**TERMS OF REFERENCE  
PROTTYASHI SEEKS Consultant for COMIC BOOK**

**PROTTYASHI** is seeking a talented and creative consultant to collaborate closely with its implementing project **unity in action: Cultivating Sustainable Livelihoods, Community Leadership and Social Harmony in addressing Climate Challenges in Host and Rohingya Communities** on climate challenge effect on Livelihoods, Protection and Gender, based in Cox's Bazar. The selected individual or firm will be tasked with crafting compelling stories, designing captivating illustrations, and creating a 70–80-page comic book, including the development and printing phases.

**ABOUT PROTTYASHI**

Founded in 1983, PROTTYASHI is a leading non-governmental organization (NGO) in Bangladesh dedicated to empowering vulnerable communities through sustainable development initiatives. With over four decades of experience, PROTTYASHI has built a strong reputation for its impactful programs in humanitarian response, livelihood development, economic empowerment, nutrition, agriculture, migration, aquaculture and social protection. The organization envisions an equitable society where all individuals can live with dignity and security. Over the years, PROTTYASHI has expanded its operations across 11 districts with its 147 offices in Bangladesh, broadening its reach and impact on marginalized communities. Currently PROTTYASHI is working on “**Unity in action: Cultivating Sustainable Livelihoods, Community Leadership and Social Harmony in addressing Climate Challenges in Host and Rohingya Communities”** at the Rajapalong Union and Camp 3 and 4.

**COMPREHENSIVE INSIGHTS**

PROTTYASHI actively participated in the Rohingya response, concentrating on diverse interventions such as WaSH, livelihoods, skills development, protection, and gender-based violence prevention and risk mitigation. The project, which s to address the fundamental needs of Rohingya and host community households grappling with poverty, natural hazards, human-induced disasters, and socioeconomic and political challenges.

This proposed project addresses these challenges through three key outcomes:

1. Livelihoods and Skills Development
2. Protection and Disaster Risk Reduction (DRR)
3. Gender Justice and Social Inclusion (GJSI).

The project places a significant emphasis on disaster risk reduction (DRR), a crucial aspect lacking in Rohingya camps, particularly following Cyclone Mocha in May 2023. After the cyclone, many refugees opted to stay with relatives instead of in Safe Havens due to inadequate infrastructure and lighting. The proposed initiative seeks to integrate protection, gender, DRR, and livelihood components to bolster overall social protection and minimize risks in the protracted refugee crisis. Additionally, it aims to encourage community action and empower women to challenge harmful norms while advocating for their rights.

**OBJECTIVE OF THE TASK**

PROTTYASHI seeks collaboration to produce a compelling comic book spanning 70-80 pages, illuminating the daily risks and challenges faced by the Rohingya population in the makeshift camps. The primary objective of this collaboration is to enhance PROTTYASHI's visual communication and outreach within the Rohingya and adjacent host communities. This will be achieved through the creation of three captivating stories accompanied by culturally sensitive and contextually appropriate illustrations, aiming to visualize social issues, make a social impact, and promote social cohesion. The visual storyteller will play a crucial role in crafting the stories, creating illustrations, as well as developing and printing the 70-80-page comic book with support from Oxfam in Bangladesh's (OiBD) Protection, Gender, and EFSVL team.

**EXPECTED DELIVERABLES**

The visual storyteller is tasked with delivering the following components:

A. Three well-researched short stories (in English) that specifically address the risks and challenges faced by the Rohingya population.

B. One visually appealing and colorful comic book, comprising 70-80 pages, designed for the targeted age groups.

C. The printing of 50 copies of the comic book, adhering to the following specifications:

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| **Sl.** | **Specification** | **Details** |
| 1 | **Dimensions** | Standard Comic Book Size: 6.625 x 10.25 inches (16.8275 x 26.035 cm) |
| 2 | **Page Count** | 70-80 pages, including covers |
| 3 | **Color Mode** | CMYK (Cyan, Magenta, Yellow, Black) |
| 4 | **Resolution** | Images: 300 DPI (dots per inch) |
| 5 | **Bleed** | 3 mm on all sides |
| 6 | **Page Layout** | Interior Content: Single pages, Covers: Front cover, back cover, and spine as a separate spread |
| 7 | **File Format** | Deliverable Formats: AI, EPS, PDF, PSD. All fonts embedded or outlined. |
| 8 | **Margins** | Safe Zone: Important content should be kept at least 6 mm away from the trim edge |
| 9 | **Cover Stock** | Recommended: 300gsm or 350gsm gloss or matte paper for durability |
| 10 | **Interior Paper Stock** | Recommended: 80gsm or 100gsm gloss or matte art paper for interior pages |
| 11 | **Binding** | Up to 64 pages: Saddle stitch binding, Over 64 pages: Perfect binding |
| 12 | **Proofing** | Provide softcopy proofs for approval before final printing. Color proofing recommended. |
| 13 | **Finishing** | Covers: Gloss or matte lamination (optional) |

**EVALUATION CRITERIA**

Evaluation Criteria for the “Visual Storyteller” role (total 50 marks):

a) **Technical Proposal (10 marks):** The applicant must clearly demonstrate an understanding of the task, the capacity to deliver the specified outcomes, and the ability to adhere to a defined timeline. This should be achieved through the submission of a detailed workplan.

b) **Sample Comic Book Design (10 marks):** The applicant is required to submit a 2/3-page comic in PDF format containing a short story centered on the Rohingya crisis, highlighting their challenges. This submission will be evaluated to assess the applicant's proficiency in story crafting and illustration skills.

c) **Portfolio (10 marks):** The applicant's previous work, comprising 5-8 pieces, should showcase their capability to produce high-quality designs, present innovative ideas, and exhibit excellent attention to detail.

d) **Financial Proposal (20 marks):** The financial proposal must include a separate breakdown of costs for crafting stories, illustration, and printing. The proposal will be evaluated based on transparency, reasonability, and alignment with the project's requirements.

**INTELLECTUAL PROPERTY, CONFIDENTIALITY, AND ORGANIZATIONAL POLICY**

All data and deliverables produced by the visual storyteller for this assignment are to be maintained in strict confidentiality and may not be disclosed without the written consent of PROTTYASHI. Furthermore, PROTTYASHI shall hold the copyright for all data and deliverables created/produced in the course of this assignment. The visual storyteller is required to fully comply with PROTTYASHI’s policies. Additionally, failure to effectively address any suspected instances of abuse may lead to the termination of the contract.

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| **Organizational values and norms towards Safeguarding and PSEA** |
| **PROTTYASHI** is committed to preventing any type of unwanted behaviour at work including sexual harassment, exploitation and abuse, lack of integrity and financial misconduct and expects staff to promote the welfare of children, young people and adults at all times.  **PROTTYASHI** expects all staff and volunteers to share this commitment through our Code of Conduct.  We place a high priority on ensuring that only those who share and demonstrate this commitment are recruited to work with us. |

**DURATION OF THE CONTRACT**

The contract will start as soon as possible and expire on 30 April 2025.

**SUPERVISION OF THE VISUAL STORYTELLER**

S/he will work under the supervision of Oxfam's Protection team under the Humanitarian Action and Disaster Resilience (HADR) department in Bangladesh and PROTTYASHI.

**TERMS OF PAYMENT**

The contracted individual/firm/party will receive payment in the following structure:

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| **Description** | **Amount** |
| *First Installment:* After the satisfactory completion and reception of Deliverable A and B | 50% |
| *Second Installment:* After the satisfactory completion and reception of Deliverable C | 50% |

Please note that any applicable VAT and tax will be deducted at source as per the rules of the Government of Bangladesh.

**TERMINATION**

In the event of any breach or non-compliance with the terms and conditions outlined in this Terms of Reference (ToR), PROTTYASHI reserves the right to terminate the agreement with immediate effect. Termination of the contract will lead to the invalidation of any outstanding payments. It's important to note that either party, Oxfam or the candidate, holds the authority to initiate the termination of the contract in cases where irregularities or non-compliance are identified, provided that such a decision is reached through mutual agreement.

**HOW TO APPLY**

Prospective candidates are encouraged to submit their application by emailing at **career.prottyashi@gmail.com** no later than **05 April 2025**. The application should consist of a technical proposal not exceeding 3 pages, a sample comic book design not exceeding 3 pages, a financial proposal that fits within 1 page, and a portfolio featuring 5-8 graphic designs/illustrations, completed as part of previous assignments, for skills evaluation. The quality of expression in the technical proposal will be closely evaluated. Applicants are advised to read this ToR thoroughly so that they do not miss any important requirement.

Please be informed that firms interested in applying for this assignment must include copies of their trade license, TIN, and BIN (as well as other documents, if necessary) along with their application. Individuals interested in applying for this assignment must include copies of their TIN and NID.