

Develop a number of social media and website write-up and photography contents on different interventions of JANO project funded by the EU



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Background & Understanding of the TOR

Funded by the European Union with co-funding from Austrian Development Agency, Joint Action for Nutrition Outcomes (JANO) is a 5-year project that started its journey from September 2018. JANO is being implemented in 2 districts that covers 7 Upazilas of Rangpur and Nilphamari. These districts are – Gangachara, Kaunia, Taraganj, Domar, Jaldhaka, Kishorgonj, and Niphamari Sadar that covers 65 unions.

Till date JANO has successfully completed its 3^{ve}rd year achieving remarkable progression undertaking different interventions corresponding to observe some life changing human-interest stories at the community level. That's why, the project is intending to collect those human-interest stories, which are also about successful interventions, best practices and learning. These will be then published on different social media handles and website of the project consortium to depict the changes the project is making to the target audiences.

If we talk about the overall objective of the projects, it is to contribute to end malnutrition of children under 5 years of age by addressing the nutritional need of Pregnant and Lactating Women and adolescent girls.

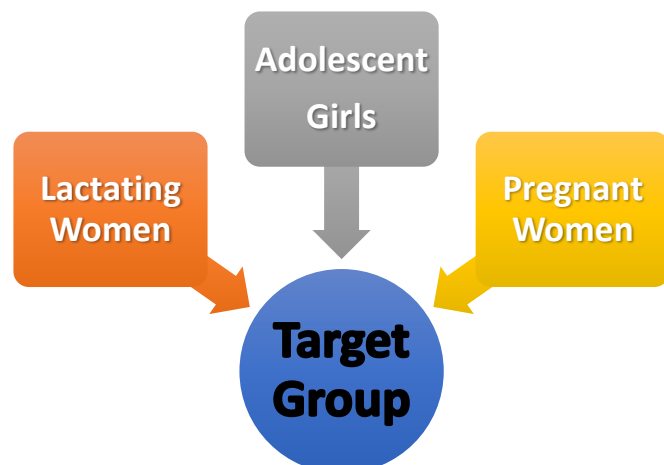
When it comes to the strategic objective of the project, improving maternal and child nutrition in both the districts. In this aspect, the project has an expected of 4 results.

1. Through Community Support Groups, adolescent girls and women in communities are empowered to demand and use nutrition-sensitive and nutrition-specific services
2. Structures at the local and sub-national levels that are coordinated, resourced, and responsive to the needs of poor and marginalized groups must be established and financed
3. A greater number of high-value nutritious commodities and services are produced and made available
4. An information and communication technology (ICT) platform is created at the local level to link government agencies and increase awareness of nutrition interventions among departments and community members,

Target Analysis

The core target group for this assignment is based on 3 categories of people.

These are the adolescent, lactating and pregnant women from our selected areas of the 7 Upazilas who contributes our nation with its future generations.



Scope of Work

On the first phase, the initial task will be to research on the available contents and previous results to expand our ideas and knowledge regarding the project. Following the research, we must evaluate the baseline, different M&E results till now to streamline the storyline for the documents. After the completion of the study, we will proceed towards collecting the primary information from the project staffs for initiating the write up phase.

Right after proceeding to the write up phase, we will have to initiate the field visits in Rangpur and Nilphamari and consult with the field team. Additionally, after consulting we must finish visiting the communities in the areas and collect their stories for the write ups by 6 days.

After the collection of stories, we shall validate the stories for the write ups and format them by the project needs. Once the finalization of the stories is over, we have to use a professional Proof-reader to make sure all the produced contents are grammatically correct and ready for national and international publication.

Our Deliverables

During this timeline of 6 months, we have to develop the contents required for this project. To be specific we have will

- Field visit to 7 Upazilas (Kaonia, Taraganj, Gangachara, Kishoreganj, Domar, Jaldhaka and Nilphamari Sadar) under Rangpur and Nilphamari districts for 6 days to talk with the subject/s to collect the stories and other documents.
- Write 15 human interest stories from different project components (focusing on four project expected results mentioned above) to share on different social media handles and website of project consortium members. Each story will be a maximum of 800 words.
- Write 15 microblogs (100 words/blog max) for social media posts from the above 15 human interest stories and develop creative and development focused titles of each of the stories for posting on social media handles of the consortium.
- Develop 2 newsletters (each newsletter will be of 10 pages/5 sheets max excluding photos) for website upload and email sharing with donors, partners, peers and platform members. (The project team will provide the draft content).
- Write 10 microblogs (100 words/blog max) for social media posts from the above two newsletters and develop creative and development focused titles of each of the stories for sharing on social media handles of the consortium.
- Develop 5 Innovation and learning briefs from scratch (project team will provide quantitative data and format) to share on consortium websites and other national and international platforms. Each brief will be maximum of 4 pages/2 sheets long excluding photos with development focused titles (Vendor have travel to communities in Rangpur and Nilphamari and talk with the end users of the ICT tools and engaged community participants, government stakeholders, private sectors and other associated stakeholders based on the need)
- Talking Book: An Innovative electronic social and behavioral change communication (eSBCC) tool.
 - eLearning app: Digital interactive and dynamic learning tool for everyone

- Climate-Smart gardening at school and home for nutrition development
- Private Sector Engagement is changing the nutrition governance landscape
- Community Support Groups bridging the gap
- Deploy a professional local photographer (in Rangpur and Nilphamari) to collect
- photos of all innovation briefs, learning documents and human interest stories

For the technical aspects and deliverables of photographer's part, he must provide

- At least 5 different photo framing (Portrait, in action, with family, in a group or as applicable) is needed for each of the contents.
- The delivery of different photo ratio ensuring for different social media and electronic sharing e.g. Instagram-1:1 and 4:5, Facebook- 1.91:1 and 9:16, Twitter-16:9, 2:1, 1:1 web upload 16:9, 16:10, 1:1, 2:1 etc. or as required.
- Both portrait and landscape-oriented photos must be produced, with a resolution of at least 300dpi in the common formats JPEG and RAW
- Material to CARE Bangladesh via a hard drive or via online file transfer (e.g. Google Drive). In order to comply with EU visibility guidelines, the photographs need to be submitted with either IPTC8 metadata or a separate file with captions (detailing the photographer's name, date of production, place of production and a short description of the image including names and functions of any identifiable individuals).

Action Plan

Firstly, our primary task will be to study the available contents of the projects and their results. In the primary phase, meeting with the team of CARE's JANO project is required to collect all the materials to provide a clear view of the project. Discussion on the results for the initiative is necessary to evaluate the results and success of the structure for the project. Additionally, collection and discussion on previous documents and related monitoring and evaluation results are required for proceeding in relation to the ideation phase for the documents and continue towards the write up of the documents.

Due to a short time for the assignment, we are proposing a team of 3 will be deployed for the task of photography. Among them 2 individuals will be assisting our lead photographer Mr. Shafi.

The route plan for the photographers for this project is given below –

1st location – Kaunia Upazila (Starting from Dhaka)

2nd location – Gangachara Upazila (From Kaunia to Gangachara)

3rd location – Taraganj Upazila (From Gangachara to Taraganj)

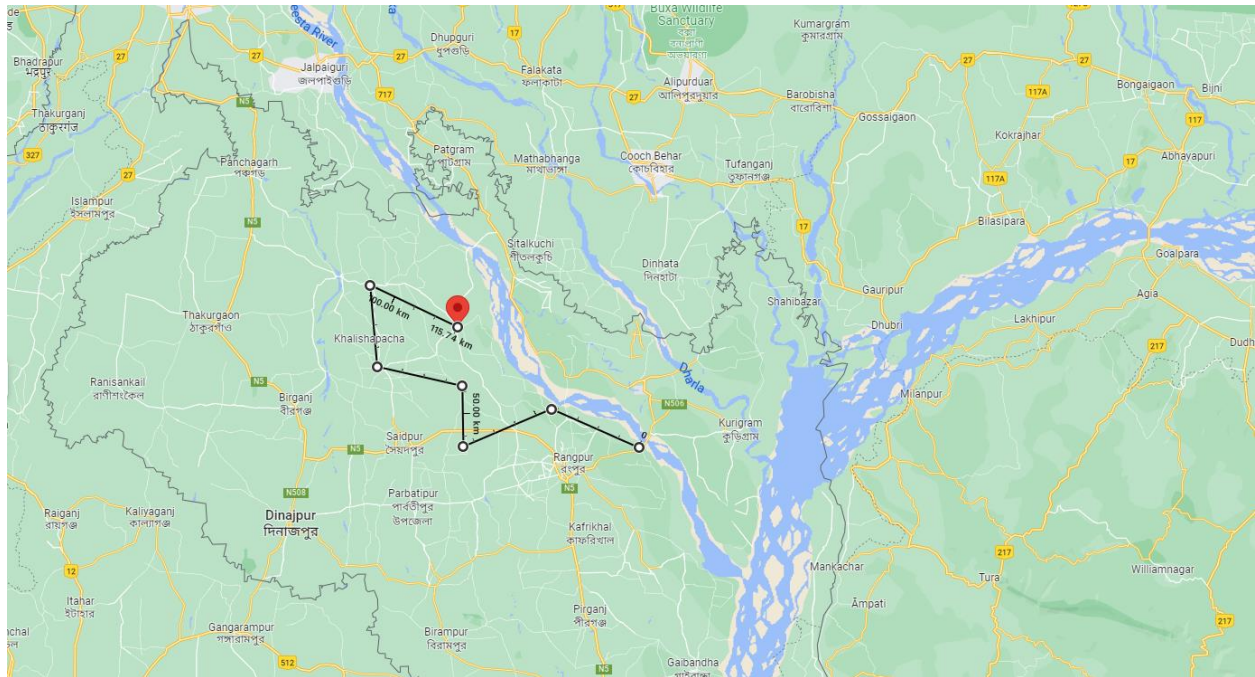
4th location – Kishoreganj Upazila (From Taraganj to Kishoreganj)

5th location – Nilphamari Sadar (From Kishoreganj to Nilphamari)

6th location – Domar Upazila (From Nilphamari to Domar)

7th location – Jaldhaka Upazila (From Domar to Jaldhaka back to Dhaka)

Total distance to be covered is approximately 150 kilometers and if we consider the route plan distance which is, starting from Dhaka and ending in Dhaka then it is approximately 1000 kilometers.



Route Plan Fig. 1



Route Plan Fig. 2

For the write ups, we are proposing a team consisting of Mr. Shankar Shawal as the lead creative writer for the contents followed by Mr. Humayun Kabir Emon who is the creative director. For the write up assignments these individuals will work simultaneously to deliver the contents on 3 phases.

Phase 1

On this phase we will start with story writing for the projects as well as microblogs. As our goal is to produce 15 stories and microblogs. As there is a chunk of contents in this section therefore, we propose to segmentize it. Under this segmentation first we will write a story followed by a microblog for the assignment and we shall follow the same procedure throughout the timeline.

Phase 2

In this phase we will work with newsletters and microblogs regarding the newsletter solely. On the 3rd month we will complete our 1st newsletter followed by the 2nd one on the 6th month. In line with that we will start producing our required 10 micro blogs for this section. 5 microblogs will be provided by our team with the 1st newsletter and remaining 5 will be provided with the delivery of the 2nd newsletter.

Phase 3

On the 3rd phase we will work on the development of innovation and learning briefs. As there are 5 topics, we propose creating a single brief for 1 topic in a single month. The first brief will be created by November (if we start working on the project from October). Followed by the 1st brief, the second brief will be completed by December and so on until March of 2023.

Timeline

Grant Chart for Care Bangladesh Digital Camping on Social Media and Web Service							
SL	Item Head	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23
1	Field Visit & Photography						
2	Story Writing						
3	Human Interest stories Micro Blog writing						
4	Newsletter						
5	Writing Micro Blogs on Newsletter						
6	Innovation & learning Briefs						