



## **Terms of Reference (ToR)**

### **For**

**Development of Behavioral Change Communication (BCC) Materials for Disaster Risk Reduction (DRR), Gender & Social Inclusion, Climate Change Adaptation, Nutrition & Health, and WASH**

**Project: School-Led Community Resilience to Disaster and Climate Risks (SLCRDCR)-II**

### **1. Background:**

SKS Foundation has been working as a non-governmental development organization in Bangladesh since 1986. Currently, we are engaged in various sectors including livelihoods, human rights, women's rights and empowerment, health, nutrition, hygiene, WASH (water, sanitation, and hygiene), waste management, renewable energy, disaster risk reduction (DRR), climate change, and good governance. With the technical and financial support of Muslim Aid UK Bangladesh Country Office (MABCO), SKS Foundation had implemented first phase and now is implementing the second phase of "School-Led Community Resilience to Disaster and Climate Risk (SLCRDCR) Project" in Sundarganj Upazila, Gaibandha District.

The "School-Led Community Resilience to Disaster and Climate Risks" project aims to strengthen the resilience of schools and communities against disasters. Vulnerable communities in climate hotspots are often caught off guard by cascading climate-related disasters, leading to significant loss and damage. The project implements the Comprehensive School Safety Framework (CSSF) 2022-2030, which supports education sector policymakers, planners, school administrators, and their stakeholders in promoting sustainability and resilience within the sector. This framework offers a holistic approach to ensuring safety and resilience against all hazards and risks affecting education populations, systems, and programs. It also supports strategies that enhance access, quality, and management for building resilience within the education sector.

The project aims to strengthen school and community resilience against disasters and climate risks through the Comprehensive School Safety Framework (CSSF) 2022-2030. A key component of this initiative is the development of Behavioral Change Communication (BCC) materials to raise awareness among school students and community members about disaster preparedness, gender inclusion, climate change adaptation, health, and hygiene practices.

### **2. Objective of the Assignment:**

The primary objective of this assignment is to develop and disseminate effective BCC materials to enhance community awareness and preparedness in key thematic areas. The materials will be used in schools and communities to promote behavioral changes that contribute to disaster resilience and sustainable development.

### **3. Specific objectives include:**

- Developing engaging and child-friendly BCC materials on DRR, gender & social inclusion, climate change adaptation, nutrition & health, and WASH.
- Ensuring BCC materials align with local cultural contexts and accessibility needs.
- Promoting disaster preparedness, gender equality, climate resilience, health, and hygiene through visually appealing materials.
- Supporting project staff in effectively utilizing BCC materials for awareness campaigns.



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## 4. Scope of Work

The consultant will be responsible for:

- **Designing BCC materials in the following formats:**
  - ✓ Posters (4'X2.5')
  - ✓ Leaflets/Pamphlets (11.5"X8.5") A4
  - ✓ Billboards (10'X6')
- **Developing content based on the following thematic areas:**
  - ✓ Disaster Preparedness & Response: Floods, heatwaves, cold waves, droughts, lightning, earthquakes, fire, and emergency response.
  - ✓ Gender & Social Inclusion: Gender-Based Violence (GBV), gender equity, child marriage prevention.
  - ✓ Climate Change Adaptation: Climate action, afforestation, water conservation.
  - ✓ Nutrition & Health: Balanced diet, vitamin deficiency, healthy lifestyle practices.
  - ✓ WASH: Handwashing, sanitation, menstrual hygiene management.
- **Ensuring the materials are developed in simple, local language with visual aids for easy comprehension.**
- **Incorporating inclusive approaches for people with disabilities, older individuals, pregnant women, and lactating mothers.**
- **Designing interactive and engaging materials tailored for children and adolescents.**
- **Conducting pre-tests of the materials with target audiences to ensure effectiveness.**

## 5. Key Deliverables

- Draft and Final BCC Materials: Posters, leaflets, and billboards designed in Bangla and English.
- Illustrations & Visuals: High-quality and culturally relevant graphics for each topic.
- Pre-Test Report: Summary of feedback from school students and community members.
- Training & Orientation: Guidance for project staff on effective use of BCC materials.
- Final Report: A comprehensive document outlining the development process, feedback received, and recommendations for future improvements.

## 6. Technical Proposal

Interested vendors must submit their proposals, which should include:

- Company Profile and Relevant Experience
- Technical Specifications of Proposed Instruments
- Warranty and After-Sales Support Details
- Delivery Timeline
- CVs of the team leader and key team members, highlighting relevant experience.

## 7. Financial Proposal

The financial proposal should clearly outline an itemized cost summary for the assignment with a detailed breakdown.

- Financial Proposal (Total cost)
- The budget should not include income tax as a separate category; instead, it should be integrated with other expenditures, as it will be deducted at the source.
- However, VAT can be mentioned in the budget as per government regulation



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- The individual/firm is expected to provide a justified budget that aligns with the technical proposal.

## 8. Timeline & Duration

The assignment is expected to be completed within two months, following this schedule:

Activity	Timeline
Content Development	20-07-2025
Design & Illustration	27-07-2025
Pre-Testing & Feedback	31-07-2025
Finalization & Delivery	07-08-2025

## 9. Mode of Payment: The payment will be made in two instalments as below:

Instalments	Percentage	Timeline
First Instalment	40	After the completion of the draft materials
Final Instalment	60	Upon final submission & approval

SKS Foundation will deduct VAT and Income Tax at source and deposit to the government treasury on behalf of the vendor as per Bangladesh Government rules.

## 10. Evaluation & Selection Criteria

Proposals will be evaluated based on:

- Compliance with Technical Specifications (40%)
- Financial Proposal (30%)
- Vendor Experience and Past Performance (20%)
- Warranty and After-Sales Support (10%)

## 11. Contact Point

For any inquiries related to this ToR, the facilitator should contact:

### Afruja Bulbul

Project Manager

School Led Community Resilience to Disaster and Climate Risks (SLCRDCR)-II Project

SKS Foundation.

Mobile: 01751889396

SKS Foundation reserves the right to select one or more firms/consultants based on the best combination of quality and cost-effectiveness.

**Assignment Completion Timetable:** The assignment must be completed on or before **10 July 2025**.