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[**www.manusherjonno.org**](http://www.manusherjonno.org)

**Gender sensitive communication Toolkit**

**Terms of Reference & Request for Proposal**

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| --- | --- |
| Assignment | Develop a “Gender sensitive communication toolkit” both in English and Bangla |
| Overall Purpose | To make the communication /language inclusive and transformative and challenge stereotypes language /communication |
| Type of Contact | Consultancy for 45 working days |
| Contact period | October -November 2021 |
| Recruitment hiring process | Open source and step by step selection process of MJF |
| Technical and Financial Proposal submission date | Soft copy by 12th September 2021. [subarna@manusher.org](mailto:subarna@manusher.org) followed by hard copy. |
| Expected agreement date | 1st October 2021 |

**Background:**

Manusher Jonno Foundation is committed to ensuring gender equality and strongly advocates for gender equality and social inclusion. Recently developed GESI Action Plans to promote gender equality and the empowerment of women. In support of the Gender Strategy’s goal of building an inclusive organizational culture and enhancing gender equality, MJF has planned to develop a gender-sensitive communication toolkit. Because MJF believes communication and information materials have the power to shape our perception and influence social norms. This is particularly important as part of MJF’s Gender Mainstream unit. Communication and language are the reflections of the attitudes, behaviors, and norms within a society. It also shapes people’s attitudes as to what is ‘normal and acceptable.

**Objectives:**

The specific objectives of this consultancy are the following:

* To raise awareness about the importance of gender sensitive language and change attitude and behavior
* Provide practical examples of what gender-biased and gender-discriminatory communication is and how to avoid it;
* Provide practical tools and advice for relevant stakeholders /media/policymakers and all those involved in the drafting of documents for the public so that these texts are gender sensitive and inclusive for all;

**Scope of work:**

MJF is expected to deepen and widen its gender mainstreaming approach towards gender equality. This Consultancy is expected to strengthen the gender sensitive communication to bring transformative change in people’s attitude and behavior.

1. The toolkit will cover the importance of gender sensitive communication and what should be the principles of gender sensitive communication
2. Define the purposes why gender sensitive communication and what challenges we will have to mitigate.
3. What are advantages of gender sensitive language and use and benefits?
4. Gender sensitive communication guideline and notes for users,
5. Develop a checklist on dos and don’ts.
6. Prepare a checklist gender biased language and gender responsive/sensitive language
7. Prepare a checklist gender biased words and gender responsive/sensitive words
8. Analyze and use examples to challenge the gender stereotype communication/language /words.
9. Define how sexualization and beautification words impacts on society and continues the
10. Idioms and proverbs against women and girls in society and an analysis and strategy or way to overcome
11. **Application Submission**

The proposal/expression of interest (duly signed) should comply with the following sections within the given page limit. The Proposal will be accepted preferably in hard copy and soft copy through email (signed scanned copy) by mentioning the subject line “**Consultancy for developing ge der sensitive communication toolkit**”.

1. Interested consultant or consulting firm is requested to submit a technical and financial proposal of no more than 3-4 pages **within 15th September 2021.**

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| **Topic** | **Maximum Page Limit** |
| 1. **Technical Proposal** | |
| Cover Page (Title of consultancy, submission date, submitted by whom with contact details) | 1 page |
| Understanding of the Assignment (Not just copy and paste from the ToR content) | 1 page |
| Proposed Methodology | Half page |
| Work Schedule | Half page |
| Consultant’s skill/knowledge/expertise and evidence of experience | half page |
| Reference of organizations/individual, the similar works have done with | half page |
| 1. **Financial Proposal** | |
| Budget detailing out  • Consultancy days and fees (days should be mentioned for key member of the team)  • Unit cost of each deliverable output.  • Any other expenditure (please mention nature of expenditure)  • 15% VAT and 10% taxes  • Total amount | |

1. **Required skills and competencies**

* The Consultant or firm should have relevant knowledge on gender sensitive communication toolkit preparation.
* Proven track record and working experience with minimum 8-10 years as IEC/BCC materials development.
* Excellent analytical, planning, and directorial skills with excellent command of the English and Bangla language
* Progressive understanding of gender equality and social inclusion in organization development.
* Ability to meet deadlines.

1. **Role of MJF**

• Provide comments/feedback on the documents related to this assignment.

• Review and provide comments on methodology or modalities.

• Review and provide feedback on draft report.

1. **Selection process**

In response to the call for application, the consultants /firms will be assessed by the selection committee to evaluate the technical proposal of the organization/firms and the financial proposal.

Step 1: MJF will assess the received proposals and will make a shortlist for the next step.

Step 2: Short-listed consultants or firms will be communicated for presentation (if needed).

Step 3: MJF may call the selected consultants/firm for programmatic or budget negotiation.

Step 4: A contract will be signed between MJF and consultant/firm.

Selected consultant/firm will have the freedom to elaborate further on the Terms of Reference (ToR), plan, and proposed work method in consultation with Manusher Jonno Foundation.

A cumulative analysis weighted-scoring method will be applied to evaluate applications by MJF as mentioned below

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| --- | --- |
| **Criteria** | **Weight** |
| 1. Understanding of the assignment and proposed work | 10 |
| 2. Consultant’s skill, knowledge and expertise | 10 |
| 3. Evidence of relevant work experience ( with evidence) if any | 10 |
| 3. Appropriateness of methodology | 10 |
| 4.Compliant with ToR | 10 |
| 4. Financial Proposal (realistic and cost effectiveness) | 20 |
| **Total** | **70** |

**Deliverables:**

The Consultant’s /Consultant firms’ main two outputs are as follows:

1. One report with the following two major sections (English and Bangla): Executive Summary with key findings and recommendations; Introduction (Objectives and scope; methodology and timeline; constraints and limitations); Key findings based on the scope of work and recommendations.
   1. Covering programming context of MJF and Partners, with focus on five thematic areas: Tackling Marginalization and Discrimination, Security and Rights of Women and Girls, Decent and Safe Work, Strengthening Public Institutions, Youth and Social Cohesion, climate change and gender, women’s voice and leadership (visit: [www.manusherjonno.org](http://www.manusherjonno.org))

**Planned Timeline**

For the assignment one major constraint is the timing. This would need to be completed by the end of November 2021 and the final report may be extended to the 1st week of December 2021.

**Remuneration of the External Consultant/Firm**

MJF will pay the remuneration of an external consultant/firm subject to the timely and satisfactory completion of the contracted job through the following installments. All the payments will be made through account payee cheque.

* 25% of the contracted amount on the signing of contract and submission of inception report along with the work plan.
* 40% on submission of 1st draft final deliverable outputs
* 35% on submission upon the final report

Tax and VAT will be deducted at source as per govt. rules and regulations. The invoice with appropriate documents must be submitted in this connection.

**Proposal and Budget:**

The request for Proposal is aimed at identifying a Gender sensitive communication toolkit development expert/Consultant. Interested person/organization is requested to submit a technical and financial proposal of no more than 2-3 pages outlining your understanding of the assignment and plan of work through the email given below within September 15, 2021. The received proposal will be assessed and shortlisted, please note only short-listed consultant or firm will be communicated for presentation and finalized after negotiation. If your proposal is accepted, a contract will be signed with you, following which you will have the freedom to further elaborate the Terms of Reference (ToR), plan, and method of your work in consultation with Manusher Jonno Foundation. You are requested to forward an updated curriculum-vitae and work evidence link as sample /example soft and hard copy together with your proposal.

Financial proposal is should consist of:

1. Consultancy days and fees (mentioned for key members of the team)
2. Unit cost of each deliverable output
3. 15% VAT and 10% taxes
4. Total amount

**Qualifications and competencies required**

* The Consultant (individual(s) or organization should have relevant experience in Gender analysis and country context, clear understanding and knowledge on gender termini logy.
* Gender blind language and practice discriminatory words and idioms-proverbs used against women and women’s body.
* Proven track record and experience in gender-related work; excellent gender communication materials development and IEC/BCC knowledge products of the development field.
* Excellent analytical, planning, and materials development skills
* Excellent ability to meet deadlines
* Master’s degree in gender studies, development studies, development economics, or any other relevant social science subject
* Excellent report design and writing skill in English and Bangla

**How to apply**

Hard copy of technical and financial proposal along with CV/organizational profile, copy of TIN etc. should be submitted to Manusher Jonno Foundation, Plot # 3 & 4, Hazi Road, Avenue # 3, Rupnagar Housing Estate, Mirpur-2, Dhaka or softcopy by e-mail to: [subarna@manusher.org](mailto:subarna@manusher.org) by **12th of September 2021.**

**Disclaimer:**

Manusher Jonno Foundation reserves the right to accept or reject any or all proposals/ application without assigning any reason whatsoever.

**Discloser of information:**

It is understood and agreed that the Consultant(s) shall, during and after the effective period of the contract, treat as confidential and not disclose, unless authorized in writing by Manusher Jonno Foundation (MJF), any information obtained in the assignment of the performance of the Contract. Information will be made available for the consultant/firm on a need-to-know basis.

**Safeguarding/Protection/Gender Policy:**

The individual consultant/team/firm shall comply with the MJF’s Policy on Safeguarding, Child Protection, and Gender policies. Any violation/deviation in complying with MJF’s Policy on Children Protection and vulnerable adults will not only result-in termination of the agreement but MJF will also initiate appropriate action in order to make good the damages/losses caused due to noncompliance of MJF’s safeguarding policy.