CARE Bangladesh

Terms of Reference (TOR)

Consultancy to deploy an innovative and technologically advanced SBCC tool to influence the behaviour of targeted communities for JANO project funded by EU

Purpose of the Terms of Reference:

The purpose of this contract is to detail the Terms of Reference (ToR) for deploying an innovative, low-cost technology to influence key behaviours that impact the most vulnerable pregnant and lactating mothers, children under 5 years of age, adolescents and other specific stakeholders of the project.

Project Background:

Joint Action for Nutrition Outcomes (JANO) is a five-year project, funded by the European Union (EU), with co-funding from the Austrian Development Agency (ADA), which started its operations from September 2018. JANO will replicate proven best practices, and take to scale innovative local governance models for better nutrition. The project will work with the Government of Bangladesh (GoB) at the national, regional and local levels, to support the effective implementation of the National Plan of Action for Nutrition (NPAN). The NPAN provides the strategic vision for Bangladesh to achieve nutritional security, where all relevant ministries are compelled to support the initiative, which reports directly to the Prime Minister’s office. JANO will work at multiple levels of government, specifically with the Nutrition Committees at the district, upazila and union levels – building their capacity for them to better develop nutritional programmes, implement and budget for these programmes, and to provide effective oversight in its implementation. The NPAN calls for a multi-sectoral approach. JANO embraces this concept and will work with the NPAN Steering Committee to develop operational guidelines of how best this can be achieved.

JANO is being implemented in two districts covering the seven most vulnerable upazilas in Rangpur and Nilphamari: Gangachara, Kaunia, Taraganj, Domar, Jaldhaka, Kishorgonj and Nilphamari Sadar, reaching all 65 unions across these seven upazilas.

Overall Objective: Contribute in ending malnutrition of children under five years of age, together with addressing the nutritional needs of Pregnant and Lactating Women (PLW) and adolescent girls

Strategic Objective: Improve maternal and child nutrition in Nilphamari and Rangpur districts To achieve this objective, JANO has four Expected Results (ER):

- **ER1**: Women and adolescent girls in communities, through Community Support Groups, are empowered to demand and utilize both nutrition-sensitive and nutrition-specific services
- **ER2**: Coordinated and resourced sub-national and local government structures recognize, respond to, and are accountable to the demand of poor and marginalized communities
- **ER3**: Production and access to high value nutritious commodities and services are increased
- **ER4**: Information and communication technology (ICT) platform is established at local level to connect relevant govt. departments and increase awareness of community people on nutrition interventions’
Background of Consultancy:

One of the primary focuses of JANO will be to change the nutrition behavior of the targeted participants so that they can internalize the know how around different nutrition components for the family. JANO is deploying volunteers and undertaking different means of social and behavioral change communication (SBCC) tools to reach and change the traditional behavior of the target participants. To facilitate this SBCC intervention the project is planning to integrate technological innovation to bring positive changes in effective and efficient manner. The project is now planning to procure 215 audio talking books to influence the behavior and enhance the lives of project participants by providing them with information pertaining to best practices. Through procuring and implementing the audio books, the projects aims to contribute towards changing the social behavior of the beneficiaries in the following thematic areas: gender equality and women empowerment, nutrition, health, WASH, climate-smart-agriculture. The talking books will be given to the 211 community volunteers employed under the project, who will use the Audio book to train the targeted participants. The remaining 4 talking books will be kept as replacements and other demo purposes with the Project Senior Team Lead. The Audio books will also disseminate messages on gender equality, e.g. promoting equitable division of household activities between men and women and raising awareness on the importance of women empowerment. Most importantly, the project is also intending to use the tool to extract and analyze information from the communities to monitor the project, learn from user feedback, and make data-driven decisions for project improvements.

For this JANO project is looking for a consultant/consulting firm to deploy such innovative SBCC tool to influence the behavior and enhance the lives of project participants and promote gender equality and women empowerment, nutrition, health, WASH, climate-smart-agriculture throughout the project working areas. The project is intending to use the device for the following purposes:

- Share consistent, quality messages in local languages.
- Deliver audio content on demand, across multiple categories.
- Listen to the issues and concerns of people through internal recording and identify barriers to behaviour change.
- Empower women and girls with access to knowledge and resources
- Inspire learning and social discussion through interactive Q&A sessions
- Reduce the cost of getting expert advice to communities.
- Use performance analytics to monitor and improve.

The consultant will also support the project to train the staff to use the technology, provide technical support and updates, support the project by analyzing data extracted from the audio device, and provide required warranty support of the machines and any other support required by the project throughout the implementation phase of the SBCC tool.

Rationale for outsourcing:

Deploying such type of device is a fully technical job, which requires specialized skills and software expertise which CARE Bangladesh does not have. For this reason, it is necessary that it is developed by an external and appropriate professional consultant/agency. For an example same type of technology is being used by USAID in Kenya and Unicef in Ghana and praised by European Unions CTA (Technical Centre for Agriculture and Rural Cooperation).
Scope of Work:

The selected consultancy firm will consult with focal person of (i) JANO project team and (ii) M&E Coordinator and (iii) Communications and Knowledge Management Coordinator, CARE Bangladesh to develop the concept ensuring the following issues:
- Desktop review of relevant materials and sketch down the whole idea including audio content, duration and data collection flowcharts.
- Make a text analysis of field test data and share a comprehensive deployment plan
- Capacity building of the staff on the operation of the devices, audio recording and analysis and trouble shooting.

Timeframe:

The consulting firm/agency must submit technical and financial proposal within 21 days of the advertisement. This will primarily be a long term 3 years consultancy agreement from the date of signing the contract with a condition to review after each year of successful operation. The timeframe would look like as follows:

<table>
<thead>
<tr>
<th>SL</th>
<th>Activities</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Delivery of the audio book in Dhaka</td>
<td>Within 40 days of signing</td>
</tr>
<tr>
<td>2</td>
<td>Consultant will provide in person training in Dhaka with selected JANO staffs</td>
<td>Within 20 days after receiving machines (2 days training)</td>
</tr>
<tr>
<td>3</td>
<td>Carry on one field test with 5 machines</td>
<td>Immediate after the training (2 days field visit)</td>
</tr>
<tr>
<td>4</td>
<td>Demonstration of filed data analytics</td>
<td>Immediate after field visit</td>
</tr>
<tr>
<td>5</td>
<td>Remote support for audio recording, field session, data collection, data analytics</td>
<td>For rest of the contract duration (August 2023) as described in the specific deliverables part</td>
</tr>
</tbody>
</table>

Specific Deliverables:

1. Doorstep shipment of the 215 audio devices with built-in speaker for group listening and microphone for recording user feedback
2. All the machines should be equipped with embossed interface to aid the visually impaired and enable usage in the dark
3. Based on the requirement of the project the consultant will provide customized software that will display an automated data dashboard and some key findings based on the data extracted from the device.
4. All devices should be USB port enabled for smart-phone updates and automatic data collection in the field and should be able to powered by locally available batteries
5. The consultant will provide ToT to a core group of JANO project about the machine operation, software handling, data analysis, basic trouble shooting and the overall system operation.
6. The consultant will provide technical support till the end of the project for:
   a. Full warranty support for the functionality of the machine until the end of the project (August 2023) but will extend the support beyond project timeline if required. (Please check “Terms and condition” portion below for details)
   b. Provide remote support for software customization, data analysis and spares over the above stated time period
   c. Training support on overall functionality and usage of the device over the time period
   d. Provide a full report and overall analysis after the project ends (August 2023)
Payment Terms:

- Partial payment (Price of the devices) will be made upon receiving the audio device at CARE Bangladesh
- After receiving of the devices progressive payment will be made upon receiving the progressive delivery of the products/assignment.
- The Consultant/Firm will quote price using the template supplied by CARE Bangladesh.
- CARE Bangladesh will not pay other than quoted and agreed price.
- CARE Bangladesh will deduct VAT and Income Tax (if applicable) from the submitted and/or agreed amount as per Government Policy
- The selected firm/individual will submit an invoice as per payment schedule.

Eligibility of the Team/Firm:

- Professional experience of 5 or more years on delivering such products/services
- Expertise in field operation and deployment of such device
- Past similar work experience will be preferable.

Contents of the proposal:

The consulting firm/agency must submit the following:
- Technical proposal, which will outline understanding of the ToR, action plan and time lines
- Send a link of an existing project (audio, software analysis) as demo purpose with the Proposal.
- Brief CV/Portfolio mentioning relevant experience and expertise of all team members
- Brochure of the equipment outlining all functionalities including analysis and software support.
- Details financial proposal that outlines the device price, fees and associated costs as well as the preferred payment methods/schedules.
- The individual/consulting organization must budget for all costs (including VAT & TAX) and provide budget notes.
- All legal documents – trade licence, VAT/TAX identification numbers etc (applicable for the firms not in CARE list)
- Based on technical and financial proposals and demonstration one firm will be hired for the assignment.
- All competing firm/agency is requested to submit a sample document of similar work.

Terms and conditions:

- The warranty of the device and technical support period will be starting from the date of signing of contract till the end of the project (August 2023)
- The consultant will check the quality and functionality of each machine (total 215) before the shipment. If any damage/malfunction occurs during the shipment it will be the responsibility of the consultant to repair/replace the machine.
- Under the warranty the consultant is bound to provide repair/replacement of the faulty machine within 30 days after email complain. Consultant will cover full cost of shipment (both outbound and inbound and national/international) from and to CARE Bangladesh office for replacement/repaired device.
- If any damage occurs during the shipment of replacement device it will be the responsibility of the consultant to repair/replace the machine.
- If any data loss occurs due to malfunction of the device during the field level operation consultant will bear the cost of recurring the process (one staff man day)
- Consultant will not cover any warranty in case of physical damage due to mishandling (wet under rain or water, broke during transportation or handling, exposed to sun for a long period,
- Shortlisted consultant/s will demonstrate a short operation of the device to CARE staff
- CARE Bangladesh reserves the right to preserves the right to cancel/terminate/halt this hiring process without justification to the bidder even though they have given time and resources to submission of proposal.
- Message to be carried by the production has to be approved by CARE Bangladesh.
- CARE Bangladesh reserves the right to monitor the quality and progress of the work during the assignment and to ask for progress reports if required.

**Intellectual Property:**

- All devices, data analysis, audio recording, reports and related materials/ideas produced during the assignment will be treated as CARE Bangladesh’s property and cannot be used elsewhere without prior approval.
- All information pertaining to this project (data, recording, analysis, reports, cyber, project documents, etc.) belonging to CARE Bangladesh, which the consultant may come into contact with in the performance of his/her, duties under this assignment shall remain the property of CARE Bangladesh who shall have exclusive rights over their use. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever form without written permission of CARE Bangladesh in line with the national and international copyright laws applicable.

**Reporting/Co-ordination:**

The consultant will primarily coordinate with the following key personnel:

1. Akram Ali
   Coordinator-Communications and Knowledge Management
   Extreme Rural Poverty Program (ERPP)
   CARE Bangladesh, RAOWA Complex (Level: 7-8), VIP Road, Mohakhali, Dhaka
   Tel: +880-2-9889009 Ext.152
   E-mail: akram.ali@care.org

2. Mahadi Hasan
   M&E Coordinator, JANO Project
   CARE Bangladesh, RAOWA Complex (Level: 7-8), VIP Road, Mohakhali, Dhaka
   Tel: +880-2-9889009 Ext.229
   E-mail: mahadi.hasan@care.org