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| D:\Logo of CWFD.jpg | **Concerned Women for Family Development (CWFD)**  Plot # 16 & 18, Road # 1, Block-E, Banasree Housing Project, Rampura, Dhaka-1219. |

**TERMS OF REFERENCE (TOR) FOR PROVIDING EVENT MANAGEMENT SERVICES**

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| **Hiring a firm to develop and organize multiple visual materials for three programme districts of Chapainawabganj, Bagerhat, and Cox’s Bazar** | |
| Hiring Authority | **Concerned Women for Family Development (CWFD)** |
| Background of CWFD | Concerned Women for Family Development (CWFD), originally named Concerned Women for Family Planning (CWFP), is a non-profit, voluntary organization run by the women of Bangladesh for the women of Bangladesh. The organization started its voluntary activities in 1974, registered with the Directorate of Social Welfare in 1975, and a formal small-scale family planning service delivery program started in January 1976. It was registered with NGO Affairs Bureau in 1981.  CWFD is a woman-led organization with 28 members from different strata of life. The Governing Body (GB), elected every two years from among the general members, sets organizational policy and makes major decisions. The Executive Director, appointed by the GB, manages all the projects and organizational activities through managers of different projects and their staff.  The project activities started with only 5 female staff to cover an area of Dhaka City with 50,000 people. Family planning information was disseminated through face-to-face communication, a woman-to-woman approach, and non-clinical services were provided at the doorstep.  Initially, CWFP had a single-focus program of family planning. Over time, the organization realized that merely improving health status through family planning would not sustain a significant change in women’s lives in Bangladesh. Accordingly, CWFD expanded the project activities to cover a larger population in Dhaka and other areas of Bangladesh and initiated new programs for women, men, children, and adolescents encompassing primary health care, life skill development, creating economic opportunity, and empowering women against social injustice, nutrition education, health product marketing, investigate the issues of the large adolescent population, arrange family life education, gender training and knowledge on sexual reproductive health and rights (SRHR), water sanitation. For more information, please visit our website [www.cwfd.org](http://www.cwfd.org/) |
| Purpose of consultancy | The purpose of this procurement is to hire a Creative Agency to provide event management support for the final event of the Celebrating Daughters campaign |
| Background | The Global Programme to End Child Marriage (GPECM) phase III aims to shift norms across generations and promote the emergence of positive social behaviors. The GPECM operates within a socio-ecological framework.  Targeting the most vulnerable women who play a key role in facilitating and making decisions about girls’ marriages across Bangladesh, this programme aims to expand its outreach significantly. Through this approach, UNFPA aims to catalyze rapid societal norm transformation and enhance the effectiveness of government social protection schemes. These efforts aim to alleviate economic barriers, promote completion of schooling, support coordination mechanism, and challenge deeply entrenched social norms and behaviours that perpetuate child marriage.  The strategic visual campaign employs a multifaceted approach. It strategically utilizes social norms theory, behavioral science principles, and context-informed, persuasive communication to promote girls' education and empowerment.  The campaign's key strategies include positive, aspirational messaging, debunking harmful myths, amplifying girls' voices, and subtle priming for positive norms. The visual messaging will tackle cognitive biases to highlight the gains associated with delaying marriage.  The Programme will develop culturally resonant visual materials to communicate the importance of girls' school completion. These will be strategically placed in high-visibility areas for maximum impact.  The campaign will be implemented initially in two districts, Chapainawabganj and Bagerhat. Tailored strategies will address unique contextual factors such as socio-economic contexts, political and social dynamics, and the capacity of local officials. |
| Objectives: | The main objectives of this event are to develop and implement the strategic visual campaign in Chapainawabganj and Bagerhat and contribute to the programme's better visibility. |
| Scope of work:  *(Description of services, activities, or outputs)* | **The firm will be carrying out the following activities.**  **Career festival:**  The career festival will be held in three districts: Chapainawabganj (in November), Bagerhat, and Cox’s Bazar (within the first half of December). The target audience for the festival will be adolescent girls under 19 years old, parents, community leaders, and community members.  **Requirements (Per district):**   * Develop a creative and attractive twenty (20) stalls (Primary teacher/ Education sector, Engineering and Architecture sector, Tourism, Agriculture, Fisheries and Livestock sector, Law and Justice sector, Media and games sector, Agriculture, Fisheries and Livestock sector, Law and Justice sector, Media and games sector, Health and Medicine sector, Defense sector, Outsourcing and financing sector, Health and Medicine sector, Transportation, Bank, Insurance and others sector with special focus on adolescents and youth. * Create and install high-quality branding and graphical materials for venue decoration, including an entry gate and 10 standees. * Ensure an efficient and engaging layout for the stall, including space for product displays, a 360-degree photo booth with props representing the professions, marketing materials, and other branding materials. * Arrange and provide all necessary materials and equipment for stall setup, including banners, signage, furniture, lighting, audio-visual equipment, and other logistics and materials (if required). * Arrange a stage to arrange a ted talk-like session with seating arrangement of 200 persons. * Arrange coupons for the food for 700 participants. * Plan and organize an engaging game show/ sports activities (e.g. VR/ Nagordola) for the participants. * Arrange professional photographers and videographers to capture high-quality images and videos of the event. * Arrange a 20 LED TV for booths and 01 large screen and 5 LED side wings to be placed in the venue which will showcase audio-visual material of UNFPA and other organizations. * Produce 700 T-Shirts with branding of the campaign. * Arrange honorarium for 15 guest participants (local), per person 3,000 BDT, and 15 guest participants (from Dhaka), per person 10,000 BDT. * Arrange take-away lunch for 100 participants. * Arrange drinking water, sanitary pads, waste management. * Arrange transportation allowance 300 BDT per student for a total of 700 students. * Arrange a comment/ commitment wall for the participants to provide their comments/ feedbacks and sign to stand against child marriage. * Take high quality photos and videos of the event and provide edited copies of them. * Make a short video/ bytes (2-3 minutes) on the overall event to share at different social media platforms and websites. * Provide on-site support (volunteers) throughout the event to ensure its smooth operation and handle any unforeseen issues as they arise.   **Billboard:**  Six (06) already developed and available billboards will be rented in the center of Chapainawabganj, Bagerhat, and Cox’s Bazar where it is visible to the large scale of population (e.g. City Center, Highway junctions). The target audience of billboards are adolescent boys and girls, parents, matchmakers and community people. Below is the specification:   * Rent billboards for 1year contract at the visible locations of Chapainawabganj, Bagerhat and Cox’s Bazar districts. * Design materials for billboards areas per the availability.   **Signboard:**  A Total of 269 number of signboards will be placed in three districts, Chapainawabganj, Bagerhat and Cox’s Bazar (union parishad (191), upazilla parishad (23), upazilla health complex (23), district courts (03), district hospitals (03), Kazi offices (26)) for wider visibility and information sharing in front of the target audiences are adolescent girls and boys, parents, government officials, community people, matchmakers, kazis and community leaders.  **Requirements:**   * Other than the kazi office signboards, the board size will be around 10 ft/ 6 ft. Kazi office signboards (26) will be smaller in size * Elevated pillar and metal frame: to be installed to place the signboards * Material: PVC * Print: 4 colours * Design and Illustration: To be developed by the vendors * Install: around 269 different locations   **Graffiti:**   * 5 selected locations of Bagerhat district. These locations will likely be union parishads. The approximate size of each graffiti is 10 feet by 20 feet. * The objective of the graffiti is to advocate for girls' education, promote messages against child marriage, and raise awareness about the functions of child marriage prevention committees. |
| Duration of consultancy | This consultancy is scheduled to continue for 35-45 days will commence as soon as possible and end on 15 December 2024. |
| Place where services are to be delivered | Chapainawabganj, Bagerhat and Cox’s Bazar  However, all digital copies of the deliverables will first be shared with the CWFD UNFPA Country Office, and when applicable, physical samples will be sent to the Country Office for review and approval. |
| Deliverables | * Career festival stall branding and arrangement * Billboard design and install * Signboard design and production * Graffiti   All of the tasks are needed to be completed by the mutually agreed timeline after receiving design requests from UNFPA. When applicable, electronic copies will be sent to UNFPA in i) track-change mode; and ii) without track-change, and physical samples will be sent to the Country Office for review and approval. |
| Monitoring and progress control, including reporting requirements, periodicity format and deadline: | The contracted Firm will work directly under the supervision and guidance of UNFPA.  The deadlines for each of the deliverables will be agreed upon in the work plan between the firm and the A&Y unit of UNFPA at the time of contracting and should be adhered to without exception.  The contracted Agency will work directly under the supervision and guidance of UNFPA officials along with CWFD representatives. The deadlines for each of the deliverables will be agreed upon in the work plan between the agency and the Concern Officials of A&Y Unit, UNFPA at the time of contracting and should be adhered to without exception.  The quality of the deliverables will be evaluated by the A&Y unit of UNFPA. Subsequent to the joint evaluation, the deliverables will be approved to complete the assignment.  The final deadline for the event management deliverables is **December** **15, 2024,** by which time the firm should complete all activities detailed in the ToR. |
| Expected travel | For any travel that is required, the firm will be responsible for meeting all costs related to transporting and returning the items related to this event. |
| Required expertise, qualifications, and competencies, including language requirements: | The following skills and experience are required of the event management firm to successfully complete the work outlined in this ToR:   * Strong experience track record of development and delivery of printing material * Demonstrated high level of professionalism and an ability to provide the best quality compared to the price * Ability to work under the timeline stated in the contract * Ability to be timely responsive in communicating with hiring organization in order to meet the requirements |
| Inputs / services to be provided by implementing partner (if applicable): | The agency will be responsible for arranging their own computers and other working aid equipment. While working remotely, the relevant personnel should have access to the internet and communications. |
| Other relevant information or special conditions, if any: | The payment will be made after satisfactory submission of all deliverables to UNFPA Bangladesh according to the timeframe detailed hereby in the ToR. |
| Communications | The consultant will work closely to communicate with the Head of A&Y Programme of CWFD and assigned officials of UNFPA. |

**Note:** The agency who does not meet the above-mentioned eligibility criteria shall not be considered for further evaluation. Necessary documents must be submitted to substantiate the above eligibility criteria. Only shortlisted firms will be contacted for further consideration. However, the organization reserves the right to accept or reject any proposal or cancel this RFP / TOR. The submission deadline is 26 October 2024.

**Proposal submission instruction:**

The agency will submit separate technical and financial proposals.

The financial proposal must be priced in BDT and should include the following:

* All costs relevant to the implementation of the assignment and
* Value Added Tax (VAT) and Advance Income Tax (AIT).
* **Required documents with the quotations:** Quotation, valid Trade license, TIN Certificate with Proof of up-to-date income tax filing, BIN Certificate, VAT Registration (if available), Bank solvency Certificate, previous working experience with photocopy of work orders, and profile of the business organization.

The proposal can be sent in soft copies or hard copies to the **Executive Director**, **Concerned Women for Family Development (CWFD), House No. 16 & 18, Road-1, Block-E, Banasree, Rampura, Dhaka-1219,** by **31 October 2024** through the following email. In the email's subject line, mention the consultancy's name.

For any clarification regarding the Terms of Reference (ToR), all concerned are requested to email recruitmentgb2.cwfd@gmail.com.

**Female-led agencies are encouraged to apply.**