

Memorandum of Understanding (MoU)/Professional Service Agreement (PSA)

Name of Programme	Right2Grow Programme
Submit Application to	kumkum@maxfoundation.org Procurement Committee of Max Foundation Bangladesh
Application Deadline	18 August 2025
Expected date for starting the Assignment	25 August 2025

1. BACKGROUND:

Right2Grow Programme Consortium

Right2Grow is a global consortium programme among 6 international development organizations- Action Against Hunger, the Centre for Economic Governance and Accountability Africa (CEGAA), Max Foundation, Save the Children, The Hunger Project, and World Vision. With the financial support from the Government of the Netherlands (Civil Society Strengthening - Power of Voices), Right2Grow programme has been collaborating with communities, community-based organizations (CBOs), Civil Society Organizations (CSOs), public representatives, and governmental stakeholders (duty bearers in particular) in Bangladesh, Burkina Faso, Ethiopia, Mali, South Sudan, and Uganda since January 2021. This is a 5-year-long consortium programme that closes out in December 2025.

In addition, Right2Grow is an advocacy-focused programme that aims to improve nutrition and WASH status through effective planning, budgeting, implementation, and accountability at various levels of local government structure in Bangladesh in order to ensure nutrition and WASH products and services affordable for the communities where the children under 5 years of age exist.

Areas of Intervention

In Bangladesh, Right2Grow programme is being implemented in 4 Districts (Khulna, Sathkira, Barguna and Patuakhali,) under 2 administrative Divisions- Khulna and Barishal. A number of 40 Unions of 5 Upazila (Dumuria, Debhata, Taltoli, Golachipa and Patuakhali Sadar) in the southern coastal region of Bangladesh, which are very vulnerable to the effects of climate change, are covered by the Right2Grow programme.

2. SPECIFIC OBJECTIVES:

The core objectives of this consulting assignment are:

1. To Develop global standard '5 nos. Knowledge Management/Learning Documents' on the Right2Grow Programme by capturing thematic/area-based achievements, challenges, good practice, accomplishments, and changes made since its inception in 2021 to 2025.
2. To ensure quality of these 5 knowledge management documents so that these can be used as reference in future and/or for scaling up Right2Grow Programme after its closed-out phase in December 2025.

3. To insert detailed explanations of the subject matters of each of 5 Knowledge Management/ Learning Documents by using QR code technology.

3. METHODOLOGY:

Methods including KII, Interview, Review of all relevant publications, reports, video documentary, case stories, good practices, etc. could be applied.

4. DELIVERABLES:

Each of the 5 nos. knowledge management/learning sharing documents should contain detailed explanations inserted by applying QR Code technology; and deliverables are in MS word, PDF, and Ai form. Specific deliverables are:

1. Inception report at the beginning of the assignment.
2. Developed and designed folding flyers on e-governance in health services through BMET tools.
3. Developed and designed handy material (12-16 pages) titled Right2Grow Programme Consortium: A footprint for enhancing Nutrition status of CU5: 2021-2025
4. Designed and developed postcard on Key Accomplishments and changes made of Right2Grow programme consortium.
5. Designed and developed booklet (4-6 pages, ½ of A4) on Child Profile and Costing Model to reduce child undernutrition.
6. Designed and developed flyer/leaflet on Healthy Village: An innovative idea of long-lasting community development.

5. SCOPE OF WORK

The consultant/firm will work closely with the Max Foundation Bangladesh, Programme Management Unit (PMU) of Right2Grow in Bangladesh to deliver the agreed documents as stated in the deliverables aligned with specific objectives. In addition, the consultant/firm needs to have in-depth review of the project documents- publications, reports, booklets, flyers, leaflet, video documentary etc.

6. EXPECTATIONS:

The consultants/firms are highly expected to place their innovative ideas on the deliverables in their technical proposal so that we can have more scope to produce the mentioned 5 documents more handy, informative, lucrative and readers/users-friendly. Expected innovative ideas will bear weightage during evaluating the technical proposals submitted by the consultant/firms.

7. TIME-FRAME

Probable Tasks and Timeline

The indicative work plan is presented in the below table, assuming 25th August 2025 as the starting date. The aforementioned deliverables will be used in an event at national level to

be held in October 2025. In view of this scheduled event, the consultant/consulting firm must meet the deadline (**8th October 2025**) of submission of the agreed deliverables.

SL	Task	Time-frame (in weeks)					Remarks
		W1	W2	W3	W4	W5	
1	Kick off meeting with Max Foundation/PMU team.						25 th August'25
2	Review of the project (Right2Grow Programme) documents and Submission of the inception report.						
3	Submission of the final version of inception report.						31 st August'25
4	Design and develop the agreed 5 documents as stated in the deliverables; and Submission of the 1st draft to the PMU.						
5	Accommodating the feedback and finalize the draft.						By 1 st October'25
6	Submission of the final deliverables for printing in the form of Ai, PDF and MS Word.						By 8 th October'25

8. SUBMISSION OF PROPOSAL:

Interested consultants/firms are requested to submit proposals in 2 separate segments/paper documents:

1. Technical proposal
2. Financial proposal