

**Save the Children
Shishuder Jonno Program**

**Terms of Reference
For
BCC material development on child protection issues**

Program: Shishuder Jonno (SJ), Education Sector.

Consultant Name: to be selected

Location: Dhaka

Duration: 45 days from work order.

Introduction and Background:

Save the Children is the world's leading organization working for child rights. It delivers immediate and lasting improvements to children's lives worldwide. Save the Children works for a world which respects and values each child, listens to and learn from children and where all children have hope and opportunity. With its strong footprint in Bangladesh since 1970, Save the Children has a major focus on protection issues in children's life.

'Shishuder Jonno' is a leading program of Save the Children under its education sector. Goal of the program is that all children will learn and develop to their full potential. It focuses on child friendly, joyful environment for children. It has been implementing interventions for holistic child development through life cycle approach. Child protection is a cross cutting theme, which works across the four core program areas like, early childhood care & development, basic education, school health & nutrition and adolescent development.

Child protection is one of the most important cluster of child rights as per United Nations Convention on the Rights of the Child. As a cross cutting theme of Shishuder Jonno program, child protection work primarily focuses on creating awareness on and demand for positive discipline for children in school, home and community settings; birth registration of every child; preventing child marriage; child protection mechanism at community.

One of the most common and widespread violence face by children in Bangladesh is physical and humiliating punishment. Children face such punishment at homes, schools, institutions (e.g. orphanage, adolescent development centres). At home, over 90% children are verbally abused and regularly threatened by their parents. In 2010 Shishuder jonno program conducted a situation analysis assessment on child protection, where study found that more than 93% children have experienced with corporal punishment (mental & physical). A significant number of school dropout case is occurred because of corporal punishment. Bangladesh government has already banned corporal punishment at school but still the practice has been continuing and is culturally accepted by the parents, teachers and mass community as they believe this is the way to discipline children.

In fact, there is lack of public understanding on the negative consequences of Physical and Humiliating Punishment on children's development. By and large, lack of skills in positive discipline is a prevalent feature

in our society. Moreover, Awareness and skills about children's right to protection is largely absent in parenting and teaching system.

Again, Child marriage is a generations old practice throughout the world. It is now defined as harmful traditional practice as it severely causes deprivation of several rights to children. Bangladesh is no exception of the trend rather it holds the child marriage rate as high as 64 percent. Bangladesh is facing the worst scenario in child marriage in entire South Asian region. Combating child marriage requires understanding of several socio-economic and cultural aspects which are complexly interwoven with the issue. Save the Children has recently conducted a study on child marriage practice in Meherpur. Based on the findings of that study, awareness issues have to be identified and required materials to be developed.

Child protection is an issue intricately related to the responsive role played by duty bearers at different levels in a society. Community based protection mechanism is an important aspect of child protection system. Hence 'Shishuder jonno' program has intended to give effort in capacity enhancement of women and children welfare standing committee of union parishad regarding child protection. The standing committee will play a crucial role to create links and strengthen support system at all levels for protecting children from all forms of harm and abuses.

With such backdrop, we are intended to develop some BCC and IEC materials on the above mentioned issues i.e. child marriage, physical and humiliating punishment, community based child protection mechanism both from the perspective of adult and children. The materials will be audience and context appropriate, creative, gender sensitive

Objective:

- To design following BCC materials :
 - Two bill board messages regarding Child Marriage (CM) (10 Inches height * 15 Inches length)
 - One Sticker on CM targeting children (04 Inches height * 10 Inches length)
 - One Sticker on govt. order of banning corporal punishment (04 Inches height * 10 Inches length)
 - One Poster on Positive Discipline targeting mass people ((20 Inches height * 16 Inches length))
 - One Poster on Community Based Child Protection (CBCP) (20 Inches height * 16 Inches length)
 - One Leaflet on CBCPC (A4)

Scope of work:

- Desk review of relevant documents on child marriage, physical and humiliating punishment and community based child protection mechanism to understand the issues.
- Review of existing / available IEC, BCC materials on the issues. (SCI and external actors).
- Consultation with children and community people for getting innovative and appropriate ideas, if needed.
- Field test of the developed materials.

- Incorporate remarks from respective program person of SCI, reflect field test findings and finalize the materials.

Deliverables:

- Printed copies of the materials.
- Illustrated version of the designs.

Duration

It is expected that the proposed assignment will be done within 30 days after the work order.

Qualifications / competencies of the consultant firm

A qualified firm / institution is required to perform the assignment.

- Demonstrated experience of developing IEC, BCC materials on development issues.
- Relevant experience of working on children issues.
- Demonstrated experience of work both in rural area and urban slum context.
- Understanding of child friendliness and gender sensitivity.

Key Contacts, reporting & documentation

The assignments will be supervised & coordinated by Soalihin Fatema, Manager, Child Protection, Shishuder Jonno program under the guidance of Ms. Hosnara Khondokar, Programme Director-SJ and in collaboration with respective person from child protection sector.

During the assignment period, the consultant firm will have at least two meetings with Save the Children regarding scripts and training module respectively.

Consultancy fee and mode of payment

The Consultant will be paid the total amount in two installments as consultancy fee which will be paid in A/c payee cheque. Tax and VAT will be deducted according to the Regulation of the Government of Bangladesh. The payment will be made in accordance with the following schedule:

- 40% after approval of final scripts & design and upon receipt of a relevant invoice.
- 60% after receipt of all deliverables and upon receipt of a relevant invoice.

Technical Evaluation Criteria

Sl.	Criteria	Assigned Score
I	Demonstrate understanding of objectives and completeness of the assignment	15
li	Methodology and implementation plan a. Details and quality [QA System] of methodology proposed for the assignment and	35

	b. Details implementation plan indicating time frame)	
iii	Proposed Team <ul style="list-style-type: none"> Detailed description of the team composition including their position and expertise. The organization with CVs [not more than 3-page for each CV] of the proposed Team Leader and other key team members) 	25
iv	Organization <ul style="list-style-type: none"> a. Profile [including administrative and logistics facilities available], experience in similar assignment in last 5-years, client list, management control system; b. Samples of previous work should attach as annex. c. Exposure in working with Save the Children and other Development Agencies; 	25
	Total Points: 100 (Pass Marks 65 Points)	

Evaluation of Financial Proposal

A financial proposal should be included containing Summary of Costs, Breakdown of Staff Remuneration, Travel and DSAs, miscellaneous, overhead costs (if any) and other costs.

Combined Evaluation

In QCBS the Proposals will be ranked according to their combined technical (St) and financial (Sf) scores using the weights (T = the weight given to the Technical Proposal; P = the weight given to the Financial Proposal; T + P = 1) indicated in the PDS: $S = St \times T\% + Sf \times P\%$. The organizations achieving the highest combined technical and financial score will be invited for negotiation under ITO Clauses 41 to 45.

Technical Pass Marks: 65 Points

Technical weight (T): 80%

Financial Weight (P): 20%