Terms of Reference

Hiring consultant for documentation of different programme activities, approaches, and best practices for communication and capacity building

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| Name of Program | Max Nutri-WASH Programme |
| Expected Start Date | 1st week of November 2021 |
| Submit Application to | Procurement committee of Max Foundation Bangladesh |
| Application Deadline | 30 October 2021 |

1. **Background**

Max Foundation (MF) a Dutch-based international organization has been working in Bangladesh since 2005, aims to prevent child mortality most efficiently and effectively. In 2012, Max Foundation has established a country office in Bangladesh. From 2012 to 2016, Max Foundation has implemented a program title, “Max-WASH”, a large integrated program financed by the Embassy of the Kingdom of the Netherlands and Max Foundation jointly. Following the successful implementation of the Max-WASH program, Max Foundation awarded Max-WASH II after adding nutrition component name after Max Nutri-WASH programme by the Embassy of the Kingdom of the Netherlands which is being implemented from November 2016 to October 2021.

The overall goal of the programme is to reduce water and faecal-borne diseases which contributes to the improvements of child health and reduction of child mortality. This is an integrated programme, Max Nutri-WASH continues to put WASH at the heart of community-led efforts to reduce levels of diarrhoea and other water and faecal-borne diseases for better child health towards ending infant and child deaths. To facilitate the sustainability, Max Nutri-WASH programme introduced the ‘Healthy Village approach’ to ensure the improved changed behaviour of the beneficiaries which will lead the villages to declare the Healthy Village. Moreover, several good practices have already been made under the Max Nutri-WASH programs. They include the Maxi-Basin handwashing devices, 12-step latrines and bathing chambers for women, behaviour change communication, ignition through child stunting data etc. These locally developed solutions have strengthened the promotion of improved WASH and Nutrition and been effective in transforming WASH and Nutrition knowledge into practice. During the implementation of Max Nutri-WASH Program a good number of IEC/SBCC (IEC-information, education and communication, SBCC-Social Behaviour change and communication) materials, Guideline, module etc. had been developed and printed regarding WASH, Sanitation, SRHR and Nutrition which have been used widely in the program area. Besides, different interventions have also added in the program activities which are innovative.

RAINBOWS is an entrepreneur led behaviour change approach that focuses products or services as a means of sustainable behaviour change. Knowledge is though essential for an intended behaviour change, but practice is mostly dependent on the available services and products which an individual or the community uses in their daily life. There are eight RAINBOWS methodological facts (Reason, Agreement to change, Innovations, Ideas and learning, Norms, Business development, Organise, Women Empowerment and Scaling up) that flowed step by step to achieve a sustainable behaviour change by accommodating business opportunities in a community.

With this connection we are looking for individual consultant/firm to document our RAINBOW approach, best practices, Healthy Village process documentation, different interventions to use further as a capacity building material. Beside Audio-visual documentation of Max Nutri-WASH programme achievement as well.

1. **Objective of the Consultancy**

Documentation of different programme activities, approaches, and best practices of Max Nutri-WASH programme of Max Foundation for communication and capacity building purposes.

1. **Scope of Work**

The assigned consultant/firm/company will work closely with the Max Foundation during carrying out the assignment. However, the scope of work for the consultant/firm/company will be as follows:

* Review relevant programme documents (Programme activities, Implementation strategy and approach, Training manuals, Communication strategy and Framework, Quarterly & Annual Reports, etc.) provided by the Max Foundation.
* Review and analyse different IEC/SBCC materials and their application in the field activities.
* Review and analyse different capacity building materials, process and approchses
* Conceptualise entrepreneur led behaviour change approach- RAINBOWS
* Conceptualize Healthy Village Approach before planning to document the approach.
* Visit the working areas of the 05 Partner Organizations of Max Nutri-WASH Program and observe different interventions, process and best practices including their application.
* Prepare a list of suitable places for preparation of documentary for each of the deliverables and submit to Max Foundation.
* Submit and discuss with MFB personnel on the video documentation preparation plan.
* The draft documentary should be shared with the MFB personnel before finalization of those.
* Also visualized COVID-19 and its impact on community during documentation of each of the documents.

**4.1 Expected Deliverables**

The consultant/firm/company under this assignment is expected to provide the following deliverables:

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| **Deliverables** | **Time duration of video document** |
| **a.** An inception report clearly outlining the Audio-visual methods, tools, final script, and updated work schedule. | - |
| **b.** Audio-visual documentation of existing IEC/SBCC materials considering RAINBOW approach (Voice over Bangla and English subtitle) | 08 minutes (full doc) and 30 Seconds TVC about the documentary |
| **c.** Audio-visual documentation of Max Nutri-WASH programme best practices (Voice over Bangla and English subtitle)   * Ignited with child stunting data, * Impact of Healthy Village, * Conversion of Cluster piped water schemes, * Health Promotion Agents (HPA), | 05 minutes each |
| **d.** Process documentation of Healthy Village Approach (Voice over Bangla and English subtitle) | 08-10 minutes (full doc) and 30 Seconds TVC about the documentary |
| **e.** Audio-visual package for capacity building (Voice over Bangla and English subtitle)   1. Growth measurement of Under 05 children 2. Community ignition and mobilization 3. Community support group activities 4. Courtyard session (3 session) 5. Participatory Graduation Monitoring 6. Mass monitoring and Healthy village declaration 7. Health Proportion agent (HPA) activities 8. Activities of Sanitation Entrepreneur and Sweepers 9. School session | 5 minutes each |
| **f.** Still photograph of different interventions | 30 still pictures |

**4.2 Time duration of deliverables**

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| **Deliverables** | **November** | | | | | **December** | | | | |
| **W1** | **W2** | **W3** | **W4** | **W5** | **W6** | **W7** | **W8** | **W9** | **W10** |
| Contract signing and briefing from Max Foundation |  |  |  |  |  |  |  |  |  |  |
| **a.** An inception report clearly outlining the Audio-visual methods, tools, final script, and updated work schedule. |  |  |  |  |  |  |  |  |  |  |
| **b.** Audio-visual documentation of existing IEC/SBCC materials considering RAINBOW approach (Voice over Bangla and English subtitle) |  |  |  |  |  |  |  |  |  |  |
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| **f.** Still photograph of different interventions |  |  |  |  |  |  |  |  |  |  |

1. **Roles and responsibilities of the Consultant/firm/company and Max Foundation**

The consultant/firm/company will work in close collaboration with the Manager communication of Max Foundation Bangladesh and Programme Manager, Max Nutri-WASH Programme under the supervision of the Senior Programme Manager of Max Foundation Bangladesh and the Country Director, Max Foundation Bangladesh.

**Max Foundation** will facilitate and provide necessary support services to the consultants/firm/company to complete the assignment. The support/service includes:

* Provision of hard copy of background and reference documents.
* Provide support to establish linkage with PNGOs and Max Foundation regional office at Patuakhali and Khulna region.
* Facilitating contacts and meetings with PNGOs and relevant programme area's stakeholders.
* List of Audio-visual package for capacity building etc.

**The consultant/firm/company** will propose a detailed methodology of the study during the submission of the proposal. However, the submitted methodology will be reviewed and finalized in the meeting to be held between the Max Nutri-WASH team and the Consultants. And ensure all the deliverables mentioned above as per quality, quantity, and time duration. During submission of deliverables consultant should submit all raw footage and other relevant materials in hard drive.

**Equipment use instruction:**

Video equipment to be hired and used by vendor includes a camera with high-definition capability (1080i Display Standard: 1920x1080 pixel: Full HD), four lenses (including 50mm prime for interviews), an adequate lighting set and a sound recording device. Sound should be taken through XLR input, and a lapel mic (similar to PMC77) should be used for interviews, rather than a wireless mic. Multi-Cam filming capacity.

1. **Timeframe**

The assignment is required for **2 Months** after signing the contract. 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 MFB program team at the Max Foundation Country Office and regional office during the assignment period.

1. **Consultant’s Profile and Qualification**

* University degree in Mass communication and Journalism, or communications, social science, or any other related area
* Expert knowledge and practical experience in social and behavior change communication in Bangladesh rural communities
* At least 5 years of practical experience in relevant areas
* Experience in relevant field is a must.
* Displays cultural, gender, religion, race, nationality, and age sensitivity.
* The consultant is required to submit example of a Guideline/work (sharing via link of Audio-visual documentation) on the subject area that the consultant has produced previously/recently when responding to the terms of reference.

1. **Terms and conditions**

* Max Foundation reserves the right to accept or reject any proposal or any necessary change without giving any verbal and or written rationale or whatsoever.
* Max Foundation reserves the right to monitor the quality and progress of the work during the assignment.
* Before payment, Max Foundation may review the supporting vouchers in connection with the submitted invoice.
* Failure of delivering outputs before the set deadlines may result in penalties as per the existing policies of the Max Foundation.
* Full Copyright of the production will be reserved by Max Foundation.
* All the photographs produced/taken during the assignment will be treated as Max Foundation property and cannot be used elsewhere without prior approval.

1. **Submission of Application**

Individual consultant /Interested Firm/ Organization is requested to submit an electronic application to Procurement committee, Max Foundation Bangladesh Country Office: [hrmmfb@gmail](mailto:kazal@maxfoundation.nl).com no later than 30 October 2021 by 05:00 pm, late application submissions will be rejected.

1. **Application Package:**
2. Individual consultant/Firm/Organizational /company profile (not more than 3 pages)
3. An application letter explaining why the Individual/ firm/organization/company is the most suitable for the work.
4. CV of the consultant/team and copies of educational qualifications and relevant experience (sharing via link of Audio-visual documentation).
5. Financial proposal. The financial proposal shall specify a total amount breaking down the professional fee and relevant cost if any. Attach price offer (in BDT) with the electronic signature.
6. Work plan to carry out the assignment
7. A Sample of copy previous work (previous audio -visual package development soft copy and link for google search).
8. For individual attaches the TIN and for firm/organization/company attach organization trade license/registration, VAT, and TIN registration.
9. Attach your financial, technical proposal, necessary papers, CV, profile, etc. as required with the mail and in one **zip folder**
10. **Evaluation criteria**

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| Sl. | Criteria | Points |
| 01. | Profile of the Consultant/firm/company | 10 |
| 02 | Understanding of the assignment by the Consultant/firm/company | 10 |
| 03. | Relevant Experience of the Consultant/firm/company | 20 |
| 04. | CV of the Experts/Consultants and roles and responsibilities to undertaking and managing this assignment | 20 |
| 05. | Proposed methodology and work plan | 15 |
| 06. | Presentation (understanding of work, time plan and commitment) | 15 |
| 07. | Financial Proposal | 10 |
| Total Points | | **100** |

**Note:** M**ax Foundation, Bangladesh Country Office 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.**