

Terms of Reference (ToR)
For
Hiring Agency for observing International Day of the Girl-2021

1. Background:

Plan International began working in Bangladesh in 1994. Across all our work, we encourage children and young people to be leaders in their communities and drive progress on the issues that matter to them. We also integrate gender equality and inclusion across all our areas of work.

In 2012, the United Nations announced 11 October as the International Day of the Girl following global advocacy led by Plan International and girls, the combined effort to formally establish the day. Although UN adopted the CEDAW in 1979 to eradicate all discrimination against women and girls the fight continues to date. Girls' rights are human rights in all sense, but in-depth study on CEDAW and the human rights framework sheds light on some gaps and challenges which are yet to be addressed.

Young girls encounter numerous obstacles which are unaddressed. IDG's mission is to promote girl's rights, raise awareness of their challenges, and work toward empowering and achieving their human rights. This day not only targets issues such as child marriage, inequity in education, sexual health rights, unfairness in domestic work, and gender-based violence, but it also broadens the movement's horizons on a global scale. According to the UN declaration, IDG is no longer limited to any country or group; it now belongs to all groups, and it now belongs to everyone working toward gender equality.

2. Main objective of the assignment: Design and implement virtual events on the occasion of IDG 2021

3. Time frame: 20th September-20th November

4. Scope of work

There will be 2 events, Girls summit and Girls takeover and the agency will have to conduct all the activities regarding the events throughout the period of the work.

Girls Summit-2021- 10-12 October (Tentative date)

We will organize a virtual summit session for three days with girls from all over Bangladesh. They will create a complete package for us that will include the following items (which will be discussed and modified once hired).

Types of Engagement	Activities/Event
Facilitators	They must offer facilitators for the different sessions in the summit, which will take place over three days.
Registration	Vendor needs to create online registration portal (in discussion with Plan). We seek concentrated analytical data from the participants who registered. They should be able to provide general information such as age, gender, location, number of attendees, and duration of sessions.
Creating a set	Creation of a set design in a studio for accommodating guests and facilitators. We will ensure live broadcast to the participant links from the studio.
Virtual portal for session (breakouts etc)	It should be mentioned in the session description. Aesthetic design is required for the portal. There will be 6 main sessions in three days and 6 breakout sessions (approximately). We need a portal that allows participants to select which session they want to attend.
Moderator/Facilitator	For the sessions to be monitored and guided through, a facilitator should be given. Facilitators will be experts from different fields well-spoken in Bengali and English. The agency will have the full responsibility for onboarding them.
Virtual Concert	Designing of an interface/set for the virtual concert. Ensure high-quality streaming, auto-archiving, and other features.
Certificate online	Designing, creating and distributing automated certificates to participants
Media Service/PR service	Media Mobilisation and Media Coverage. (PR drafting in Bangla and English, PR mobilizing, media coverage at 5 daily newspaper, 3 TV Channels, 3 online News Portals approx.)

Girls Takeover 10-30th October (Tentative)

We plan to select girls from divisional level to take over important organizational roles to reflected leadership quality. Through strategic collaboration with the agency, we will develop a variety of communication materials. The vendor will put together a bundle for us that includes the following items: (which will be discussed and modified once hired).

Activities and events
a. The vendor has to carry out all kind of necessary communication, processing and guest confirmation for #GirlsTakeover event. This year the targeted positions are- State minister of ICT department, Ambassador of any Nordic Embassies, Young tech entrepreneurs.
b. The entire design of the virtual platform, as well as the coordination of all IT-based support for the digital takeover. They will webcast the ceremony live on Plan

International Bangladesh's Facebook page as well as the verified Facebook page of the guest whose position will be taken over.
c. The designs and process of #GirlsTakeover event will be discussed and approved collaboratively
d. A demo workshop will be organised for grooming of the selected girls by Plan and finalize the technical aspects.
e. The agency will ensure photography of the Girls Takeover Event and two short videos post event.
f. The vendor will ensure the promotion of the campaign in leading newspapers, television channels, online portals and radio. News coverage on the #GirlsTakeover event would be published in 5 daily newspaper, 3 TV Channels, 3 online News Portals in 3 Radios.

5. Specific Deliverables for Girls summit

Girls summit

- Event registration mobilisation (Google forms or similar platform)
- Set design and setup in a studio for accommodating guests for the sessions
- Provide technical support to host the 3 day-event virtually including all sorts of communication with the moderators and facilitators of the session
- Guest communication and management (Ministers, UN representatives, CD of INGOs, Ambassadors, Academicians, CSO, Tech entrepreneurs)
- 15 social media static contents, 3 short influencer videos (Proposed influencer: Tahsan, Muna, Naznin Munni, Elita) pneumatic and asset development
- Live broadcast for the 6 main sessions on social media
- Social media boosting for 40,000 BDT
- Media mobilisation (drafting press releases and mobilizing)
- Media coverage for the event 5 daily news portals, 3 TV channels, 3 online news portals
- Organise a Virtual concert with young artists in Bangladesh (Proposed artists: F-Minor, Joler Gaan, Chirkut, Mahtim Shakib)

6. Specific Deliverables for Girls takeover

a. Girls takeover

- All communication with guests regarding Girls takeover
- Design and print of assets for the girls' takeover
- Broadcast the national takeovers on the social media accounts of Plan International Bangladesh
- Host a demonstrative workshop for the takeover before the actual event
- Ensure photography and 2 short videos post event
- Ensure media coverage in 5 daily newspaper, 3 TV Channels, 3 online News Portals in 3 Radios.



1. **Technical Proposal:** The agency needs to clearly mention the detailed process and all technical logistics and human resource support for the work mentioned above.
2. **Expected sequence of works:** The shortlisted vendor will be invited to a discussion session for providing further clarity about the job if required. After awarding, a work plan and template is to be approved for the work.
3. **Mode of Payment:**
 - Payment will be made in completion of the final deliverables. However, partial payment may be possible based on the proposal.
 - Plan International Bangladesh will deduct VAT and Income Tax at source as per Bangladesh Government rules and deposit to bank on behalf of the firm.

4. Submission of Proposal:

The technical and financial proposals should be submitted electronically to the email address: planbd.purchase@plan-international.org on or before **16th September, 2021** with an email title 'Submission of quotation for Event partnership for IDG-2021'.

The technical and financial proposal should be in separate files (preferably PDF).

5. Assignment Completion Timetable:

The assignment must be completed and delivered on or before **20th November, 2021**.

6. Contact persons from Plan International Bangladesh for the task:

For any clarification, the vendor will contact

Enamul Haque, Email: Enamul.Haque@plan-international.org

7. Ethical Considerations

Plan International is committed to ensuring that the rights of those participating in data collection or analysis are respected and protected, by Ethical Framework and our Child and Youth Safeguarding Policy. All bidders should include details in their proposal on how they will ensure ethics and child protection in the story, video and still photo collection process. Specifically, the bidder shall explain how appropriate, safe, non-discriminatory participation of all stakeholders will be ensured and how special attention will be paid to the needs of children, young people and other vulnerable groups. The agency shall also explain how confidentiality and anonymity of participants will be guaranteed

The vendor/agency should be aware that there will be nothing in this assignment which may be harmful for respondents regarding legal or medical ground. No one would be forced to provide information for the expected outputs/deliverables of this assignment. The objectives will be clearly

explained to all the respondents of this assignment before gathering stories/data/photos/videos from them. The story, photos/video collectors will be abstained from collecting stories, videos and photos from those who will deny or show any kind of disinterest in providing information. Thus, verbal/written consent of the respondents should be taken before collecting stories, videos and photos.

8. Bindings

All stories, videos, photos, documents, papers, and data produced during this assignment shall be treated as Plan International Bangladesh's property and restricted for public use. The contracted vendor will submit all original stories, photos, videos, documents, materials, and relevant data to the country office of Plan International Bangladesh before receiving the final payment.

9. Risk Management

The vendor/agency must take all reasonable measures to mitigate any potential risks to the delivery of the required outputs of this assignment in time meeting the expected quality, and in the context of COVID-19.

10. Disclaimer: Plan International Bangladesh reserves the right to accept or reject any or all proposals without assigning any reason what so ever.

11. Global Policy on Safeguarding Children and Young People: The firm/individual shall comply with the Child Protection Policy of Plan International Bangladesh. Any violation /deviation in complying with Plan's child protection policy will not only result-in termination of the agreement but also Plan will initiate appropriate action in order to make good the damages/losses caused due to non-compliance of Plan's Child Protection Policy.

12. Non-Staff engaged by Plan International Inc. (PII) Code of Conduct: The firm/individual shall comply with the Non-Staff engaged by Plan International Inc. (PII) Code of Conduct of Plan International Bangladesh. Any violation /deviation in complying with Plan's Non-Staff engaged by Plan International Inc. (PII) Code of Conduct will result-in termination of the agreement.