

Save the Children
'Rural Urban Child Migration' Project

Terms of Reference

Delivery the printing materials (poster, leaflet, banner, sticker) and execution of (poster, leaflet, banner, sticker) in 4500 (approximate number) unions of Bangladesh

Background Information:

In Bangladesh the total number of working children aged 5-17 years in rural areas is estimated at 6.4 million as against 1.5 million in urban areas. Rural urban migration is increasing year by year as marginalized and poor children and their families consider migration to the city as a strategy to cope with extreme poverty, natural disasters, inheritance laws and break-up of families.

The absence of a registration mechanism tailored to the needs and constraints of children and their caregivers, including relevant LGI's and NSA's makes migrant children statistically invisible, although unsafe rural urban migration in Bangladesh is identified as one of the main contributing factors to child rights violations.

To address the above mentioned problems and their interrelation Save the Children - International (SCI) and its two partners, UDDIPAN and BNWLA commence the Project '**Rural Urban Child Migration- LINK**' project with the joint financial supports from European Commission and SCD. The project started implementation from September 2011 and will be phased out in June 2015. The Overall Objective is to strengthen the services of Local Government Institutions (LGIs) in cooperation with Non State Actors (NSAs) to reduce unsafe rural-urban child migration and to improve the situation of migrant children.

The project achieved its Advocacy Goal, ministry of LGRD&C Circulated a letter to all the Union Parishad of Bangladesh for registering children in-case of unsafely migration from their constituency. To popularize the registration system (that already circulated/adopted by Government) in all over the country, the project is printing IEC materials of **Leaflet, Poster, Banner, Sticker, Registration Guideline** to disseminate in Union Parishad level.

Description of the Assignment

Objective

The objective of the assignment is to disseminate and execute the mentioned IEC materials to all 460 Upazila Parishad (approximately 4500 the Unions) of Bangladesh. Respected firm will also ensure that the IEC materials is displayed at Union Parishad, important visible and in a popular place of all the Union of Bangladesh.



Detail of the IEC Materials and scope of work

1. **Poster:** 40 Poster for each Union Parishad. 20 poster will be delivered to Union Parishad Chairman / Secretary (to distribute to all the elected Member of UP) and the rest 20 will be paste at different popular place of the Union, where 5 poster must at Upazila Parishad Office Complex (UNO/Other offices).
2. **Leaflet:** 100 Leaflet for each Union Parishad. 50 Leaflet will be delivered to Union Parishad Chairman / Secretary (to distribute to all the elected Member of UP) and 50 will be disseminate to different places including Upazila Parishad.
3. **Banner:** One PVC Banner will be hanged at the front of each Union Parishad Bhavan.
4. **Sticker:** 80 Sticker for each Union. 30 sticker will be delivered to Union Parishad Chairman/ Secretary (to distribute to all the elected Member of UP) and the rest 50 will be pasted at different important place of the Union.
5. **Guideline:** One guideline will be delivered to each Union Parishad Chairman / Secretary.

Technical Proposal

Technical proposal will include -

- how the mentioned IEC Materials will be handed over to the respected union Parishad; detail dissemination plan (with a graph/chart) and human resource channel
- detail of the visibility plan (mentioning the place of the union parishad);
- longevity of the hanged banner, pasted poster and sticker
- monitoring mechanism that ensure the appropriate delivery and dissemination of IEC materials

Selection procedure, payment and other issues:

Evaluation Criteria

Proposal will be evaluated based on below evaluation criteria

SI No.	Criteria	Allocated points
a)	Technical Evaluation Criteria	60 Percent
b)	Financial Competiveness	40 Percent
* Pass Mark for Technical Evaluation is 60		



Marks distribution for Technical Part:

Point Criteria	Distribution of Marks
Previous Experience on similar union wise IEC Materials delivery and execution	33%
Resource capacity at District and Upazila level	17%
Developed dissemination plan, quality ensuring, visibility, monitoring, documentation and reporting	50%
Total (Technical)	100 %

Pass Mark for Technical Part: 60%

Other Important Information

- The financial proposal need to include the pasting of posters & banners
- Selected Firm will collect the IEC Materials from any point of district headquarter (the 64 district's delivery point name need to be mention in the technical proposal)
- The firm will have to collect an official acknowledgement (mentioning mobile number) from each Union Parisad Chairman/Secretary mentioning the receipts of the IEC Materials of the Union and visibility. Also, Soft copy picture have to share with SCI as prove of completion of the assignments.
- All the IEC materials need to be delivered and appropriately disseminate by 15 June 2015 (or within 10 days after receive the IEC Materials at District level).
- The IEC Materials will be delivered to the district point by Save the Children, but the delivery point address will be provided by the selected firm.

Time Frame:

All the activity of dissemination, monitoring, reporting need to be complete by 20 June 2015

Mode of Payment: Payment will be made through A/C Payee cheque/EFT within 15 working days upon satisfactorily completion of work and submission of invoice with necessary documents.

Language of Application: English or Bengali (any one)

Contract person and reporting: The firm will report to the Senior Manager/ Deputy Director CRG.



Profile of Firm

Renown and have solid experience in nationwide for disseminating IEC materials within short time and have proper monitoring channel.

Contact person for this assignment is Mr. Idris Ali Khan (idris.khan@savethechildren.org) for more information.

