1. Background:
The Gender and Women’s Leadership (GWL) Programme of Oxfam in Bangladesh is committed to encourage new initiatives promoting the concept of transformative women leadership and support creative discussions on women’s rights and gender equity.

The Let Her Decide and Participate (LHDP) project is such a project that has generated a distinct opportunity for many women to discuss, analyze, and participate in decision making process on women’s issues and concerns from family to community level. The focus is to bring leadership theories to the ground and blend them together so that mass lay people can understand and relate their everyday experience with theoretical knowledge and grassroots leadership perspectives. A core area of this project is operationalizing transformative women leadership through Women Adda Platforms (WAPs) and local partner organizations with key activities that include awareness raising and capacity building through materials design, dissemination and training. One of interesting aspect of the project is that, women are gathering weekly/monthly basis in an informal chatting (ADDA), playing games, sharing their personal feeling, enjoying moment. This intervention is giving them the opportunity to develop their own assertiveness, dedication and skill to achieve Rights, Entitlements, Accessibility and Controlling aspects on Women Empowerment and Leadership.

2. Objectives of the Consultancy:
Develop and test culturally relevant, pictorial communications materials focused on gender awareness building with specific focus on the concept of Gender and Women Transformational Leadership (GWTL) and the links between key gender behaviors and women leadership. The expectation is that these materials will be used in the current LHDP project within working areas of Oxfam partner organizations. The primary targets include WAPs, boys and girls Adolescent Platforms and local community including male members. The consultancy is looking for-
- Develop informal game and comic based learning and informative materials related to Gender and Women Leadership.
- Develop formal and systematic learning and interactive materials

The materials (likely modules and handouts for WAP facilitation, short video documentary on issue based drama, song, inspirational case stories, pictorial flipchart, sticker, booklet and games such as knowledge ludo) should demonstrate how GWTL is linked from grassroots to global level and how to effectively integrate and mainstream sustainably within partners organizations and different programs and projects.

3. Scope of Work:
- Review relevant project documents to understand the project goal, objectives and outcomes (baseline survey report, logical framework, annual report, training manual, etc.) provided by Oxfam and partners.
- Review We Can IEC materials currently used by the targeted audience.
- Work together with the GWL team to define the specific type and quantity of materials to develop for each of the topics listed below (initial scoping conducted with partners through December 2014 partner coordination meeting).
- Develop a technical proposal for the methodology of the development and pre-testing of IEC materials. The technical proposal must be discussed and approved by the Oxfam GWL team before further work continues.
- Develop picture-based IEC materials to use in the rural and urban communities showing the link between women’s role and leadership with gender behaviours:
  ✓ Gender equality and equity at a family
  ✓ Women’s realization of their rights, power relations in family and community
  ✓ Women’s control over resources, rights and entitlements and decision making power
  ✓ Women exercising freedom of choice and its impact in family, community
  ✓ Women’s freedom from gender based violence and men’s role
  ✓ Women awareness on reproductive rights
  ✓ Women awareness on detrimental practices such as dowry, child marriage and eve teasing
Women well-informed on policies and laws relating to women rights

- Develop picture-based IEC materials related to women rights with specific focus on women Adda groups, CBOs, adolescents, service providers, GO-NGO personnel and civil society members.
- Develop picture-based aids to be used during training session’s likely modules and handouts.
- Prepare information collection tool including questionnaire, checklist and work methodology in relevance to this assignment.
- Conduct FGDs, KIIs and other suitable sessions to understand what are the needs of WAPs, adolescent and men groups to build their capacity on transformational women leadership skills.
- Develop varieties of IEC materials such as video documentary (drama, song, inspirational case stories as soft copies), pictorial flipchart (colander size, medium size), pictorial sticker, and knowledge ludu.
- Prepare draft IEC material (hard copies) for field testing.
- Pre-test all materials through focus groups within target areas. Revise based on feedback.
- Finalize IEC material with the feedback from field testing and consultation with Oxfam.
- All materials created should be primarily pictorial in nature as the target audience is primarily illiterate or with very low literacy. A few words or short sentences are acceptable for emphasis but the concepts should be understood from the picture without words. The content, vocabulary, and ways to picture women rights and leadership issues must be approved by Oxfam.
- Primary materials to produce include poster, pamphlets, flyers, and flip books to be displayed among women and adolescent groups, schools, other community display areas such as CBOs, service providers, and in homes. The consultant can also recommend additional materials that would aid in the intervention.
- The consultant should provide a written recommendation for the suggested use of each IEC material developed. This recommendation should include printing specifications or other technical details.
- This project will primarily require the consultant to work at his/her home office with one or two visits to the field for material pre-testing and presenting materials to project partners.

4. Roles and Responsibilities of the Consultant and Oxfam
In consultation with Oxfam, the consultant is expected to complete all activities listed in the scope of work section above. Oxfam’s GWL team lead will be the main contact person for the consultant. It is expected that the consultant will work closely with the GWL team throughout each step of the process. Technical input and support will also be provided by the team from Oxfam. Key stakeholders and partners will be consulted when appropriate.

Oxfam will facilitate and support the consultant for the work while required. These include:
- Deliver reference documents of projects
- Communicate with respective partner organizations and share the field engagement plan during the field visits for pre-test of materials
- Share the secondary information/data/documents related to the assignment
- Provide comments on proposed tools, plan and methodology
- Provide feedback on enumerators’ orientation plan (if involved for FGDs and KII)
- Regular monitoring on progress of material development
- Feedback on draft materials
- Feedback on draft report

5. Timeframe:
The expected period for this assignment is approximately 60 working days (should completed by May 2015). This is negotiable based on the exact scope of work agreed upon both parties.

6. Deliverables:
The Consultant will deliver the following outputs:
- Technical proposal of methodology for developing and pre-testing IEC materials in English.
- A clear guide to complete the graphic design of the materials and implementation of materials in English.
- A set of quality comprehensive IEC materials such as modules and handouts for WAPs, facilitation, short video documentary on issue based drama, song, inspirational case stories, pictorial flipchart, sticker, booklet and knowledge ludo in Bangla and some translated English.
- High resolution files of all materials developed on DVD (2 copies of each DVD).
- A brief (5 pages maximum) report detailing the results of pre-tests and recommendations for the suggested use of each IEC material developed.
- A final report on the assignment (maximum 5 to 7 pages) in English.

7. Terms and Conditions:
The Consultant is expected to submit a technical and financial proposal for the work. All costs related to data collection, translation, and meetings will also be covered by consultant. Applications will be considered those are most relevant and apply within the mentioned time.

8. Person Specification of the Consultant:
- University degree preferably in women and gender studies, communications, advertising, social science, or other related area
- Expert knowledge and practical experience in information, education, and communication (IEC) materials development especial focus on behavior change communication in developing countries, preferably in South Asia
- At least 3 years of practical experience in communication using graphic design
- Experience designing educational or behavior change materials for illiterate audiences
- Experience conducting focus groups to pre-test and adapt materials
- Experience of coordinating diverse teams and communicating with individuals/groups at all levels
- Experience working in rural communities, preferably in South Asia
- Strong analytical, presentation and writing skills in English and Bangla
- Demonstrates commitment to Oxfam's mission, vision and values.

9. Assignment Location:
- Dhaka, Comilla, Dinajpur (based on discussion the locations may changeable).

10. Guideline for Application Procedure:
The proposal/expression of interest (duly signed) should comprise with the following sections and given page limit along with sample write up of maximum 2 pages and copy of any similar work. Proposal will be accepted preferably in soft copy form (signed scanned copy) by mentioning subject line "Consultancy on IEC materials development for LHDP project" by March 15th, 2015.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Maximum Page Limit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical Proposal</td>
<td></td>
</tr>
<tr>
<td>Cover Page</td>
<td>1 Page</td>
</tr>
<tr>
<td>Table of Content</td>
<td>1 Page</td>
</tr>
<tr>
<td>Understanding of the Assignment (Not just copy and paste from the ToR content)</td>
<td>2 Page</td>
</tr>
<tr>
<td>Proposed Methodology</td>
<td>2 Pages</td>
</tr>
<tr>
<td>Work Schedule</td>
<td>1 page</td>
</tr>
<tr>
<td>Team composition along with its rationale/role and CVs</td>
<td>2 pages</td>
</tr>
<tr>
<td>Any other relevant information (if required only)</td>
<td>1 pages</td>
</tr>
<tr>
<td>Financial Proposal</td>
<td></td>
</tr>
<tr>
<td>Budget detailing</td>
<td></td>
</tr>
<tr>
<td>Consultancy days and fees (days should be mentioned for key member of the team)</td>
<td></td>
</tr>
<tr>
<td>Travel and accommodation</td>
<td></td>
</tr>
<tr>
<td>Any other expenditure (please mention nature of expenditure)</td>
<td></td>
</tr>
<tr>
<td>15% VAT and 10% Tax (please calculate the total budget with VAT and Tax)</td>
<td></td>
</tr>
<tr>
<td>Total amount</td>
<td></td>
</tr>
</tbody>
</table>
11. Evaluation:

In response to the invitation, the consultant/consulting firm will have to submit a technical proposal as per the ‘Terms of Reference’ and a financial proposal separately. The selection committee will evaluate the technical proposal of the consultants/firms as well as the financial proposal. The total scoring points for both the evaluations will be 100. The technical evaluation will be based on 80 points and the remaining 20 points are to be allotted to the consultant/consulting firm proposing price. A cumulative analysis weighted-scoring method will be applied to evaluate the firm. The award of the contract will be made to the consultant/consulting firm whose offer has been evaluated and determined as:

a) Responsive/compliant/acceptable with reference to this ToR, and;
b) Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to this solicitation, with the ratio set at 80:20 respectively.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical</td>
<td>80</td>
</tr>
<tr>
<td>1. Expertise of the firm/organization</td>
<td></td>
</tr>
<tr>
<td>Understanding of the ToR</td>
<td>10</td>
</tr>
<tr>
<td>Experience in conducting large-scale relevant studies</td>
<td>15</td>
</tr>
<tr>
<td>2. Methodology</td>
<td></td>
</tr>
<tr>
<td>Appropriateness of methodology in response of the indicators</td>
<td>10</td>
</tr>
<tr>
<td>Quality assurance</td>
<td>10</td>
</tr>
<tr>
<td>Data Management</td>
<td>10</td>
</tr>
<tr>
<td>3. Management structure and qualifications of key personnel</td>
<td></td>
</tr>
<tr>
<td>Team composition</td>
<td>10</td>
</tr>
<tr>
<td>Data analyst</td>
<td></td>
</tr>
<tr>
<td>Experience analyzing large datasets using</td>
<td>15</td>
</tr>
<tr>
<td>Financial</td>
<td>20</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>

How to apply:

The individual/firm must submit the following documents along with Technical & Financial Proposal (including VAT/TAX): The financial proposal should include 15% VAT ONLY. Oxfam will deduct 10% Income Tax at source from the agreed consultancy amount.

For Consultancy Firm

- Maximum 2 page Firm profile highlighting related assignment completed with client name, contract person and mobile number
- Lead Consultant’s (who will lead the assignment) Maximum 2 page CV highlighting related assignment completed, role in of the completed assignment
- Other Team members’ (who will involve in the assignment) one paragraph short CV highlighting related assignment completed and role
- Firm’s Certificate, TIN and VAT registration

For Individual Consultant

- Maximum 2 page profile highlighting related assignment completed with client name, contract person and mobile number along with detailed CV
- TIN certificate and any other relevant document (if necessary)

Application Instruction:
We invite proposal from interested individuals to undertake this assignment. Please refer detailed TOR for this assignment and submit your letter of interest at hhenna@oxfam.org.uk by 20th March, 2015.