

Terms of Reference for

Hiring a full service media Agency for designing and printing a Photo Story Book of Safe Home project

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| Project / Program | : | Children Without Appropriate Care (CWAC) |
| Sector | : | Child Protection |
| Location | : | Dhaka |
| Duration | : | 20 Working Days (From 1 st June to 30 June) |
| Reporting To | : | Khaleda Akhter, Senior Manager, CWAC, Child Protection. |

Purpose of a Photo Story publication: The 'Safe Home' project is providing residential care and protection for girl children currently living in there, and to identify community based care solution for them to reintegrate them gradually into wider community by 2017. From the current project phase (from July 2012 to June 2015) 16 girls out of 41 are already reintegrated in family based care solution and wider community. At the end, these 41 girls of the Safe Home, many shined significantly bright – their success in terms of education and coping with life issues are remarkable! Their real life stories – aspirations, struggles & fights and determinations finally took them to the road to success. Their stories will move others to be motivated to bring positive changes in their own life and show path, if shared. So, the project decided to document these stories in a formal manner.

Process and Justifications: The Photo stories book will help the existing programme for facilitating evidence based advocacy with the government at local and national levels for ensuring different services for the children in future. This success stories will be shared with Save the Children Korea (donor of this current project), which is a long demand from their end also. The project decided that the publication will follow the international standard in depicting the stories with moving images, thus project already hired (Ref. No. SCI/CA/2015/0019) Photographer Mohammadur Rahman, enlisted photographer of Save the Children who had good track record with Working Children Program of Child Protection. Mr. Mahmud is engaging in the field for covering images and post production work for story developing of every cases of the stories book, now we are looking professional media Agency who have international standard of designing quality.

Why Matri: Matri is a full service media agency, operating in key areas of creative design, photo story book designing and editing, documentation and material printing. Matri has a noticeable number of working experience with different International NGOs like ADB, ACTION AID, ILO, IOM, UNICEF, Terre des Homes, and Save the Children. They have many experiences in media and advertising consultancy and had designed and published two stories book of Working Children Program, Child Protection already, these publications are eye catching documentations of Child Protection, Save the Children.

However, Matri and Mahmud conducted many consultancy works as joint venture assignment and they have good professional understanding that's why present Photographer Mahmud expressed his interest to work with Matri. Mahmud already covered 80% of the field level work and now he is engaged in post-production work, where a strong coordination is needed between Photographer and designing agency that is critically important for an outstanding production. If we think about their comfort ability and coordination that will save time and effort of project that ultimately helps project to ensure well-timed delivery of the product. Time management is crucial for keeping the deadline of donor submission where SoF closing of Safe Home project is very near, all expenditures of Safe Home project will have to be submitted within upcoming June 30.

The specific objectives of this assignment are stated below:

- To design the photo story books with international standard of a publication.
- To print the photo stories of the children and related persons of their lives through designing.

Key tasks for the assignment are:

Key task will be:

1. Design the photo stories book, photo correction, page making and layout.
2. Develop and print a photo stories book of the children and related persons of their lives through designing.

Time Frame: The duration of the assignment will be 20 working days during 1st June to 30 June 2015.

2. Deliverables/Output:

- A. Designing Photo correction, page making layout, graphic design and template prepare
- B. The soft copies of final version in CDs (Compact Disk) that will support future reprinting of this book
- C. 300 books of 72 pages with 80 to 100 photo approximately

3. Payment mode

The payment will be through the A/C Payee Cheque in favor of Organization, Save the Children in Bangladesh will deduct tax, as applicable, according to the TAX and VAT Regulation of the Government of Bangladesh. The first payment will be made according to submission of first layout of photo book, where 30 % of total amount will be disbursed,

- 70% after conducting the assignment as well as submitting all the documents mentioned in the list of deliverables.

4. Authority

All drafts and final copies of photo stories book should be submitted to Save the Children in Bangladesh in both hardcopy and electronic versions. The ownership of the photos for publication rests in Save the Children in Bangladesh. All the pictures will remain the property of Save the Children in Bangladesh and must not be published or shared with a third party without a written and prior permission of Save the Children in Bangladesh. Any changes in these deliverables must be approved by Save the Children in Bangladesh.

5. Key contact

Khaleda Akhter, Senior Manager CWAC, Child Protection, Save the Children

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