



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

**for the Development of Behavior Change Communication (BCC) / Information, Education, and Communication (IEC) Materials**

*Improving Health and Nutrition Conditions through Systematic and Evidence-Based Solutions for Marginalized Communities (IHNCSESMC) Project*

**Issued by: DALIT**

**Issued Date: 11 August 2025**

## 1. Background

The Improving Health and Nutrition Conditions through Systematic and Evidence-Based Solutions for Marginalized Communities (IHNCSESMC) project aims to improve health and nutrition outcomes among marginalized communities by integrating IEC/BCC materials into ongoing community education and awareness activities. These materials will be disseminated through existing project channels such as community meetings, health workshops, and local government offices to ensure the broad reach and reinforcement of key health messages.

## 2. Objective

To develop high-quality, culturally appropriate, and evidence-based Behavior Change Communication (BCC) / Information, Education, and Communication (IEC) materials aligned with national guidelines and project goals to promote healthy behaviors among beneficiaries in Banishanta union parishad of Dacope Upazila in Khulna District of Bangladesh.

## 3. Scope of Work

### 3.2 Material Development

The consultant/agency will design the following BCC/IEC materials across multiple key thematic areas. Materials must be audience-friendly, culturally appropriate, language-sensitive (Bangla), and visually engaging, especially for low-literacy community members.

## 4. Key Thematic Areas & Sample Deliverables

Theme	Content Focus	Format(s)	Example Message (Bengali / English)
	Childhood Immunization	Poster (A3)	"টিকা দিন, শিশুকে সুস্থ রাখুন" / Vaccinate to Protect
Health	Maternal Health (ANC, Institutional Delivery)	Sticker	"নিরাপদ মাতৃত্ব: চাই ৪টি প্রসবপূর্ব চেকআপ" / Safe Motherhood: 4 Antenatal Checkups
	Micronutrients (Iron-Folic Acid)	Wall Painting	"আয়রন ট্যাবলেট খান, রক্তস্বল্পতা দূর করুন" / Iron Supplements Combat Anemia
	Diarrhea Management (ORS)	Pamphlet	"ডায়রিয়া হলে ওরস্যালাইন, জীবন বাঁচান" / ORS Saves Lives
Nutrition	Food and Nutrition	Poster	"পুষ্টির খাবার: ডাল-সবজি-মাছ-ডিম" / Nutritious Meals: Lentils, Veggies, Fish, Eggs
	Breastfeeding (Exclusive 6 months)	Poster/ IYCF Festoon	"প্রথম ৬ মাস শুধু মায়ের দুধ" / Exclusive Breastfeeding

	Add- Food groups	Card	<p>"সুস্থ থাকতে প্রতিদিন ৫টি খাদ্যগোষ্ঠীর খাবার খান – শস্যদানা, শাকসবজি, ফলমূল, প্রাণিজ খাবার ও তেল/চর্বি।"</p> <p>Stay healthy by eating from all 5 food groups every day – grains, vegetables, fruits, animal foods, and oils/fats.</p>
	Nutrimix	Poster	<p>"নিউট্রিমিক্স শিশুর সুখম খাদ্যের উৎস – স্বাস্থ্য, শক্তি ও বৃদ্ধি নিশ্চিত করে।"</p> <p>Nutrimix – a source of balanced nutrition for your child, ensuring health, energy, and growth.</p>
<b>Maternal Care</b>	Postnatal Care & Danger Signs	Sticker	"সুস্থ মা, সুস্থ শিশু" / Healthy Mother, Healthy Child
<b>Courtyard Vegetable Garden</b>	Homestead Nutrition Garden	Poster (focusing 6-7 food groups - only crop related , vegetables/fruits	"পুষ্টির জন্য বসতবাড়িতে সবজি চাষ" / Home Gardening for Nutrition
	Climate smart technology for nutrition garden)	Leaflet/pamphlet	"কম জায়গায় বেশি সবজি" / More Vegetables in Small Spaces
<b>Integrated Farming &amp; Livestock</b>	Model SIFS farm	Poster (A3)	"জৈব কৃষি: পরিবেশ বাঁচাও, লাভ বাড়াও" / Integrate different sub-systems/sectors in the farm (to reduce external inputs and food diversity)
	Improve livestock management (improved chicken rearing including housing, improved cow shed/housing)	Leaflet	"একই জমিতে ফসল, মাছ ও হাঁস-মুরগি" / Same Land for Crops, Fish and Poultry
<b>WASH</b>	Handwashing	Leaflet (School Campaign)	"সাবান দিয়ে হাত ধোয়া, রোগ প্রতিরোধ করা" / Handwashing Prevents Disease
	Safe Water	Sticker	"নিরাপদ পানি -পানি শোধন" / Safe Water - Water Purification
	Menstrual Hygiene	Menstrual Hygiene Kit	"নিরাপদ পিরিয়ড: স্যানিটারি ন্যাপকিন বা পরিষ্কার কাপড় ব্যবহার করি, স্বাস্থ্যবিধি মেনে চলি" / Safe Menstruation with Pads or Clean Cloth

	Rainwater Harvesting	Leaflet (A4)	"বৃষ্টির পানি সংরক্ষণ: জলবায়ু পরিবর্তনের প্রভাব মোকাবেলা" / Rainwater Harvesting: Combat Climate Change Impact
<b>Gender-Based Violence (GBV)</b>	Prevention (Engaging men and boys)	Flipchart (A4)	"লিঙ্গ-ভিত্তিক সহিংসতা (জেন্ডার বেইজড ভায়োলেন্স) সহিংসতা রোধে পুরুষ ও ছেলেদের ভূমিকা" / Role of Men and Boys in Preventing Violence
	Legal Support & Rights Awareness	Leaflet (A4)	"নারী ও শিশুর নিরাপত্তা: আইনী অধিকার জানুন" / Safety of Women and Children: Know Your Legal Rights

## 5. Technical and Quality Criteria

- Content accuracy based on the latest national guidelines and scientific evidence.
- All materials to be visually engaging, using culturally relevant imagery.
- Incorporate gender-sensitive and gender-inclusive messaging.
- Test messages and designs through community pre-testing to ensure clarity and acceptance.
- Materials must be print-ready, compatible with local printing capacities.
- Adherence to DALIT's branding guidelines and project visibility requirements.
- BCC/IEC Materials must be developed using Bangla Unicode fonts.
- Soft copies of each designed material will be handed over to DALIT in .ai and .jpeg formats.

## 6. Timeline

Activity	Duration
Review and inception	1 week
Draft development of materials	1 week
Review and Feedback from DALIT/GD/WHH	1 week
Community pre-testing and feedback	1 week
Finalization and submission	1 week
<b>Total</b>	<b>5 Weeks</b>

## 7. Eligibility Criteria

- Proven experience in BCC/IEC material development in the health, nutrition, or development sector.
- Experience with culturally appropriate and low-literacy content design.
- Familiarity with national health policies and behavior change frameworks.
- Demonstrated capacity in graphic design, illustration, and desktop publishing.
- Prior work with NGOs, INGOs, or public health projects preferred.

## 8. Proposal Submission Requirements

### 8.1 Technical Proposal

- Understanding of the ToR and suggested approach.
- Detailed methodology and creative approach.
- Timeline with task-wise milestones.
- Portfolio of similar past work.

### 8.2 Financial Proposal

- Cost breakdown for:
  - Content development
  - Design and illustration
  - Pretesting coordination
- All costs must be inclusive of taxes, revisions, and administrative fees.
- Quoted in Bangladeshi Taka (BDT).

### 8.3 Submission Guidelines

- Submit proposals electronically in PDF format to:  
**career.dalit@gmail.com**
- Deadline: **17 August 2025, 05:00 PM BST**
- Subject Line: "Proposal for BCC/IEC Material Development – IHNCSESMC Project"
- Technical and Financial proposals must be in **separate files**.

## 9. Evaluation Criteria

Criteria	Weight
Technical proposal (content, experience, team composition) and Design Creativity	40%
Financial proposal (cost effectiveness)	40%
Timeline and Delivery Commitment	20%

## 10. Payment Terms

- Payments will be made in two installments:
  - 70% upon draft approval and the cost of field-testing
  - 30% upon final deliverable acceptance
- Payments via bank transfer in BDT after submission of the invoice.

## 11. Intellectual Property Rights

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