

Issued on: 09-10-2024

To

Ms./Mr.

Individual Consultant/Consultancy firm

Subject: **Letter of Invitation for Module and IEC materials (Flash Card) Development for Awareness Activities.**

Dear Madam/Sir,

For this reason, we are looking for a suitable consultant/ consultancy firm to serve the purpose.

Here we are enclosing the ToR for the consultancy service. We are looking forward to receive (i) CV/ Profile of the Individual mentioning the required experiences as per the attached ToR (ii) a technical proposal describing the methodology (iii) a budget for the assignment

RFP No: BPD/2024/RFP-2559

Closing Date & Time: 30-10-2024 03:00 PM (Dhaka Local Time)

Please submit the Proposal **on 30-10-2024 03:00 PM (Dhaka Local Time)** in **tender.brac.net**. Any offer via email or hard copy is treated as non-responsiveness.

BRAC recognizes the empowerment of women and girls as fundamental to the organization's vision and mission. Women and gender-diverse individuals are encouraged to participate in the procurement. Without compromising organizational compliance in procurement, the selection of the supplier/vendor would be finalized.

Payment Condition:

Mode of payment will follow the below conditions :

Payment would be made to the Consultant after acceptance/recommendation by the programme through an automatic Bank transfer directly into any scheduled Bank in Bangladesh in favour of consultant. For payment, consultant has to submit an invoice duly describing the agreed accomplishment. It is noted that the Firm must fill up their accounts information as per instruction i) **Account name** ii) **A/C number** iii) **Bank name** iv) **Branch name** v) **E-mail address** vi) **Routing Number**.

Payments will be subject to deduction of VAT & Tax at source as per Govt. Rule. (If applicable).

Payment will be disbursed within 30 to 60 days after vetting by Programme.

Consultant must submit 13 digits new BIN, Trade license (Applicable for firm) & TIN (applicable for both firm & Individual) with proposal and Mushok 6.3 (Applicable for firm) with invoice.

Please note: Invoice date and Mushak 6.3 date must be the same. (Invoice submission time).

You are requested to affix 10Tk stamp on the bill.

For approval of your account during the supplier registration process, and for any other clarification, please contact with Tazkia Razekin, BRAC Procurement Department (BPD), Phone: +8801325070202, Email: tazkia.razekin@brac.net.

STANDARD REQUEST FOR PROPOSALS (RFP) DOCUMENTS

BRAC
BRAC CENTRE
75 Mohakhali
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W: www.brac.net

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Bangladesh under
The societies
Registration Act of 1860

Section 4: Financial Submission Form (BPD 5-15)

To:

BRAC Procurement Department

BRAC Head Office

BRAC Centre, 6th Floor

75, Mohakhali, Dhaka 1212

Date:

Ladies/Gentlemen:

We agree to be bound by the **Letter of Invitation** and we hereby submit our attached Financial Proposal for the sum of:

<insert currency and amount in both, words and figures>

The amount is including of local taxes & vat.

We confirm that our Proposal shall remain valid, from the closing date, for the period stated in the RFP.

Our Financial Proposal is binding upon us and shall be subject to any modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal.

Commissions and gratuities paid or to be paid by us to agents relating to this Proposal and Contract execution, if we are awarded the Contract, are listed below:

Name and Address of Agents/Recipient	Amount and Currency	Purpose of Commission or Gratuity

We understand you are not bound to accept any or all Proposals you receive.

Yours sincerely,

Authorized Signature:

Name and Title of Signatory:

Name of Firm:

Address:

Firm's Seal or Stamp:

Terms of Reference (ToR)

BACKGROUND AND CONTEXT:

Bangladesh hosts more than a million Rohingya communities Forcibly Displaced Myanmar Nationals (FDMN) in Ukhiya, Teknaf of Cox's Bazar, and Bhasan Char of Noakhali. The influx of the Rohingya population has also put pressure on the vulnerable host population, which is now struggling to meet their basic needs. BRAC has been supporting both the Rohingya and host communities, building skills, resilience, and knowledge. This support has been extended to over 900,000 people in the Cox's Bazar area, including approximately 250,000 previously settled Rohingyas. This proposed project aims to meet the humanitarian and protection needs and increase the self-reliance and resilience of Rohingya and host communities in Bangladesh.

The proposed call for module development aims to cover the protection activities delivered in the camp and host community under the DFAT-funded program. Key protection activities under this assignment prioritize providing awareness-raising sessions, conducting meetings, providing orientation, celebrating specific days, training, and addressing protection needs, mitigating social risks, restoring dignity, and diffusing social tensions among Rohingyas and host communities. These modules will be effective in disseminating awareness messages and sensitization information efficiently and effectively.

These modules are intended to be practical tools for the effective dissemination of awareness messages and sensitization information. They will equip community members, facilitators, and stakeholders with the knowledge and skills necessary to respond to protection needs, prevent risks, and promote social cohesion.

The final output will provide a comprehensive understanding of the DFAT-funded BRAC HCMP protection activities, ensuring that the modules serve as an essential resource for community engagement and the promotion of safety, dignity, and resilience within the Rohingya and host communities.

OBJECTIVE OF THE ASSIGNMENT

BRAC is seeking to hire an experienced and qualified individual or firm to develop a set of modules, training materials, and IEC materials (flashcards) in Bangla, English, and Burmese. These materials will serve as tools for protection-related topics, including Gender Mainstreaming, First Aid, How to be a Humanitarian Worker, Gender Inclusion, Trafficking, Child Marriage and Dowry, Disability Inclusion, Personal Hygiene, Gender-Based Violence, Physical Abuse, Rape, Intimate Partner Violence, Women's Empowerment, Polygamy, and Women's Leadership, for response, prevention, and risk mitigation activities in camps and host communities.

The terms and conditions of the engagement will be agreed upon with the selected candidate or firm. The informative and impactful modules will support BRAC's communication and advocacy efforts. The consultant must adhere to BRAC's communication guidelines, including the BRAC style guide and safeguarding policy.

KEY AUDIENCES

Primary:

- Programme participants from Rohingya and host communities

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- Humanitarian and development professionals and practitioners
- INGOs/NGOs/CBOs
- Donors
- Relevant stakeholders

Secondary:

- BRAC partner NGOs
- Other sectors in HCMP

DELIVERABLES:

The consultant or firm will be responsible for printing of the IEC materials (flash cards) as per the following specifications. The draft print-ready design file will be provided by the respective agency. Following BRAC's feedback, the agency will deliver the final printed product. The printing company will follow BRAC's communication guidelines (<https://brac.net/net/brandhub/wp-content/uploads/2023/06/BRAC-Brandbook.pdf>).

i) Protection Theme-Based Modules and Training Materials:

Develop comprehensive modules and training materials centered on protection themes for the FDMN and Host community considering the culture and religion (1. Gender Mainstreaming 2. First Aid 3. How to be a Humanitarian worker 4. Gender Inclusion 5. Trafficking 6. Child Marriage and dowry 7. Disability Inclusion 8. Personal hygiene 9. Gender Based violence 10. Physical abuse 11. Rape 12. Intimate Partner Violence 13. Women Empowerment 14. Polygamy and 15. Women Leadership). Each topic will be a maximum of 5/6 pages (As per BRAC's communication guideline).

Draft Module and Training Materials for Review:

- a. Prepare and submit one set of draft modules & training materials in four color variations. These materials should be in soft copy format for BRAC's final review.
- b. Develop Modules based on the mentioned topics. Each topic with BRAC and partner logos will be maximum 6/7 pages

Final Production of Module and Training Materials and Submission:

- a. After incorporating feedback, submit the final materials in soft copy formats. Both PDF and EPS versions are required.
- b. Ensure that all final modules and training materials are supplied to BRAC.

Module Printing:

- a. **Size:** A4
- b. **Number of copies:** 150 set (15 themes x10 sets)
- c. **Paper:** Inner page 80 gsm Offset paper, Cover page: 120 gsm
- d. **Color:** Black & White
- e. **Binding:** Book binding

ii) Picture Illustration:

- a. The illustration images will be drawn following the final module and training materials. Each topic with BRAC and partner logos will be maximum 6/7 illustrations based on the final module and training materials.
- b. Draft illustration images will be shared for review.
- c. After getting final approval from BRAC, final illustrations are submitted.

Sample illustration:

<https://drive.google.com/drive/folders/1vRQOWZO-QQnLGv0h86fr9MOvngW738aN>

iii) Printing illustration flash card (Desk calendar type): Printing each modules 15 set total of 225 set of the final flashcards with the following specifications:

SPECIFICATIONS

Size: 14 x 22

Number of copies: 225 set (15 themes x 15 sets)

Paper: 350 gsm matt lamination

Color: 4 color

Binding: Ring/spiral calendar binding

Proof: Machine proof to be shown to BRAC for approval

Sample Picture:

https://drive.google.com/drive/folders/1QZ2m4jYf_UarcQyxPkv1B_Ba6HwCCG9

vi. Facilitator's Guide: Develop a comprehensive facilitator's guide that provides step-by-step instructions for conducting GBV awareness and women empowerment sessions. This guide should include detailed session plans, discussion prompts, and tips for engaging participants effectively.

vii. Evaluation Tools: Design pre and post-session evaluation tools to measure the impact of the training.

viii. Multimedia Support Materials: Convert all the hard copies into soft versions to deliver multimedia presentations.

ix. Localization of Content: Ensure that all materials are culturally and contextually appropriate for the target audience.

Tentative timeline:

The consultative services will be provided 50 days after the agreement. The methodology and work plan will be reviewed and approved by HCMP-BRAC. The draft and final report should be submitted within seven days of receiving feedback. Follow-up meetings will be held from time to time between the contracted consultant/consulting firm and HCMP-BRAC.

PAYMENT

100% payment will be paid after receiving all deliverables.

Note: VAT and TAX will be deducted as per Bangladesh government policy. Payment will be made after satisfactory completion of the total task.

METHODOLOGY

Pre-production: BRAC will support the firm/individual in carrying out primary and secondary research to ensure a clear understanding of its purpose, values, and brand identity. The concept will be provided by BRAC.

Production: BRAC will oversee work and provide support as needed.

Post-production: The consulting firm/individual is responsible for all aspects of

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caption/quotes writing and copyright. The final product must align with BRAC's values, style, and brand identity. Feedback will be incorporated until BRAC is satisfied with the deliverables.

REPORTING

Name:	Fazlul Islam
Designation:	Deputy Manager, HCMP Communications
Mobile:	Mobile: +8801729070166
E-mail:	E-mail: fazlul.i@brac.net

QUALIFICATIONS AND EXPERIENCE

- The firm/consultant should have at least 5 years of experience in developing modules, training materials and facilitator's guides.
- The firm/consultant should have at least 5 years of experience in designing IEC/ BCC materials.
- The firm/individual should have proven experience in graphics design
- Any awards or recognition in graphics design is an asset.
- Ability to work under time constraints and commitment to completing assignments according to BRAC's requirements.

EVALUATION

The proposal will be evaluated in two stages- Technical & Financial. Technical evaluation will be done based on the consultant's technical competency, understanding of the methodology, relevant qualifications and experience. The only technically qualified proposal will be treated as "Responsive" for financial evaluation.

REQUIRED DOCUMENTS:

- Updated Trade license (for firms).
- TIN certificate copy (for firm and individual).
- 13-digit BIN (for firms).

SUBMISSION OF TECHNICAL PROPOSAL AND FINANCIAL PROPOSAL

Eligible firms/individuals that meet the requirements are requested to submit technical and financial proposals separately in the form of PDF files, which should include the following:

1. TECHNICAL PROPOSAL

- Short letter of Interest, stating why the applicant considers itself suitable for the assignment, the overall concept of the proposal with an explanation of the foreseen scenario.
- Preliminary detailed itemized work plan - including timeframes for submissions of all deliverables.
- Relevant experience documents as mentioned above.
- Technical proposal with detailed approach and methodology, tools and delivery in detail.
- CV (focusing on relevant experience) of all team members who will be involved in the assignment.
- Updated trade license applicable for consulting firms.

- TIN certificate and TAX clearance certificate/ Last fiscal year TAX Deposit slip mandatory for both individual consultant and consulting firm.
- 13-digit BIN certificate applicable for consulting firms.

2. FINANCIAL PROPOSAL

- Financial proposal detailing the costs for carrying out the assignment as well as the consolidated cost.
- Bank account detail

POINTS OF CONTACT:

For further information please contact Mohammed Shahidu Islam, telephone: 01847455595 e-mail: shahidul.is@brac.net and for proposal submission-related information and Fazlul Islam, e-mail: fazlul.i@brac.net for technical information.

Currencies of BID: All financial quotes should be in Bangladeshi Taka only.

Period of validity of bids: Bids shall remain valid for 30 days after the submission date.

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Period of Validity of Bids: Bids shall remain valid for the period of 30 days after the date of submission.

Safeguarding Policy

The individual consultant/team/Firm shall comply with the BRAC's safeguarding policy. Any violation in complying with BRAC's Policy on BRAC's safeguarding will not only result in the termination of the agreement, but BRAC will also initiate appropriate action to realize the damages/losses caused due to non-compliance with BRAC's safeguarding policy.

Confidentiality and Non-transferability:

Any data, information, documents, and other materials related to the work shall remain the property of BRAC and shall be kept confidential by the Consultant. The Consultant is only allowed to transfer or divulge information to any other person or organization with prior approval of BRAC unless it is necessary by the laws in Bangladesh. She/he cannot assign a subcontract, delegate, or otherwise transfer or dispose of any of its rights or obligations under this agreement.

Copyright and Ownership of Assignment

BRAC-HCMP retains the copyright of all information, findings, and final documents produced through this process. BRAC shall, solely and exclusively, own all data, papers, information, copyrights, patents, trademarks, trade secrets, or other proprietary rights in and to the Work and all rights therein in connection with this Agreement. The Contractor is not permitted to withhold any information related to this Agreement.

Termination of Contract

Notwithstanding any statement in the Agreement or these conditions, BRAC may terminate this Agreement in whole or in part for the Consultant/Consultant to terminate the Work or any part thereof. In such an event, the Consultant shall have no claim against BRAC for such termination except for payment in proportion to the work performed under the Contract, less any amounts previously paid to its performance.

OTHERS

BRAC reserves the right to change, modify, or add any conditions mentioned in the Terms of Reference (ToR) and to suspend or terminate all such activities if necessary.

For more information, please visit: <https://response.brac.net/>

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Thanking You
For BRAC



MD. ARSHADUL HAQUE HALAL
Senior Manager, Procurement