



# BANGLADESH COUNTER TRAFFICKING-IN-PERSONS PROGRAM

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## Request for Applications

**Media and Awareness in Cox's Bazar District:  
Building capacity of relevant stakeholders on systematic and regular  
two-way communication between refugees and host communities to  
reach key populations with key messages about human trafficking,  
child marriage, and gender-based violence**

**Project duration:** 12 months  
**Submission Deadline:** July 27, 2019  
**Maximum amount available:** BDT 24,000,000

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### **I. General Information**

Trafficking-in-persons (TIP) is the fastest growing criminal activity worldwide and takes several forms, including exploitation of men, women and children into bonded or abusive labor or the commercial sex trade. Trafficking violates basic human rights, damages lives, feeds corruption, exerts an economic toll on governments and citizens, and harms society at all levels. The six-year Bangladesh Counter Trafficking-in-Persons (BC/TIP) Program, funded by the U.S. Agency for International Development and implemented by Winrock International, works in 20 trafficking-prone districts since October 2014 to provide robust interventions in all four of USAID's areas of emphasis: ***Prevention, Protection, Prosecution and Partnership***.

BC/TIP connects local and national government representatives, non-governmental organizations, and citizens and community leaders to prevent trafficking-in-persons, protect survivors, prosecute crimes of perpetrators, and engage all levels of society as change agents in curbing trafficking.

The BC/TIP Program supports the following definition of human trafficking; all applicants must align with this definition to be eligible for consideration:

*"Trafficking-in-Persons shall mean the recruitment, transportation, transfer, harboring or receipt of persons, by means of the threat or use of force or other forms of coercion, of abduction, of fraud, of deception, of the abuse of power or of a position of vulnerability or of*

*the giving or receiving of payments or benefits to achieve the consent of a person having control over another person, for the purpose of exploitation.*

*Exploitation shall include, at a minimum, the exploitation or the prostitution of others or other forms of sexual exploitation, forced labor or services, slavery or practices similar to slavery or servitude or the removal of organs.”*

- UN Protocol to Prevent, Suppress and Punish  
Trafficking in Persons, Especially Women and  
Children BC/TIP

### **Background on Rohingya and Host Community Response:**

In Cox’s Bazar, thousands of people have been caught up in Bangladesh’s Rohingya refugee crisis, which has exposed them to significant risks associated with human trafficking. Following the surge of violence at the end of August 2017, the United Nations High Commissioner for Refugees (UNHCR) estimated that more than 723,000 Rohingya refugees fled the Rakhine state of Myanmar, crossing the border into Bangladesh. The influx has prompted a massive humanitarian response to meet the most basic of needs of refugees and local communities. Host communities surrounding the camps in the two primary areas housing Rohingya refugees, Teknaf and Ukhiya, have struggled to deal with the impact of so many people arriving in an area where many already lived in poverty.

Counter-trafficking experts have warned that exploitation in refugee camps and host communities of Cox’s Bazar can be tackled only if authorities, local and international agencies, and communities work together. Winrock is uniquely positioned to implement not only TIP and safe migration program activities in Cox’s Bazar, but also to extend its partnerships, resources, and lessons to support at-risk populations to address child marriage and gender-based violence (GBV) in host communities and Rohingya refugee populations.

### **II. The Purpose of the RFA**

The purpose of this RFA is to solicit applications and establish a partnership to deliver a media and awareness program in Cox Bazar District to reach at-risk of trafficking host communities and Rohingya populations with key messages about human trafficking, child marriage, and gender-based violence. The RFA is open to all Bangladeshi NGOs and companies that have experience in implementation of similar work. Winrock will award one grant.

### **III. Sought Trafficking Prevention and Community Mobilization Activities**

To build the capacity of relevant stakeholders on systematic and regular two-way communication between host communities and Rohingya refugees to reach key populations with key messages about human trafficking, the applicant should employ an entertainment education approach and multiple communication interventions using different platforms for effective awareness-raising in the refugee and host communities.

The applicant will tap into existing media channels to bring new content to key audiences in Cox’s Bazar District. Radio is a vibrant daily source of news, entertainment, and information for

host communities, and is widely accessible. Rohingya refugees have little access to television, but radio content - both over the airwaves and recorded and replayed - is an effective medium.

**IV. Cross-Cutting Themes**

**Gender-Sensitive Programming:** Projects under this RFA should use gender analysis to continually examine differences between women and men in community roles, power, needs, constraints, and opportunities, as well as the impact of these differences on their lives. Prevention interventions should include gender-sensitive materials and activities for communities and peer leaders, and address gender-based violence and other gender-related causes of TIP. Community mobilization activities should include men, women, girls, and boys, by engaging marginalized individuals within each group. Applicants should propose gender-sensitive and equitable approach to project staffing.

**Youth Engagement:** Job opportunities and access to the job market is still a challenge for Bangladeshi youth. Applicants should reflect the following approaches/interventions in their application: through different sensitization sessions with adolescent groups and support to peer leaders, empower youth to lead community actions and long-term behaviors change; engage youth through social media and social networking tools.

**Religious Leaders:** Islam is the main religion of Rohingya people. Imams and religious leaders are strong opinion leaders, they are highly respected and well accepted in the Rohingya communities. Imams and other religious leaders could be agents of change by facilitating engagement with and mobilization of Rohingya communities. This is also applicable for the host communities in Ukhia and Teknaf. Applicants should reflect engagement with religious leaders in camp areas through various campaign events to mobilize communities, as well in the host communities.

**TIP protection in the refugee context:** Protection of refugees is one of the crosscutting issues for service provision. To that end, the Strategic Executive Group (co-chaired by the UN Resident Coordinator, IOM, and UNHCR) has identified four criteria for protection mainstreaming and accountability. BC/TIP’s approaches to addressing these criteria—inside and outside the camps—are illustrated in the table below.

Strategic Executive Group Criteria for Protection	BC/TIP’s Proposed Response
<b>Participation and empowerment through communication with communities</b>	Media and awareness-raising strategies that offer two-way dialogue with community members
<b>Do no harm so vulnerability is not unintentionally increased</b>	Upholding key principles of TIP work that places the survivor at the center of the efforts
<b>Meaningful access to address differentiated needs of women, girls, boys, and men</b>	Engagement with different actors that can reach different populations where and how they naturally interact
<b>Accountability that enables beneficiaries to provide feedback and complaints</b>	Ensuring that all our partners have feedback and complaint mechanisms

BC/TIP's approaches to protection align with these criteria, both in formal camps and in the settlements around camps where host community members and refugees reside.

#### **V. Target Geographic Locations:**

Grants will be awarded to cover the Cox's Bazar District

Applicants must mention in their application the target working areas for each administrative unit (District, Upazila, Union Parishad, and refugee camp) with a focus on Teknaf Upazila.

The applicant is requested to prioritize collaboration with those actors administering camps in Teknaf and, where relevant, in Ukhia, specifically IOM and UNHCR. When possible, the applicant will leverage Winrock International's Child Labor Improvements in Bangladesh (CLIMB) project's presence in Cox's Bazar, such as CLIMB's work with civil society organizations and work focused on alternative livelihoods for families in host communities.

#### **VI. Expected Outcome and Activities:**

Applicants are expected to deliver on all following outcomes and activities.

Winrock will collaborate with the awardee to reach the most marginalized populations to: 1) air shows with CTIP content with state-of-the-art production quality; 2) increase reach across displaced and host communities to diverse audiences; 3) target a large proportion of youth leaders; 4) train a large cadre of citizen journalists; and 5) target a large proportion of community influencers on effective leadership, conflict resolution, and resilience training.

Additionally, the awardee will provide citizen journalism training, including Mobile Journalism (MoJo) training workshops and mentoring, to engage young people and provide them with the tools they need to create effective content aimed at exploring their lives, making their voices heard and challenging exploitative practices. To extend the reach of audio content to audiences that do not have access to radio or participate in listening groups, podcasts, bulletins, or recordings of radio programs, will be shared through mobile phones with Bluetooth-enabled mobile phones.

<b>Media and Awareness</b>	
<b>Illustrative Outcome:</b> Increased awareness of TIP, child marriage and gender-based violence prevention among at-risk Rohingya and host populations	
<b>Illustrative Activities</b>	<b>Illustrative Outputs</b>
Developing a radio drama series in Chittagonian and Rohingya languages	Two radio drama series with in total 36 episodes developed and aired in Chittagonian and Rohingya
Including TIP, child marriage, and GBV content in radio call-in shows and expert interviews	Radio call-in shows and radio interviews feature TIP, child marriage or gender-based violence content bi-monthly
Adding TIP, child marriage, and GBV content to the smart technology applications used in training on interpersonal communication for front-line emergency workers	TIP, child marriage and gender-based violence content is developed and added to smart phone applications which is used when training front-line staff at camps
Forming and supporting radio listening clubs	36 new radio listening clubs formed and supported

Providing citizen journalism training to engage young people with tools to create effective content and storytelling	Three (3) citizen journalism training workshops held for 80 Bangladeshis and Rohingyas.
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<b>Media and Awareness</b>	
<b>Illustrative Outcome:</b> Awareness is raised on effective and supportive protection services that are available to survivors of trafficking	
<b>Illustrative Activities</b>	<b>Illustrative Outputs</b>
Invited guests provide trafficking testimonials on radio shows that are then discussed in radio listening groups	Twice a year, survivor advocates appear on radio shows discussing their trafficking experience and shows are disseminated to 36 radio listening groups
An option to text questions will allow survivors' voices to be heard safely and anonymously	Text-in option established on radio call-in shows to preserve anonymity

<b>Media and Awareness</b>	
<b>Illustrative Outcome:</b> Greater awareness of legal protections by community members	
<b>Illustrative Activities</b>	<b>Illustrative Outputs</b>
Use radio listening clubs to discuss legal protections and how to access them	Legal protections and how to access them are included in content of radio listening clubs

<b>Media and Awareness</b>	
<b>Illustrative Outcome:</b> Broader and deeper reach of information and awareness	
<b>Illustrative Partners</b>	<b>Illustrative Outputs</b>
Communication with Communities (CwC)	Harmonization with broader media and awareness activities
Community and government radio stations	Extended reach of key messages at a population level
Listening groups supported by other agencies	Expanded content with additional audiences
Information hubs in camps	Extended reach of information needed by people who may not otherwise be accessed
Public venues such as police stations, airports, hospitals, and truck stops	Extended reach of information needed by people who may not otherwise be accessed

## **VII. Application Guidelines**

Applicants are requested to submit applications in accordance with the guidelines in Annex-1 and submit a full application following the format in Annex-2.

## Annex-1

### Application Guidelines

#### **A. Eligibility Requirements:**

- a) Must be a non-profitable or profitable organization that is legally registered in Bangladesh and able to work in target locations
- b) If non-profitable organization; must be legally registered with NGO Affairs Bureau
- c) If profitable organization; must be legally registered with concerned Govt. Agency.
- d) Prior experience in working in the proposed geographical area
- e) A match contribution/cost share of minimum 10% of total project budget is required
- f) Only one application may be submitted per organization.
- g) Project funds may be used – as appropriate – for staff and operational costs, transportation, or other direct project costs.
- h) All funds must be spent in Bangladesh.

**IMPORTANT NOTE:** DO NOT COPY from any other organization's application and DO NOT ALLOW others to copy from you. Duplicates submitted by different organizations will be eliminated from the competition without regard as to who copied from whom.

#### **B. Evaluation Criteria**

All submitted applications will be reviewed by the BC/TIP selection committee. Proposals will be evaluated according to the following criteria:

- Demonstrated understanding of trafficking in persons, BC/TIP goals and RFA objectives;
- Clearly identified activities in line with Section III above;
- Ambitious yet realistic targets and timeline;
- Sound methodology and combination and sequence of activities to achieve expected results;
- Organizational capacity to implement proposed activities, including understanding of local populations, established relations with relevant governmental, nongovernmental and private sector actors;
- evidence of analysis of key stakeholders and clear plan to engage them;
- Clear understanding of real obstacles and convincing discussion of how these can be overcome;
- Cost sharing proposed and overall cost-effectiveness of the proposed budget
- Innovation;
- Inclusion of women and youth in project implementation and activities;
- Sustainability of proposed activities.

#### **C. Application Submission Information:**

Proposals should be submitted in hard copy or by e-mail attachment in Microsoft Word and Excel to:

Media and Awareness in Cox's Bazar District Grant Application  
BC/TIP Program, Winrock International  
House 7, Road 23/B (2<sup>nd</sup> Floor)  
Gulshan-1, Dhaka-1212  
E-mail : bctip@winrock.org (SUBJECT : Media and Awareness in Cox's Bazar  
District Grant Application)

All forms must be legibly typed in English in 12 point, Times New Roman Font. The completed application form plus up to five pages of attachments may be accepted; only send the most relevant material.

**D. Award Information**

The funded organization will be asked to sign a Sub-grant Agreement which will delineate fiscal and programmatic commitments and responsibilities. As needed, Winrock representatives will provide mandatory instruction on Winrock and USAID regulations, including fiscal and procurement standards, program branding and logos, monitoring and reporting requirements.

This is a Firm Fixed Price Subcontract in accordance with deliverable milestone. FAR Funding In consideration of furnishing of services and/or goods as described in the Outcome and Activities or Scope of Work (SOW). The Subcontractor will be paid a fixed price for completion of services or deliverables. Short monthly program highlight reports will be required, followed by in-depth quarterly fiscal and programmatic reports.



## Annex-2



**Bangladesh Counter Trafficking in  
Persons  
(BC/TIP)**

**Grant Application Format  
Submission Deadline: July 27, 2019**

**General Information**

1. Name of organization: \_\_\_\_\_
  2. Title of project: \_\_\_\_\_
  3. Location of project (geography covered): \_\_\_\_\_
  4. Project coordinator or contact person: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City, postal code: \_\_\_\_\_  
  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-Mail: \_\_\_\_\_ Website: \_\_\_\_\_
  5. Total funding requested from Winrock: \_\_\_\_\_  Taka  USD
  6. Previous and ongoing funds on Trafficking in Persons activities disclosure  
 \_\_\_\_\_
  7. List date of (NGO)registration and type of Bangladesh registration. \_\_\_\_\_
  8. Please state the mission or purpose of your organization: \_\_\_\_\_
  9. How many full-time staff you have in your organization? \_\_\_\_\_ Part-time? \_\_\_\_\_
  10. Name and title of responsible party: \_\_\_\_\_
- Signature of responsible party:* \_\_\_\_\_



**1. Background and Justification**

*Briefly state the need for the project in regard to existing problems*

**2. Project Goals/ Objective**

*Specify appropriate goals and objectives to address the identified problem.*

**3. Geographic Location**

*Please list districts and number of Upazila, Union and village the project will cover.*

**4. Project Activities and Implementation Strategy**

*Describe all activities you are proposing, specifying target beneficiaries. If the project is implemented through a partnership, please specify who will be potential partners of the project; selection process of the sub partners and nature of partnership.*

**5. Project indicators and targets**

*Referring to Section VI. of the RFA, list indicators and targets for proposed activities*

**6. (Monitoring, Evaluation & Learning (MEL) Plan**

*For the purpose of routine and formal monitoring, evaluation and learning (MEL), the applicant shall develop and submit a MEL plan for the timeframe of the project.*

**7. Cross Cutting Themes and Sustainability**

*The applicant is requested to describe how they will address the cross-cutting themes described in the RFA and explain long term sustainability of project activities.*

### 8. Project Work Plan

#	Activities	Indicator	Total Target	Q1	Q2	Q3	Q4

## **9. Monitoring and Evaluation**

*This section should discuss proposed mechanism and procedures for monitoring project operations to ensure that activities are occur as planned, that they remain directed towards stated objectives, and that appropriate corrective actions is taken if referred.*

## **10. Capacity of the Group or Organization to Fulfill the Plan**

*Describe the experience and capacity of your organization to implement the project in the target locations and with target audiences. Please include relevant prior projects and cite successes.*

## **11. Staffing and Management Plan**

*Describe the staffing and management plan for this project and detail out the roles and percentage of time for each staff.*

## **12. Budget and Match/Cost share**

*Using the provided format, prepare a detailed budget. The applicant can add more rows or columns, as needed. Also use narrative notes to explain or justify costs.*

*For cost share a separate sub-contract will be signed and a separate budget needed to provide.*

The applicant is requested to fill the budget template items as per their requirement

Description	Unit	Rate/Unit	TOTAL Cost
<b>Millstone #1</b>			
<b>Description of Milestone:</b>			
<b>Deliverable:</b>	1) 2) 3) Note: Add as require		
<b>Cost items for the deliverable</b> (Note: Free to add items need to complete the deliverables, delete the note in final submission budget)			
Salaries by role			
Fees and stipends by activity			
Transportation and travel/per diem by activity			
Supplies and materials			
Events			
A) Venue rent			
B) Food			
C) Note: mention what is needed, in final submission delete the note.			
Printing/publishing by activity			
<b>Completion date of Millstone #1</b>			
<b>SUBTOTAL of Milestone#1</b>			
<b>Millstone #2</b>			
<b>Description of Milestone:</b>			
<b>Deliverable:</b>	1) 2) 3) Note: Add as require		
<b>Cost items for the deliverable</b> (Note: Free to add items need to complete the deliverables, delete the note in final submission budget)			
Salaries by role			
Fees and stipends by activity			
Transportation and travel/per diem by activity			
Supplies and materials			
Events			
A) Venue rent			
B) Food			
C) Note: mention what is needed, in final submission delete the note.			
Printing/publishing by activity			
<b>Completion date of Millstone #1</b>			
<b>SUBTOTAL of Milestone#2</b>			
<b>Total (Note summation of all milestone cost, delete the note in final version)</b>			

(Note: As many as milestone needed to complete the Activities and deliverables, mention it and do the cost calculation. Delete the note in final version)

Applicant Advance Income Tax will be deducted at source as applicable as per government procedure as sub-contract. As this is a USAID funded project, therefore the VAT is exempted, no VAT will be deducted at source, if needed VAT exemption coupon will be provided.

**COST SHARE / MACH CONTIBUTION BUDGET TEMPLATE:**

A separate contract will be signed for cost share. For cost share support documents will need to submit as required by WI-BCTIP. Minimum 10% cost share of total contract amount.

(NOTE: COST SHARE WILL BE IN-KIND NO CASH CONTRIBUTION THAT'S WHY IT'S BETTER TO HAVE IT FROM,

A) STAFF SALARY, % OF TIME STAFF WORKING IN THE PROJECT, CORE STAFF % OF TIME LIKE EXECUTIVE DIRECTOR, HEAD OF ADMINI, HEAD OF FINANCE, HEAD OF OPERATION, MENTION THE PERSON AS PER ORGANISATION WHO'S IMPUT WILL BE NEEDED BUT NOT BILLED.

B) % OF ORGANIZATION OFFICE RENT

C) FURNITURE & EQUIPMENT RENT WHICH WILL BE USE BY PROJECT STAFF

D) ORGANIZATION VENUE RENT FOR EVENT IF ANY. BUT FOR MEETING PURPOSE MEETING ROOM RENT WILL NOT BE A COST SHARE ITEM.

E) ORGANIZATION MULIMEDIA RENT USED IN EVENT

F) BELOW IS EXEMPLE, FREE TO DELETE AND ADD ITEMS.

DELLET THE NOTE IN FINAL VERSION)

SL.	Cost items		Unit (Days)	Unit Amount	Total Amou nt
Sl#	Name	Designation			
1		Managing Director	8	852.27	
2		IT Expert	40	136.36	
3		Computer Operator	40	102.27	
4	Furniture & Equipment - mention the items, unit number and monthly rent				
	Lap-top		Number X Months	300	
	Table		DO	250	
	Chair		DO	100	
	Fan		DO	200	
	Printer		DO	200	
5	Administrative cost (calculation below)		Months	8691	
	<b>Name of the item</b>		<b>Amount paid current month</b>		
	Office Rent		70,000		

	Service Charge	6,000
	Utility bill	15,958
	Internet Connection	3,652
	<b>Current month total cost</b>	<b>95,610</b>
	Number of people of project	11
	Per person per month	8,691.82

List of Needed Documents for Submission

MANDATORY APPLICATION: MAXIMUM 10 PAGES TOTAL:

- Full Proposal
- Logical Framework
- Timeline of Activities
- Grant Budget
- Cost Share Budget
- Legal Registration paper
- VAT registration paper (if a profitable organization)
- TIN paper

OPTIONAL ATTACHMENTS: MAXIMUM 5 PAGES TOTAL:

- Letters of Support (if applicable)
- Materials that evidence prior projects or support your application (if applicable)