TERMS OF REFERENCE (TOR):

**HIRE A CONSULTANT TO PRODUCING ANIMATED VIDEOS FOR JANO PROJECT**

1. About Plan International

Plan International is an independent development and humanitarian organisation that advances children’s rights and equality for girls.   Plan International envisages a world in which all children and young people realize their full potential, a vision now shared by the 193 Heads of State and Government who adopted the 2030 Agenda for Sustainable Development in September 2015.

We believe in the power and potential of every child. But this is often suppressed by poverty, violence, exclusion and discrimination. And its girls who are most affected. Working together with children, young people, our supporters and partners, we strive for a just world, tackling the root causes of the challenges facing girls and all vulnerable children.

We support children’s rights from birth until they reach adulthood. And we enable children to prepare for – and respond to – crises and adversity. We drive changes in practice and policy at local, national and global levels using our reach, experience and knowledge.

We have been building powerful partnerships for children for over 75 years, and are now active in more than 70 countries.

Read more about Plan International's Global Strategy: 100 Million Reasons at

<https://plan-international.org/strategy>

Our work on adolescent sexual and reproductive health and rights (SRHR) has been developing for a decade or so, and is underpinned by a gender-transformative approach aiming to tackle root causes of gender inequality and shifting unequal power relations that shape the prevailing social and gender norms that control girls’ sexuality. Adolescent SRHR has been prioritised by a high number of Plan International’s country offices in recent years, with exciting work underway in all regions where we work. Our key investment areas for SRHR are:

* Increasing access of adolescents to comprehensive sexuality education and promote dialogue that enables adolescents to explore values and attitudes, and build skills and coping mechanisms regarding sex and sexuality.
* Strengthening quality adolescent- and gender-responsive SRHR services
* Strengthening SRH support for adolescent girls and young women most-at-risk.
* Reducing Child, Early and Forced Marriage and Unions and Female Genital Mutilation / Cutting.
1. About Plan International Bangladesh

Plan International Bangladesh plays an important role in mobilising children, communities and civil society organisations to claim the rights of children and achieve agreed upon local development priorities, towards a commitment of ensuring the wellbeing of children in support of the United Nations Convention on the Rights of the Child (UNCRC). Plan International is an independent organisation, with no religious, political or governmental affiliations, and with a vision of a world in which all children realize their full potential, in societies that respect people's rights and dignity. Plan International started its operations in Bangladesh in 1994. The organization is implementing its country strategy-V (CS2030) at present. Plan International Bangladesh is implementing programmes in three thematic areas- Sexual and Reproductive Health Rights (SRHR), Skills and Opportunity for Youth Employment and Entrepreneurship (SOYEE) and Girls, boys and youth as drivers of change (LEAD). The overall goal of SRHR programme is – to promote an enabling environment for girls and young women to realize their sexual and reproductive health and rights and to live free from violence.

The vision of Plan International Bangladesh is, ‘We will partner to empower girls and young women, to be heard, to live without fear of violence and to achieve their rights’. We have started the new country strategy in July 2020 aiming to achieve this exciting and ambitious vision.

1. Background of the assignment

# **PROJECT OVERVIEW**

The JANO project is a 5-year project running from 01 September 2018 to 31 August 2023. The overall objective of the Joint Action for Nutrition Outcome (JANO) consortium project is to contribute to ending malnutrition of children under five years of age, together with addressing the nutritional needs of Pregnant and Lactating Women (PLW) and adolescent girls. To achieve this, the strategic objective of the JANO project is to improve maternal and child nutrition through implementation of a multi-sectoral approach and strengthen the nutritional governance in Nilphamari and Rangpur districts. The project is working at district and sub-district level, to implement the National Plan of Action for Nutrition (NPAN -2). One of the major expected results of the project is the introduction of Sexual Reproductive Health and Rights (SRHR) and adolescent nutrition issues. This European Union (EU) funded project is managed through a consortium led by CARE Bangladesh and implemented together with Plan International Bangladesh and the Eco-Social Development Organization (ESDO).

The JANO project targets 7 upazilas across 2 districts of Rangpur and Nilphamari. This covers 64 unions. The project works in a total of 330 schools, of which: 33 are primary schools, 248 are secondary schools, and 49 are madrasas.

The Project intentionally selected **Rangpur** and **Nilphamari** as its implementation districts. Both districts fall under the Rangpur division, which has been identified as one of the two most vulnerable divisions in Bangladesh, with a **stunting rate of 42.1 percent**, according to the Multiple Indicator Cluster Survey of Bangladesh (2012-2013). Within the Rangpur division, Nilphamari and Rangpur have been identified among the most vulnerable districts. The JANO project works in the following seven most vulnerable upazilas of Rangpur and Nilphamari districts: Gangachara, Kaunia, Taraganj, Domar, Jaldhaka, Kishorgonj and Nilphamari Sadar, reaching all 64 unions. Apart from stunting, the number of underweight children is also very high (over 36%) in these upazilas. Also, in poverty head count ratio, these upazilas are ranked as the poorest (e.g. 58% of population is poor in Gangachara). Issues such as status of open defecation are still high in most of these upazilas, too. Poor caring of children is also pre-dominant in these areas according to the data of Mother and Child Nutrition Survey of Bangladesh (2012-13). During stakeholder consultation, a number of key challenges were identified in relation to poor nutrition outcomes and nutrition governance in Rangpur and Nilphamari. In general people are not informed about both nutrition-sensitive and specific services as well as not aware of climate-smart and nutrition-sensitive agricultural practices. At institution level, the understanding of local authorities and Government line departments about their roles in improving nutrition outcomes is very poor and the coordination mechanism amongst them is very weak. Their accountability towards service receivers is also weak. On the other hand, the private sector is not adequately offering appropriate nutrition products, especially for the poor and women. Poor availability of information at local level makes it difficult to develop appropriate local action plans. Finally, gender inequality is persistent which further contributes to malnutrition of girls.

The Overall Objective of JANO is to **“contribute in ending malnutrition of children under five-years of age, together with addressing the nutritional needs of Pregnant and Lactating Women and adolescent girls.”** Achieving this objective will bring long-term impact where children will grow to become healthy adults, and not be constrained with the afflictions of a stunted individual. The primary beneficiaries remain the children, right from the onset, where Pregnant and Lactating Women are prime participants, ensuring that they consume the appropriate nutrition to pass on to their babies.

To meet this objective, JANO’s Strategic Objective is to **“improve maternal and child nutrition through implementation of multi-sectoral approaches and strengthened nutritional governance in Nilphamari and Rangpur districts of Northwest Bangladesh.”** The project recognizes that long-term impact can only be achieved by working at all levels of systemic governance and supporting the government to implement the National Plan of Action for Nutrition. To achieve this objective, JANO has four Estimated Results (ER):

* ER1: Women and adolescent girls in communities, through Community Support Groups, are empowered to demand and utilise both nutrition-sensitive and nutrition-specific services
* ER2: Coordinated and resourced sub-national and local government structures recognise, respond to, and are accountable to the demand of poor and marginalised communities
* ER3: Increased productivity and income growth, through nutrition-sensitive value chains and affordable access of households, to nutritious products and services
* ER4: Government departments, both vertically and horizontally, are connected through effective ICT platforms leading to better planning, coordination, monitoring and accountability

As part of the JANO project, Plan International is responsible for supporting delivery of Expected Result 1 which focuses on engagement with schools.

By the end of the action, the project will have raised the awareness and strengthened the capacity of **410,620 adolescent girls and boys** on gender equitable resilient health, hygiene and nutrition practices, through community campaigns, and introducing school gardens and focused topics in **330 primary and secondary schools, and Madrasa**. Systemic structures will also be sustainably strengthened where **10,557 community members**, through **621 Community Support Groups**, will be trained and mobilised to engage with local Nutrition Action Plans, and undertake gender and diversity sensitive Social Action and Analysis. Structures will be strengthened to develop the capacity of **77 Government Nutrition Coordination Committees** at district, upazila and union parishad levels; **207 Community Health Care Providers**; **465 Family Welfare Assistants**; **198 Health Assistants**; **990 Government proposed multi-purpose health volunteers**; **40 Agriculture Extension Officers**; **10 Livestock Officers**; **7 Public Health and Engineering Officers**; and **30 multi-national, national and local private sector companies**. Through these actions, JANO will have secured access to information, and strengthened services to **4.3 million people**, including **250,000 Pregnant and Lactating Women and married adolescent girls**, and **215,000 under five-year old children** in the districts of Nilphamari and Rangpur.

The project intends to impact on several of the core challenges faced by Nilphamari and Rangpur districts. **Knowledge and awareness** will be raised and strengthened within communities in areas including appropriate feeding practices and care of infants, young children, and Pregnant and Lactating Women (PLW); appropriate hygiene behaviour; and adoption of nutrition-sensitive and climate-smart-agriculture techniques. Government structures at the local and regional levels will be key partners, where JANO will work with the **Nutrition Coordination Committees** such that they implement effective nutritional programmes within their regions, which are inclusive of all citizens, and accountable to their citizens. The **private sector** is also seen as a major systemic partner, where JANO will motivate and encourage businesses to invest in local markets, where they consider local populations as a part of their **“core”** business. Information systems will feature prominently in JANO, where the project will work closely with the government to make the **National Nutrition Information System** more accessible and easier to use. This will include developing a single platform to be used by different governmental agencies – leading to better coordination, multi-sectoral planning, and more effective monitoring and follow up. Throughout JANO’s activities, **women and girls** will be central. All activities will follow a **gender-transformational** approach, to develop capacity of women and girls to be better producers and income earners, yet at the same time carefully considering a more equitable balance of workloads within their households to ensure that women do not become overly burdened. There are four domains of change JANO intends to shift:

Domain 1: Communities particularly adolescent and women are informed, engaged and empowered to improve their nutritional status

Domain 2: Committed, capacitated and invested local government structures and systems

Domain 3: Responsive, engaged private sector and civil societies in co-creating innovative and affordable solutions for improved nutrition

* Domain 4: Well-coordinated multi-sectoral efforts to transform nutrition governance process

**Joint Action for Nutrition Outcome (JANO) project** also works with the Government of Bangladesh (GoB) at the national, regional and local levels, to support the effective implementation of the **National Plan of Action for Nutrition (NPAN)**. The NPAN provides the strategic vision for Bangladesh to achieve nutritional security, where all relevant **ministries are compelled to support** the initiative, which reports directly to the **Prime Minister’s office**. JANO works at multiple levels of government, specifically with the **Nutrition Committees** at the district, Upazila and union levels – building their capacity for them to better develop nutritional programmes, implement and budget for these programmes, and to provide effective oversight in its implementation. The NPAN calls for a **multi-sectoral approach**. JANO embraces this concept and works with the NPAN Steering Committee to **develop operational guidelines** of how best this can be achieved.

**Background of Consultancy**

JANO has been contributing in ending malnutrition of children under five years of age, together with addressing the nutritional needs of PLW and adolescent girls. To achieve Strategic Objective of JANO is Improve maternal and child nutrition through implementation of multi-sectoral approaches and strengthened nutritional governance in Nilphamari and Rangpur districts of Northwest Bangladesh. To create awareness and increase knowledge among project participants on

• Food ingredients, food prepare and food serving

• Intake of diversified food

• Home gardening

• Safe drinking water

• Adolescent health & Hygiene

• Hand wash in key times

• Use of sanitary latrines

• Information about health service providers

the project is planning to develop four 2D animated videos which will be used asIEC material of the project and that will contribute to achieve targeted outcomes of the project.

1. OBJECTIVE/S OF WORK:

 The hired/responsible digital agency to develop four animated videos for Joint Action for Nutrition Outcome (JANO) project to share with different tire of project stakeholders to create awareness and increase knowledge on mentioned areas.

1. SCOPE of work

The selected firm/agency will consult with focal person of (i) JANO project team and (ii) Communications Team of JANO Consortium Partners to develop the concept of the animated cartoon ensuring the following issues:

* Desktop review of relevant materials and sketch down the whole idea including script, animation characters and storyboard
* Develop illustrated motion story boards with detail shot divisions, viewing positions and sequences
* Designing backgrounds and master frames with all required line items
* 2D animated character detail sketch and activity frameworks
* Designing motion of the 2D characters
* Audio and video editing, intensive color grading, corrections and subtitle (in three languages e.g. Bangla, English) input
* Producing lead music and soundtrack accompanied by background music matching with the theme of the animated video
* Editing, post production and final output based on feedback
* Stills (Both Jpeg, PNG and Ai file) of characters for later use in different publications
1. Deliverables of Consultant
2. Conduct an inception meeting including Plan, CARE and ESDO staff’s engagement around 12 persons.
3. Total number of 4 (four) 2D animated videos. For each, 180- 300 seconds runtime in 1920x1080 (Full HD format) and a 40-60 seconds summarize version of the same video in 1920x1080 and 864x1080 (Instagram format).
4. The video should be produced both with English, & Bangla voiceover along with subtitles (vice versa)
5. Agency should be responsible for hiring voice artists, animator, video editor, translator, script writer, musician and other assistance as required.
6. The screenplay language should be in standard Bangla dialects
7. The agency will be responsible to produce copyright free music and audio FX as required
8. Still frames for further IEC publications with story board
9. Soft copy (EPS and AI) of the characters (tentatively 7-8 characters) used in the video
10. The theme and/or background music (copyrighted)
11. Soft copy of the final output in a USB drive and over Google drive
12. Submit final report including all illustration’s and original final version.

All content must maintain branding of Plan International, Care Bangladesh and ESDO. All products should be developed following the organizations’ approval.

1. TimeLine

It is anticipated that the consultant will complete the assignment within 40 working days from the start date of the study. The study period will cover from 15 May 2022 to 25 June 2022. The table below outlines a tentative  timeline of the activities for the study. However, the assignment must be completed and delivered, and final invoice must be sent to Plan International Bangladesh on or before 30 June, 2022.

|  |  |
| --- | --- |
| **Activity**  | **Time line**  |
| Finalizing story board and script | 20 May to 30 May 2022 |
| Illustration | 1 June to 20 June 2022  |
| Audio-video editing  | 21 June to 05 July 2022 |
| Final production |  06 July to 15 July 2022 |

1. Qualifications

 The successful consultant or team of consultants must have the following qualifications:

* Professional experience of 3 or more years
* Expertise in animation software.
* Past similar work experience will be preferable.
1. Submit your proposal

The technical and financial proposals should be submitted electronically to the email address planbd.consultant.hiring@plan-international.org. with the title “**Proposals for PRODUCING ANIMATED VIDEO FOR JANO PROJECT**” as subject line. Proposal submitted to any other email account or address except this will be treated as disqualified.

Submissions after the **deadline** **19 May 2022, before at 3:00pm** will be treated as disqualified. Two different folders i.e. technical and financial should be submitted into one zip folder with a covering letter. The proposals should be submitted in pdf format.

“***Any direct or indirect pressure/persuasion/harassment to any Plan staff shall disqualify shortlisted vendors’***

1. Proposal Submission Checklist

The proposal will be divided into two parts and should be submitted in two separate folders i.e. technical and financial.

The consulting firm/agency must submit the following:

* Technical proposal, which will outline understanding of the ToR, action plan, time lines, synopsis of video outline and major character.
* Brief CV/Portfolio mentioning relevant experience and expertise of all team members
* Equipment list (Panel, Sound Studio, Animation Software and Illustration materials, etc.) to be used to cover the assignment.
* Details financial proposal that outlines the fees and associated costs as well as the preferred payment methods/schedules.
* The individual/consulting organization must budget for all costs (including VAT & TAX) and provide budget notes.
* All legal documents – trade license, VAT/TAX identification numbers etc.
* Based on technical and financial proposals and demonstration one firm will be hired for the assignment.
* All competing firm/agency is requested to submit a sample of similar work.
1. Contract payment terms

The payment will be made in three instalments through account payee cheque /bank transfer in the name of the firm/consultant:

|  |  |  |
| --- | --- | --- |
| **Instalments** | **Percentage** | **Timeline** |
| First instalment | 30 | After receiving the inception report  |
| Second instalment | 30 | After submission of the draft videos.   |
| Final instalment | 40 | Upon submission of the final video & report  |

1. Penalty Clause

 Plan International will deduct 1% of the total amount for each day of delay in completing the assignment beyond the agreement provided that the delay occurs solely due to factor (s) relating Consultant. If the quality of deliverable is not as mentioned the TOR Plan international Bangladesh can deduct 5% of the total agreement amount and such decision of Plan shall be regarded as final.

1. Child Protection

 The consultant/consulting firm shall comply with the Global Policy Safeguarding Children and Young People of Plan International Bangladesh. Any violation /deviation in complying with Plan’s Global Policy Safeguarding Children and Young People 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 Global Policy Safeguarding Children and Young People.

1. Disclaimer

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

1. Disclosure 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 divulge, unless authorized in writing by Plan, any information obtained in the course of the performance of the Contract. Informationwill be made available for the consultants on a need‑to‑know basis. Any necessary field visits will be facilitated by Plan’s staff.

1. Bindings

 All documents, report produced during the assessment are to be treated as Plan International Bangladesh’s property and restricted for public use. The contracted consultant/consultant firm will submit all original documents, materials and report to country office of Plan International Bangladesh before the final payment.

1. Negotiations

Once the proposals are evaluated, Plan International Bangladesh may enter into negotiation with one or more than one consultant/ consulting firm for final selection. Plan International Bangladesh aims to undertake interviews in the week commencing 1st week of September 2021 and award the consultancy by mid- September 2021. If negotiations fail, Plan International Bangladesh will invite consultant/consulting firm who had submitted the proposal and received the next highest score, for negotiating a contract. If none of the invited proposals led to an agreement a new Request for Proposals (bidding document) will be called for.

1. Risk Management

The Consultant must take all reasonable measures to mitigate any potential risk to the delivery of the required outputs of this consultancy on time and meeting the expected quality. As such, applicants should submit a risk management plan that covers (at minimum):

* Key assumptions underpinning the successful completion of the assignment, anticipated challenges and estimates of the level of risk for each risk identified
* Contingency plans that will be put in place to mitigate against any occurrence of each of the identified risks

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