



TERM OF REFERENCE

MASS MEDIA AND AWARENESS RAISING CAMPAIGN On INTERNATIONAL WOMENS' DAY 2022 (Through TV)

Oxfam is an international confederation of 20 organizations networked together in more than 90 countries, as part of a global movement for change, to build a future free from the injustice of poverty. Oxfam since the beginning of the journey in Bangladesh wants to create a vibrant and equitable society where women and men both can demonstrate their knowledge, skills and leadership towards resilient societies through good governance process – with a focus on improving the lives and promoting the rights of women and girls. We work directly with communities, partners and women's rights organizations to challenge the systems that perpetuate inequality and keep people poor. Together we seek to influence those in power to ensure that women trapped in poverty have a say in the critical decisions that affect them, their families and entire communities.

International Women's Day takes place on March 8 every year to celebrate women's rights and inspire people to act in the ongoing fight for gender equality. The International Women's Day theme for 2022 is **#BreaktheBias**, which highlights the importance of challenging biases and misconceptions in the interest of creating a more inclusive and gender-equal world. The UN also issued a 2022 theme: "**Gender equality today for a sustainable tomorrow.**"

'Securing Rights of Women Domestic Workers' is working to improve the well-being of domestic workers by building their agency, skill development, advocating with government and relevant stakeholders, creating decent job placement, Oxfam along with six local partners have been implementing the project since October 2019 where one of the most vulnerable women informal worker group domestic workers are the main target group. More than 1.5 million people are employed as domestic workers in Bangladesh, out of which approximately 90% are women, and these women experience various forms of violence and insecurity. According to Securing Rights partner, the Bangladesh Institute of Labour Studies (BILS), at least 277 domestic workers have died due to violence on the part of their employers from 2008 to 2013.

Besides that, Tea garden workers are one of the most marginalized group of the country. Among the workers, almost 65% are women who are more vulnerable among this most vulnerable group because of lacking access to social protection and access to public services such as health and education, unawareness about their rights and entitlements.

This year Oxfam aims to celebrate the International Women's Day 2022 to ensure gender equality today for a sustainable tomorrow where women domestic workers, tea garden workers, vulnerable women working groups will enjoy decent and dignified work and social life. To do so 'Securing Rights' project is planning to hold a weeklong mass media campaign starting from the 08 March 2022. Where a leading national electronic media (National TV Channel) will be engaged to host and telecast several media communication material on women domestic workers, tea garden workers, vulnerable women working groups rights and dignity (including migrant and child women domestic workers), including the right to live free from violence.



Objectives:

- to raise awareness on the rights of informal and formal women workers (Domestic workers, tea garden workers, etc.)
- To raise awareness of the community and policy makers to recognize Domestic workers job as profession
- To share the learning and communication materials with the wider community to reduce gender-based violence to establish a violence free society.

SCOPE OF THE WORK

The mass media campaign will be covering the following media campaign.

1. Telecasting TVC, awareness song, and best practice video/teaser/TVC on domestic workers, tea garden workers, women, and girls Securing Rights for the whole week (08 – 14 March 2022). (03 TVC (1 minute per tv), 08 teasers (approx. 1 minute), 02 title song (2 minutes), 01 TVC on safety of women and girls (3 minute), video song of S-minor (3 minute), etc.
** All these videos and media materials are already developed, and the media house does not need to reproduce any of it. Only the telecasting through the TV channel is required.*
2. Investigative reporting on the current situation of domestic workers, tea garden workers, women fisher folk community, etc. by engaging policy makers, employers, workers group. 05 reporting. Broadcasting on electronic media including online platform and media.
3. Hosting 03 talk show on the rights and entitlement of informal and women vulnerable workers community by engaging domestic workers, employers, policy makers and influencers on at least 3 days of the weeklong campaign.

OUTCOME

The specific outcome of the weeklong mass media campaign is to influence policy change, active citizen participation, sensitization of wider communities including employers, and awareness raising of women domestic workers and their groups.

Deliverables: Television media campaign.

1. Broadcasting the mentioned agreed audio-visual material *(All of these are developed already)*
 - 03 TVC (1 minute per tv) (20times repetition)
 - 08 teasers (approx. 1 minute) (10 times repetition)
 - 02 title song (2 minutes) (10 times)
 - 01 TVC on safety of women and girls (3 minute) (5times)
 - Video song of S-minor (3 minute), etc. (10 times)
2. Audio and video version of this program



3. Comprehensive and completion report

Timeline

- Agreement – 25 February 2022 – 05 March 2022
- Campaign brief and orientation – 02 – 07 March 2022
- Media campaign – 08 – 25 March 2022
- Final report and invoice submission (report includes the total reach through telecasting and social media, social media videos, and a summary report of all activities) – 27 March 2022

Call Closing Date: 02 March 2022

Oxfam is calling for proposals from reputed national TV Channels (based on the context, scope of work, expected deliverables mentioned above) along with financial proposal, legal documents of the TV Channel and profile of the TV channel including relevant experience(s).

Reporting Line: The contact person of the media will report to Program Officer, Oxfam in Bangladesh

Proposal Selection Criteria

The technical proposal will be evaluated based on the Quality Cost-Based Selection (QCBS) Criteria:

Criteria	Weight
1. Technical	80
Understanding of the TOR	15
Popularity	20
Experience in carrying out similar assignments (particularly in impact story covering and broadcasting)	15
Telecasting time in pick our	15
Team composition and Key qualifications of the personnel	15
2. Financial	20
Total	100

Proposals obtaining more than 70% in the technical part will be considered technically suitable and will qualify for financial assessment.