



TERMS OF REFERENCE (TOR)

Consultancy for Radio Campaign for Securing Rights for Women Domestic Workers in Bangladesh

Consultancy Assignment Title	: Radio Campaign for Securing Rights for Women Domestic Workers in Bangladesh
Contract Type	: Consultancy Firm (Radio Broad Casting Company)
Duration of the Assignment	: December to 2023 to March 2025 (15 months)
Contract Authority	: Oxfam in Bangladesh

1. Introduction:

Oxfam is an international confederation 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 lives. We work in collaboration with others to influence key actors by investing and mobilizing knowledge and resources towards a just, safe, and sustainable impact for the poverty-stricken and the most vulnerable.

Our vision is to fight against poverty.

2. Background of the Project:

The Securing Rights project works directly with women Domestic Workers (DW), Domestic Worker Groups (DWG) and the Domestic Workers Rights Network (DWRN) to provide them with the information, the skills, the confidence and the action planning so that women can find and keep decent work and to ensure a strong communication and Branding and Media engagement. Securing Rights supports Women's Rights Organizations (WROs) in advancing domestic workers' legal rights and ensuring their fair implementation.

The Securing Rights project aims to hire a consultancy firm (Radio Broadcasting Company) to step forward its communication and branding activities and to promote the projects' broader objective and activities to the audience through radio broad casting to make a positive change in the life and livelihood of the domestic workers.

3. Purpose of the Project:

Informal employment forms the overwhelming majority of the total labor force and is one of the major issues that characterize the economy of Bangladesh. There are approximately 10.5 million people engaged as domestic workers across Bangladesh. Due to the often 'invisible' and 'informal' nature of domestic work and the high number of child domestic workers, the official statistics regarding the actual



number of domestic workers are inconsistent. Statistics do, however, indicate that there are increasing numbers of individuals, mostly women, employed as domestic workers. The 2013 Labour Force Survey commissioned by the Bangladesh Bureau of Statistics does not capture domestic workers or the informal sector as forms of employment.

In 2015, the Government of Bangladesh (GoB) adopted the Domestic Workers Protection and Welfare Policy (DWPWP); however, it has yet to ratify the International Labour Organization (ILO) Convention 189 on Decent Work for Domestic Workers. There are no legal ramifications for employers who do not implement or follow the DWPWP. Unless provisions of international conventions ratified by Bangladesh are incorporated into domestic law, such conventions will not be fully realized.

Securing Rights works through local partners to increase the status, safety and income of women domestic workers. It works in two streams—women domestic workers are empowered and organized to claim and defend their rights; stakeholders protect the rights of women domestic workers and recognize domestic work as a formal profession.

4. Objective of the Project:

The Securing Rights project seeks to improve the well-being of women domestic workers in Dhaka, Bangladesh, who is one of the most marginalized and disadvantaged groups in the country. Oxfam believes that, like gender equality, Women's Economic Empowerment (WEE) is an end in itself. Therefore, Oxfam posits that economic justice will only be achieved through a feminist economic system that upholds the rights of women to ensure they exercise control over their income, assets, decision-making, and time.

The project is being implemented through an integrated and multi-faced socio-ecological approach, which works towards change at multiple levels (individual, community, institutional, and societal) with diverse actors who are crucial to realizing and sustaining change. Securing Rights aims to contribute to the following:

- Improved accreditation and recognition of women domestic workers.
- Strengthened capacity and leadership of these workers and their groups and networks to advocate for their rights to decent work and access to comprehensive support services.

5. Scope of Work:

The service provider should work closely with Influencing, Campaign, Advocacy and Media (ICAM) team of Oxfam in Bangladesh along with Oxfam's Gender Justice and Social Inclusion Team for the accomplishment of the following tasks to:

- Reach 3 million indirect beneficiaries by March 2025 to change social norms towards domestic workers and domestic work.
- Developing multiple social media content, live broadcasting on radio, including online platforms and media, programme coverage.
- Developing impact/change stories of domestic workers to share through radio and facebook page of the designated radio.
- Branding and boosting programme activities and event documentaries.



6. Deliverables/ Role and Responsibilities:

The role of the consultant will preferably include, but not be limited to:

- Reach 3 million indirect beneficiaries through radio channel by March 2025.
- Development of 10 radio Spin-off for radio campaigning
- Share all BCC material of the project through radio broadcast and specifically through the social media channel the project and after that those materials will be shared in the social media channel of Oxfam by respective department of Oxfam.
- Organize and facilitate 05 comprehensive radio program on the project related contemporary issues with the participation of policy makers/development practitioners.
- Live broadcasting of 10 project events through radio broadcast and social media channel.
- Make 05 individual investigative reporting videos (2-4 minutes) for social media including radio channel.
- 01 comprehensive documentary on how this specific media consultancy makes an impact on the community through radio channel.
- Support advocacy officer and project's social media pages (FB & YouTube) to disseminate all BCC material effectively.
- Provide mid-term and final comprehensive evidence-based assignment completion reports.

7. Required Skills and Competencies:

- Outstanding story collection, editing and finalizing skills, photography, and videography skills.
- Experienced in producing international-quality audio-visual content, story-script writing, equipment, and logistical arrangements.
- Proven and successful past work with Oxfam or other development agencies in developing such content will be preferred.
- Ability to demonstrate sensitivity to cultural differences and gender issues, as well as the commitment to equal opportunities.
- Ability to demonstrate an openness and willingness to learn about the application of gender/gender mainstreaming, women's rights, and diversity in all aspects of development work.
- Commitment to undertake Oxfam's safeguarding training and adherence to relevant policies to ensure all people who come into contact with Oxfam are as safe as possible.

8. Standard Procedures in the Delivery of the Products:

- Copyright of films, documents, photos and all raw materials belongs to Oxfam. The vendor may not use, reproduce or otherwise disseminate or authorize others to use, reproduce or disseminate such works without prior consent from Oxfam.
- In case of late delivery of services and unsatisfactory performance on behalf of the service provider, Oxfam may refuse to accept delivery of all or part of the services and claim liquidated damages as per Oxfam's special terms and conditions.



9. Proposal Submission Guidelines:

Along with a technical proposal and financial proposal submitted separately, the following documents need to be submitted:

- Maximum 2 pages' firm profile highlighting related assignment completed with client name, contract person and mobile number.
- Lead Consultant's (who will lead the assignment) maximum 2 pages CV highlighting related assignment completed, role in of the completed assignment.
- Other Team members' (who will be involved in the assignment) one paragraph short CV highlighting related assignment completed and role.
- Firm's Certificate, TIN Certificate, BIN Certificate, VAT registration and Trade License.

The technical proposal and financial proposal should include the following parts:

Topic	Page Limit (max.)
Technical Proposal	
Cover Page	01 Page
Table of Content	01 Page
Understanding of the study- Background, Objectives, scope, and key question etc. (Not just copy and paste from the ToR)	02 Pages
Proposed Methodology (methodological approach, proposed study area, sampling strategy, data quality assurance, data processing and analysis, ethics, limitation of the study etc.)	03 Pages
Study plan/work schedule (Gantt chart)	01 page
Experience in leading similar study work (Provide at least 2 examples of similar work, agency, and time of conduction) with 02 references	02 page
Team composition along with its rationale (CV in annexes)	02 pages
Any other relevant information (if required only)	01 page
Financial Proposal	
<ul style="list-style-type: none"> ▪ Detailed budget ▪ Consultancy days and fees (days should be mentioned for key member(s) of the team) ▪ Travel and accommodation cost ▪ Any other expenditure (please mention nature of expenditure) ▪ Please calculate 15% VAT on the total base amount ▪ Total base amount (inclusive of Tax) 	

10. Evaluation Criteria:

Evaluation Criteria	Weight %
Technical Proposal	
Understanding of the ToR	15
Quality of similar previous work	20
	70%



Team composition and equipment	10	
Ideation and methodology	10	
Communications plan (understanding of target audience and strategies therewith)	15	
Financial Proposal		30%
Total		100%

11. Contact Information:

For inquiries and proposal submissions, please contact: hrbd@oxfam.org.uk.

ANNEXURE 2: Attachments

Attachment 1: Code of Conduct Non-staff



OI Code of
Conduct Non Staff

Attachment 2: Child Protection Policy



OAU Child
Safeguarding Policy

Attachment 3: Oxfam GB Fraud and Corruption Policy



5- Oxfam GB Fraud
and Corruption Poli

Attachment 4: One Oxfam Prevention from Sexual Exploitation and Abuse Policy



One Oxfam PSEA
Policy_EN.pdf

Schedule 5: Sexual Diversity and Gender Identity Rights Policy



Sexual Diversity and
Gender Identity Rigi