



Terms of Reference (ToR)  
**Baseline Survey on Knowledge, Attitude, Behavior and Practices on  
Ending Child Marriage and Violence Against Children**

**Date: February 12, 2023**

## **Background**

Shushilan is a national Non-Governmental Organization (NGO), established in 1991. Its five programs are Socio Economic Development Program; Education & ICT and Health & Nutrition Program; Disaster, Climate Change and Environmental Resource Management Program; Human Rights and Good Governance Program and Sustainable People's Organization Program. Shushilan has emerged as a leading national organization with presence across almost all of Bangladesh over 31 years' experience of health and nutrition, mother and childcare, adolescent health, promotion of health & hygiene, livelihood, disaster response, human rights, environmental resource management etc.

Shushilan & UNICEF has long standing partnership & recently an agreement has been signed between Shushilan & UNICEF for implementing a project "Social and Behavior Change Programme for prevention of Violence Against Children (including child marriage) and promotion of children and adolescent well-being" at 8 Upazila's under 3 districts. As part of initial starting of the project, we are planning to collect baseline information & this TOR is reflecting outline for hiring a consultant/consultant firm for conducting the baseline survey.

## **Project brief**

The project will be implemented from the period of 2 years (12 Dec'22 to 11 Dec'2024) to address the multiple vulnerabilities of children and adolescents in Bhola, Patuakhali and Barguna district, Shushilan in consultation with UNICEF are implementing the project to facilitate empowerment of adolescents and their parents/caregivers through creating positive norms of familial encouragement, community approval, civic engagement and increased awareness about issues and challenges around children, adolescents and to enable them to realize their rights and raise their voices. The initiatives will strengthen the capacity of the partners/stakeholders on Social and Behaviour Change, generate local evidence, foster community engagement, gender transformative approach & interventions at the individual, community and institutional level and empower communities to take greater responsibility and create an enabling environment to foster awareness e.g., child rights, gender-based violence, disability issues and basic rights.

The main aim of this project is to protect children & adolescent from any form of harm & make them empowered so that they can raise their voice on their issues.

The project includes the set of specific interventions that focus on strengthening various elements of the child protection (both formal and informal elements) at the community level, thus empowering local communities to strengthen the protection of children from abuse, neglect, exploitation and other forms of violence. The project will strengthen both the protective environment for children, as well as children themselves, in order to improve their well-being and fulfill their rights to protection. The project provides comprehensive framework for child protection work at the community level and will help to establish an evidence base for advocacy efforts at various levels. It uses a systems strengthening approach which emphasizes prevention, protection and response, coordination between sectors and integrated responses that can benefit all children.

## **Purpose of the survey**

The purpose of the baseline survey is to understand current Knowledge, Attitude, Behaviour & Practice (KABP) of parents (father & mother), children, adolescents, and community influential & religious leaders on Early Child Marriage (ECM) and Violence Against Children (VAC) including community engagement & feedback mechanism of the targeted areas. The information will enable project indicators at output level to be measured and tracked.

## **The Output of the project and expected results**

The project outputs have been stated here and based on output measure expected results have been prepared. These are:

### **Output 1- Study to establish local level baseline on KABP on ECM and VAC is conducted**

- Current Early marriage rate/ status of targeted areas
- Knowledge, attitudes & practice on child rights
- Violence against children & adolescents (including children and adolescents with disabilities)
- Vulnerable children and their families' opportunities to participate in decision making processes;
- School dropout status (primary & secondary)

### **Output 2- By 30 November 2024, SBC capacity of implementing partners and influential leaders increased to effectively implement community engagement activities to promote desired behaviors in targeted Upazilas**

- Social harmful norms on child marriage, gender, child labor, child protection
- Parent's perception regarding child marriage
- Community perception regarding child marriage
- Local govt. involvement for stopping child marriage
- Religious leaders perceptions
- Knowledge about community radio of Barguna & radio Meghna 99.0 of Bhola

### **Output 3- By November 2024, parents (father & mother), children, adolescents, and community influential leaders have increased knowledge on desired behaviors and available services**

- Registered marriage & unregistered marriage status
- Current Status of govt. committees regarding child marriage
- Adolescent care & facilities
- Available services from Govt. & NGO's for children & adolescents

### **Output 4- Feedback mechanism that informs adolescents, parents engagement and advocacy established and functional**

- Information of existing networking/ club of parents, youths & adolescents
- Information of online platforms of youth & adolescents
- Problem sharing opportunities & existing feedback mechanism- online & offline

## **Working area**

As per proposal the project will be implemented in 8 Upazilas (all union) under 3 districts. The details are as follows:

Sl. No.	Name of District	Name of Upazila	No. of Union
01	Bhola	Bhola Sadar, Lalmohan, Charfasson, Monpura	46
02	Patuakhali	Golachipa, Kalapara	24
03	Barguna	Barguna Sadar, Patharghata	17
<b>Total</b>	<b>03</b>	<b>08</b>	<b>87</b>

## **Target group**

Total number of beneficiaries: 1,295,052

Directly engaged: 431,684

Indirectly reach: 863,368 including women, men, adolescent girls and boys, community leaders/stakeholders and service providers

**Primary Audience:** Children including adolescent girls and boys, parents and caregivers of children and adolescent including those living with disability.

**Secondary Audience:** Extended family members, teachers, community leaders, religious leaders, elected representatives, other influential leaders, community service providers,

**Tertiary Audience:** District and upazila administration, Govt. and NGO service providers, women affairs offices, health, education, social service officials.

### **Key Stakeholders**

- Govt. of Bangladesh
- District and Upazila administration, Govt. and NGO service providers, women affairs offices, health, education, social service officials.
- Primary & secondary schools

### **Methodology**

A mixed methods approach will be employed for this study including qualitative and quantitative methods. Data should be collected using the standard tools (questionnaire, guideline, pre-testing). For qualitative method-FGD, KII, please identify the key person/ stakeholder who can give info and for FGD different groups like adolescents, caregivers, community /influential leaders etc.

First, would be the literature review and secondary data analysis and synthesis of quantitative and quantitative evidence on knowledge, attitude, and practices of study population on the project study focus, and second phase will focus on a field study to collect data to fill the identified evidence gaps. The agency needs to come up with a proposed mixed methods approach that considers a strong balance between “the numbers and explanations” for answering the study’s purpose and objectives. The agency should also identify expected limitations, risks, and ethical considerations for the assessment.

### **Geographical Location**

The sampling should consider the geographical of Shushilan SBC project areas UNICEF (The sampling size should be representative for generalization of the study findings and should consider every district of Barishal division of Bangladesh, and rural as well as urban, and in hard to reach/media dark locations.

### **Study Protocol**

The agency will be responsible for generating KABP survey protocols. The protocol will include:

Study design: The agency will propose the most appropriate design in line with UNICEF’s result framework/theory of change for SBC, which will be subject to review by UNICEF.

Sampling: The agency will propose the most appropriate sampling. The sample should be representative of the different segments of population and of the respondent types described above. It should consider gender, geographic locations, social exclusion etc.

Methods of data collection: To include quantitative and qualitative methods demonstrating inclusion of key stakeholders at various levels; including the data collection tools and appropriate qualitative and quantitative methods to be used. It is highly encouraged to adapt innovative approaches using the digital platform for data collection.

Plan for data analysis: The agency will propose a detailed Data Analysis Plan including software to be used. The proposal should include insights into how the quantitative and qualitative data will be analyzed and triangulated, how the different sub-groups will be treated in the analysis.

Budget and study schedule: The agency will be required to provide a detailed budget and timeframe with the submission. A detailed and realistic study schedule/ work plan should be included, indicating timing of activities, results and regular reporting, as required.

Ethical considerations: The institution/consultant is required to take time to get familiar with UNICEF's Procedure for ethical standards in Research, Evaluation, Data collection and Analysis.

### Deliverables and payment schedule

Deliverable	Items covered/Included	Timeframe (4 weeks)	Payment schedule
Inception Report	<ul style="list-style-type: none"> <li>Develop an inception report with detail study plan that outlines for conduct of secondary data analysis including study activities, responsibilities, time schedule, required Shushilan and UNICEF inputs and products</li> </ul>	Withing 3 days after contract signing	First instalment: 20% upon submission of inception report
Secondary data analysis Report	<ul style="list-style-type: none"> <li>Conduct a literature review and secondary data analysis of existing evidence on the KABP of the specific focus key behaviours to identify qualitative and quantitative data gaps to inform study design and write report</li> </ul>	Withing a week after contract signing	Second instalment: 20% upon submission of secondary data analysis report
Detailed data collection and analysis plan including data collection instruments	<ul style="list-style-type: none"> <li>Develop a field study plan to fill the qualitative and quantitative evidence gap identified by the secondary data analysis outlining field survey activities, responsibilities, time schedule, sample size, field testing, selection of the study area (s) and respondents, demographic information, population size.</li> <li>Develop and pre-test data collection tools/instruments and finalize for both quantitative and qualitative part</li> <li>Orientation/training completed for the data collectors</li> <li>Detailed data analysis plan including challenges to be encountered and reporting</li> <li>IRB approval received</li> </ul>	Withing a week after contract signing	Third instalment: 30% upon submission of plan for the conduct of field study to fill the qualitative and quantitative evidence gap identified by the secondary data analysis and outlines
Field data collection progress report (one in middle and another after completion)	<ul style="list-style-type: none"> <li>Collection of data both qualitative and quantitative from targeted geographic areas as per samples</li> <li>Data quality assurance</li> </ul>	Within 3 <sup>rd</sup> week after contract signing	

Comprehensive draft study report and PowerPoint Presentation	<ul style="list-style-type: none"> <li>Quantitative and qualitative data fully transcribed and translated</li> <li>Data cleaning and data analysis</li> <li>Draft a study report based on quant/qual findings and recommendations</li> <li>Draft power point presentation on the KABP study</li> <li>Receive UNICEF inputs and feedback on draft report</li> </ul>	Within 3 <sup>rd</sup> week after contract signing	Final payment: 30% upon submission draft report and approval of final report, PowerPoint Presentation along with all files as mentioned above in section 9
Final study report	<ul style="list-style-type: none"> <li>Soft copy of the report incorporating all comments, fully formatted, copy-edited, and finalised to a professional printable standard</li> <li>Soft copy of the report ready</li> <li>All completed data collection instruments (English and Bangla)</li> <li>All raw quantitative and qualitative data (transcripts) and analysis files</li> <li>Final Power point presentation</li> </ul>	Within 4 <sup>th</sup> week after contract signing	

**Study duration:** Total 30 working days from signing day of the contract.

### Payment

All the payment will be through cheque. The Vat & Tax will be deducted during the payment. In case of failure the timeline the management reserve the right to deduct the agreed amount in a justified way. The consultant/consultant firm will provide the banks details for supporting the transition.

### Evaluation of firm

The technical quality of the proposals will be evaluated on the basis of two major components as below:

**Understanding the study** i.e. (a) Understanding about study objectives & TOR (b) Methodology-Quantitative & Qualitative (c) Innovativeness (d) Indicator tracking matrix, work schedule, manning, timing (e) Data collection and quality assurance Process (f) Comments on ToR (g) Presentation of proposals.

**Quality of consultancy firm, its logistics and human resources** i.e. (a) Experience of firm/individual and similar and different types of studies conducted for national and international agencies, (b) Experience of Consultants (c) Technical supporting staffs and logistic facilities (d) Experience of the firm/Consultant with UNICEF/UN/INGOs.

Evaluation criteria	Weighted score
Understanding the TOR	20
Relevant Experience of the Firm	20
Team Profile including Strength of consultants (CV of Team Lead and Associates)	20
Understanding on methodology and prescribed tools	20
Proposal Presentation: Demonstrate that your technical proposal is clearly aligned with all aspects of the activity assessment objectives Financial Proposal will be evaluated separately	20

## **Profiles of the Lead Consultant**

The consultant should have -

- A higher degree in Statistics/Social Science/Anthropology/Development Studies/Mass Communication or any other relevant research-based study.
- Proven Experience on the development context of Bangladesh and experience on working with mixed culture i.e. coastal community.
- Proven experience in conducting baseline/midline/end line study and participatory approaches.
- Proven experiences study on Social and Behaviour Change Programme (SBC) for prevention of Violence Against Children (including child marriage) and promotion of children and adolescent well-being will added extra value.
- Experience in combining qualitative and quantitative survey methods using standards prescribed tools and develop by consultants.
- Experience in statistical analysis and triangulate the quantitative and qualitative data appropriately.
- Excellent report writing skill in English and presentation skill.

### **Code of conduct**

The consultant /consultant firm will obey all the standard policy, norms and values for the organization and do not take any kind of interventions, which could be questionable for the goodwill of the organization, gender sensitive and safeguarding issues or others forms of violence. The collected information, photo, report and others materials are the assets of the Shushilan & UNICEF and the consultant /consultant firm not allowed to preserve any things related with survey and discloser of the survey/information to other party is prohibited.

### **Application Submission Information:**

- Interested applicant(s) should email a cover letter and CV (maximum 4 pages; with references), VAT & TIN registration copy, and NID copy.
- If it is a company then it needs to share the profile(s) and documentation of legal status, and registration as a company (Trade License).
- Bank Solvency Certificate (for both company and individual) –optional.
- Applicants must share technical & financial offers and technical proposals (maximum 15 pages) including the proposed methodologies and proposed schedule.
- The financial proposal should cover all the costs of the evaluation from the consultant's end (consultant's fee, field operations cost, accommodation, per diem, air tickets, and transportation to the field to collect data, food and other related costs).
- Quoted price must include VAT & tax following the Govt. rule. If there is any amount that will be excluding VAT & tax it should be shown with the necessary breakdown.
- Payment conditions should be mentioned on the financial offer.
- Bank details: name of the account, bank name, branch, swift code, etc.
- The proposal (Budget part) must be submitted in BDT.

Proposals should be submitted on or before February 28, 2023 by e-mail attachment in Microsoft Word/PDF to: e-mail [procurement.shushilan@gmail.com](mailto:procurement.shushilan@gmail.com) in the subject line Or hard copy to Chief Executive Shushilan, House#155, Jalil Sharoni, Rayermahol Part, Boyra, Khulna.

### **Contact Person**

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