

## Terms of Reference

### Development of Awareness raising/campaign strategy and design of BCC/IEC material on FSM

#### 1. GENERAL

##### 1.1. Background & Context of the Service

ITN-BUET, a center for water supply and waste management of the Bangladesh University of Engineering and Technology, was established in 1996 with a vision to achieve a strong, capable human resource base for sustainable development of water supply and environmental sanitation. ITN-BUET believes that knowledge development through applied research and professional development program constitutes the foundation for human capacity building. It works closely with different government agencies, academia and professional bodies to develop human resource and to disseminate knowledge among stakeholders. For more details, please visit: <http://itn.buet.ac.bd/>

ITN-BUET is implementing a project on “Scaling City Wide Inclusive Sanitation (CWIS)/FSM in Bangladesh through National Level Capacity Building Program”. This program aims building the capacity of Paurashavas and DPHE to implement CWIS/FSM projects successfully in Bangladesh by increasing awareness and knowledge on CWIS and FSM. One of the major components of the project is to enhance Community knowledge on Fecal Sludge Management (FSM) & City Wide Inclusive Sanitation (CWIS). ITN-BUET in collaboration with DPHE, SNV Netherlands, WaterAid, Practical Action, BRAC, Water and Sanitation for Urban Poor (WSUP) and Municipal Association of Bangladesh (MAB) has formed a Working Committee to review and supervise the activities under the component. The Working Committee is responsible for defining the scope of work for the Terms of Reference (ToR), selection of consultant for the ToR and supervision and quality assurance of the deliverables. ITN-BUET facilitates the coordination of the Committee members.

##### 1.1. Rationale about the work

Fecal sludge management has been identified as a major second generation sanitation challenge in the country. On site sanitation facilities are pervasive throughout the country, however, containment of waste water and sludge does not guarantee safely managed sanitation. People’s perspective on open defecation has changed drastically in the last two decades giving the country ‘open defecation free’ status. In urban areas, high population density, intense water usage and waste water generation is mostly unmanaged. People’s perspective on open defecation has changed drastically in the last two decades giving the country ‘open defecation free’ status. The practices of indiscriminate sludge dumping in open water bodies and illegal connections to storm drainage have created massive concerns among practitioners and policy makers. Local government institutions and general people are still unaware and lacks sensitization about the proper management of fecal sludge. Successful implementation of FSM is essential for achievement of the SDG 6.2.

The concept of City-Wide Inclusive Sanitation (CWIS) is being evolved as a new agenda to achieve SDG 6.2. It is used globally for ensuring access to adequate and equitable sanitation and hygiene. It is a holistic approach to ensure sustainable FSM in a city engaging stakeholders from all strata of the society. It is therefore very important to raise awareness and impart knowledge on FSM and CWIS through implementation of effective campaign using IEC/BCC materials.

Given the above context, ITN-BUET is seeking proposal from a potential consultant to design an effective campaign and develop communication and information (IEC/BCC) materials for various stakeholders and age-groups including a detailed implementation plan/packages to conduct community awareness campaign on FSM and CWIS in Paurashavas using the developed and/or existing IEC/BCC material.

## 1.2. Objectives

The ToR has two major objectives:

1. Formulate an awareness raising strategy and detailed implementation plan/packages along with roles and responsibilities of concerned stakeholders to conduct community awareness programs on FSM and CWIS in Paurashavas using IEC/BCC material. The plan should be designed for at least three years.
2. Design and develop IEC/BCC materials on FSM & CWIS for building community awareness at Paurashava level.

## 1.3. Major Target groups

For developing IEC/BCC material and implementation plan/package for Paurashavas, the major target groups include, but not limited to, the following:

- a. Households having different types of sanitation/ containment system (Septic tank, Pit latrine, etc.)
- b. Municipal authorities (Mayor, Councilors, different committee members- TLCC, WLCC, high officials) and other relevant government officials (DPHE, LGED, DoE, DAE, etc.)
- c. Women and Youth groups
- d. Low Income Community
- e. Educational Institutions (School, College, University, Madrasa, etc.)
- f. Commercial and public places (markets, public toilets, parks, etc.)
- g. Local NGOs, Religious Leaders, Social Associations, and local elites
- h. Law Enforcement agencies (e.g. Police, Magistrate, etc.)
- i. Local Media

## 1.4. Target Area

All the Paurashavas of Bangladesh.

## 1.5. Duration of the Service

The Service shall be carried out tentatively from **15 December 2019 to 15 February 2020**.

## 2. WORKS TO BE PERFORMED

### 2.1. Scope of Work

The consultant will perform the followings:

- Prepare **comprehensive work plan** under the guidance of the working committee, present and have approval by the committee
- **Preparatory work/Desk Review of** existing IEC/BCC materials/ BCC/IEC/Campaign strategy and documents relevant to FSM & CWIS
- **Develop campaign/ awareness strategy and concept**
- **Prepare IEC/BCC Materials** for community sensitization and awareness on FSM & CWIS applicable to all the Paurashavas in Bangladesh

- Formulate a strategic and detailed implementation plan/packages<sup>1</sup> along with roles and responsibilities of concerned stakeholders to conduct community awareness programs on FSM and CWIS in Paurashavas using the developed and/or existing IEC/BCC material

## 2.2. Deliverables/ Outputs

Following are the required outputs of the consultancy:

- An inception report containing detailed work plan and review of all secondary documents
- Awareness raising/ campaign strategy
- IEC/BCC Materials and module for community sensitization on FSM & CWIS; the materials should be in both Bangla and English and communicative for mass audience.
- Strategic and detailed implementation plan/packages along with roles and responsibilities of concerned stakeholders, detailed period for different stages to conduct community awareness programs on FSM and CWIS in Paurashavas using the developed and/or existing IEC/BCC material.

## 2.3. Methodology

The consultant will propose an appropriate methodology to design and develop the materials and plan for awareness raising campaign. The primary focus will be to understand current behavior and attitudes, and identify various target groups (including users); key messages and effective approaches for the campaign/program. Applying of effective communication strategy including Stakeholders Consultation Meeting, FGD, KII, in-depth interview, etc. are preferred. Any innovation in this regard will add value to the service. The consultant is expected to include FSM Actors (I/NGOs, academia, etc.) during planning of the campaign events. The draft materials and plan/packages must be shared with ITN-BUET and working committee for evaluation and approval. The process and methods of the assignment must be multi-dimensional considering local context.

## 2.4. Major Tasks

<b>Task 1:</b>	Prepare detailed work plan
<b>Task 2:</b>	Design and develop IEC/BCC Materials and module and Awareness raising/ campaign strategy for community awareness and sensitization on FSM & CWIS applicable to all the Paurashavas in Bangladesh
<b>Task 3:</b>	Formulate strategic and detailed implementation plan/packages along with roles and responsibilities of concerned stakeholders, detailed period for different stages to conduct community awareness programs on FSM and CWIS in Paurashavas using the developed and/or existing IEC/BCC material
<b>Task 4:</b>	Validation workshop
<b>Task 5:</b>	Submit final material, plan and packages and all other relevant materials in agreed format

<sup>1</sup> **The Plan/Package** should include awareness raising activities at different stages for different Target Groups including time period for each stage. A clear indication should be given how the awareness raising activities will be gradually incorporate each and every target group. Expected changes through each activity should be clearly mentioned. Indicators for post-campaign impact evaluation should be addressed in the package.

## 2.5. Materials to be submitted

All final soft copy of developed materials/modules shall be delivered in its highest quality (AI, PNG & JPEG, etc.). The materials, illustrations and design used in the module and plan should reflect and consider the local context. Presentations must prioritize the audio-visual mode. All of the above activities will be completed in close coordination with ITN-BUET and Working Committee, who will check for relevance and content of messages and illustrations.

## 2.6. Regular Coordination

The consultant will communicate with ITN-BUET as and when required, in order to maintain close communication, according to the schedule of the Service and work volumes at certain points.

## 3. QUALIFICATION AND EXPERIENCE REQUIREMENTS

- Professional or expert having excellent technical knowledge on Behavior Change Communication/ mass communication and awareness generation for at least 5 years
- Have experience on developing IEC/BCC materials and strategic plan for Awareness Raising Campaign in Paurashava/local level for at least 3 years
- Significant track record in the development sector and in communication strategy development for Water, Sanitation and Hygiene (WASH) sector including FSM & CWIS for at least 2 years
- A demonstrated sensitivity and understanding of local culture and work practices
- Excellent analytical, communication and reporting skills
- Ability to meet deadlines.

## 4. INDICATIVE TIMEFRAME

The selected consultant will develop a detailed work plan and timeframe, and seek approval from ITN-BUET and Working Committee. However, the assignment needs to be completed by the deadline. A tentative timeframe is added in the table below:

Activity	Deadlines
Negotiation/interview with the consultant	10 December 2019
Contract signing	15 December 2019
Inception Report	22 December 2019
Draft IEC/BCC Materials and module Development	11 January 2020
Final Review of the materials by Working Committee	18 January 2020
Draft Strategic and implementation plan/package	25 January 2020
Final Review of the Strategic and Implementation plan/package	5 February 2020
Validation workshop	10 February 2020
Submitting final material, module and plan	15 February 2020

## 5. SUBMISSION OF PROPOSAL

Two copies (one original and one duplicate) have to be submitted. Proposals shall include but not limited to:

### 5.1. Technical proposal:

This should include methodology and work plan with timeline, in the methodology, please avoid copying from this TOR to the extent possible, and describe your own ideas and approach.

*Please use the following formatting in the submitted proposal: Font type- Arial, size- 10, Single space, Margin- 1 inch in all sides.*

### 5.2. Financial Proposal

The financial proposal should provide cost estimates for services rendered including daily consultancy fees accommodation and living costs; transport cost; stationeries, and supplies needed for data collection; enrichment workshop, etc. The financial proposal should show with separate breakdown of IT, VAT and all other direct and indirect tax, as applicable. The financial proposal must be submitted separately.

### 5.3. General Information about consultant:

5.3.1. Key Professional's Qualifications

5.3.2. Two References

**The Proposal should be sent to:** ITN-BUET, ARI-ITN Building (4th Floor), Bangladesh University of Engineering and Technology (BUET), Dhaka 1000, Bangladesh, with the subject line "Development of Awareness raising/campaign strategy and design of BCC/IEC material on FSM".

**The last date for proposal submission is 4 December 2019.**

## 6. COST ESTIMATES

The Maximum Estimated Cost for this contract is **BDT 10,00,000.00 (Ten lacs)**. The direct remuneration of the consultant should not exceed 40% of the total cost. The summary of Cost Estimates would be as follows:

	BDT	Percentage
<b>1. Remuneration of Consultant(s):</b>	????	<b>40%</b>
1.1 Team Leader		
<b>2. Reimbursable Expenses:</b>	??????	<b>60%</b>
2.1 Per Diem Allowance		
2.2 Travel		
2.3 Reports		
2.4 Miscellaneous		
<b>MAXIMUM CONTRACT PAYMENT</b>	<b>10,00,000.00</b>	<b>100%</b>

## 7. PAYMENT MODALITY

The payment for the consultancy will be made through check. The payment will be made in three instalments upon satisfactory performance in the previous deliverable:

Sl.	Deliverables	Time Line (Tentative)	Payment Modality
1.	Inception Report	15 December 2019	10% of the total contract amount
2.	Submission of draft IEC/BCC Materials and module Development	20 January 2020	20% of the total contract amount
3.	Final material, module and implementation plan	15 February 2020	70% of the total contract amount

## 8. Selection Criteria

The proposal will be evaluated based on the following criteria:

Selection Criteria	Scores
1. Quality of the proposed plan – methodology, work plan (main proposal max. 10 pages)	50
2. Knowledge and experience of consultant	25
3. Financial proposal (max. 2 pages)	25
<b>4. Total</b>	<b>100</b>

## 9. CONFIDENTIALITY

The consultant will not, either during the term of this agreement or thereafter, except in the proper course of his/her duties, disclose any information concerning of any affairs of the assignment, which may come to his/her knowledge during the course of time. All documents developed for the contracted works will be treated as ITN-BUET's property and restricted for public use unless decided by ITN-BUET. The contracted consultant will submit all original documents and materials to ITN-BUET office in physical and soft (where applicable) formats. The consultant shall comply with the Anti-Fraud, Anti-Bribery, and Anti-Corruption policies of the country of Bangladesh. Any violation /deviation in complying the above will result-in termination of contract.

## 10. TERMS AND CONDITIONS

- 10.1. All publications and presentations must be properly branded according to project branding and in consultation with ITN-BUET
- 10.2. ITN-BUET reserves the right to accept or reject any proposal without giving any verbal and /or written rationale.
- 10.3. The consultant will be contracted by ITN-BUET under consultancy contract. The ToR is subject to update and modifications as per need.
- 10.4. ITN-BUET reserves the right to monitor the quality and progress of the work during the assignment.
- 10.5. ITN-BUET will not be liable for any unwanted incidence occurred during the field activities.
- 10.6. All publications should be properly branded according to project branding and in consultation with ITN-BUET

**Annex-1**

**Experience of consultant**

**Major Work Undertaken that best Illustrates Qualifications**

*[using the format below, provide information on each assignment for which consultant was legally contracted for carrying out consulting services similar to the ones requested under this assignment. Use separate page for each assignment]*

Assignment name:		Approx. value of the Contract (BDT.)
Country: Location within country:		Duration of assignment (months):
Name of Client: Address:		Total No. of staff-month of the assignment:
Start date (Month/Year)	Completion date (Month/Year)	Approx. value of services provided under the contract (BDT.):
Narrative description of Project: (Not more than 100 words)		
Description of actual services provided: (Not more than 150 words)		