionally the core elements of the situation assigned for coverage. The coverage will include different visual perspectives (close-up, medium range, long distance), with a preference for horizontal framing, as noted. Photos will be technically good (properly exposed, framed, focused, and edits well optimized). Complete caption information and other metadata will be embedded in the files, as described;
* Abide by the agreement and iDE’s Policy and Guidelines;
* Ensure the deliverables, timelines and deadlines agreed mutually;
* Bear the necessary transportation and accommodation by her/himself to complete the assignment.
* The consultant will design and print the case storybook covering these 30-50 stories from around the project locations.
* Storybook will be of high quality materials along with a high standard of design and illustrations.

**5. Major responsibilities of iDE**

iDE will provide the consultant/firm with necessary support to undertake and implement the assignment and execute the objectives of this assignment. Such responsibilities include the following:

* iDE will take responsibility for the procurement of the consultant/firm
* Provide initial briefing and existing work overview;
* Provide relevant orientations and technical support;
* Provide editorial guidance to the consultant to enable him/her to understand the Deliverables required and generate captions to embed in the photographs;
* Provide support in the field;
* Disburse payment as per the agreed schedule in the contract

**6. Key Deliverables**

The following deliverables are expected from the consultant/firm:

* Inception report comprises methodology, checklist, work plan, etc.
* Draft 30-50 case stories and consent form and at least 200 quality photographs. Both raw and edited images submission using Google Drive/a Portable HDD.
* Final submission of 30-50 case stories (after incorporating feedback from the team)
* Design and printing of storybook

**7. Tentative Work Schedule**

The consultant/firm is expected to start work on or around the third week of May 2025. This assignment should be completed within 45 days from the start date, which includes completion of all tasks in the assignment along with the submission of the deliverables as detailed in Section 4 & 6. 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.

|  |  |  |
| --- | --- | --- |
| Sl No. | **Deliverable** | May-June, 2025 |
| 1. | Participate in the orientation meeting, understand the assignment, share detailed work plan aligned with the ToR plan | 3rd week of May’25 |
| 2. | Visit field, identify the given beneficiaries, prepare template keeping in mind project expectations, and collect stories | 3rd-4th week of May’25 |
| 3. | Submission of case stories | 4th week of May-1st week of June |
| 4. | Printing of case stories after incorporating all the comments, Submission of all the relevant photographs (as per guidance), consent forms (Hard copy), Printing | 3rd week of June |

**8. 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. iDE can re-use, re-edit all the photographs or any part thereof as convenient for its own need/way/process of utilising the data, case stories and photographs in any medium. iDE may provide the data, case stories and photographs to other agencies/sector actors and the media at no cost. This provision shall remain valid even after the completion of this assignment. iDE’s general protocols and policies for working with hired consultants will be applicable. iDE will not indemnify and defend the consultant for any loss during this assignment and will not insure him/her while accomplishing the task. iDE-B reserves the right to terminate this agreement at any time with the consultation of the contracted individual/firm.

**9. Budget and Payment Schedule**

The total budget for this assignment must not exceed BDT 600,000 (In word: Six Lacs Taka only) which should cover all costs including consultants' fee for conducting the entire assignment until final deliverables submission. This should include remuneration, field-based travel (accommodation, transport, per diems), design, printing and any miscellaneous costs. Government VAT and tax regulation will be applied, and these costs must be included in the financial proposal. The consulting fees payment will be made in two installments as follows:

|  |  |  |
| --- | --- | --- |
| **S.N.** | **Deliverables** | **Installment Value** |
| 1 | Submission of inception report and draft 30-50 case stories | 50% of the total contract value |
| 2 | Submission of acceptable deliverables of Final case stories, minimum 200 photographs, 45 consent forms and or any other relevant documents and printing. | 50% of the total contract value |

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 charged at 15% VAT (on contract amount) and 20% tax (on contract amount +VAT); National consultants are charged 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.

**10. Eligibility Criteria**

General experience and expertise required for this consultancy assignment are mentioned below:

* Master degree in social science, development studies, economics, or other relevant subject;
* Experience in working with NGOs is highly desirable ;
* Brief profile of the consultant/firm;
* Must assign 3 teams for 3 divisions
* Demonstrable prior experience in process documentation, photographing and recording similar projects/activities, with portfolio provided upon request;
* Ability to communicate cross-culturally; collaborative nature;
* Personal commitment, efficiency and flexibility, together with the ability to work independently under minimum supervision;
* Good command over English and analytical abilities for storytelling to write the content.

**11. 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
  + Relevant experience of the consultant/firm
  + Links to samples of previous work in a Google Drive folder
* 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.
* If applicable, please also include:
  + Company profile
  + VAT Registration Certificate
  + TIN Certificate
  + Joint Stock Company Registration Certificate
  + Trade License Certificate

Interested and qualified consultants/ firms are asked to submit their Technical and Financial Proposals to [bangladesh.procurement@ideglobal.org](mailto:bangladesh.procurement@ideglobal.org). Please write **“TLTN- Consultant for case studies development’**” in the subject line. The proposals should be submitted by **5 pm BST on 17 May 2025**.We are only able to consider electronic submissions. Only shortlisted consultants/firms will be contacted and invited for a technical discussion.