

# Terms of Reference (ToR)

## Development and Validation of Basic Literacy and Numeracy Learning Modules

JAAGO Foundation Trust



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**Registered with NGO Affairs Bureau Bangladesh, No: 3229, Date: 31 Dec 2019**  
House # 57, Road # 7/B, Block # H, Banani, Dhaka-1213, Bangladesh  
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# 1. Organizational Background

**JAAGO Foundation Trust** is a national non-profit organization committed to improving the lives of disadvantaged communities through education, youth empowerment, skills development, and social inclusion.

JAAGO implements innovative and inclusive education models, particularly for marginalized and hard-to-reach populations, in collaboration with development partners, government institutions, and local communities.

## 2. Project Overview

**Project Title:** *Access to Learning: A Community-Based Foundational Education Initiative for Manta Community Children*

Bangladesh's riverine geography and climate-induced displacement have forced many families into boat-based living. Among them, the **Manta community** remains one of the most educationally excluded groups. Children in this community often grow up without any access to formal schooling due to mobility, geographic isolation, and socio-economic barriers.

A field-level assessment conducted in Barishal confirmed that most Manta children have never attended school and lack even the most basic literacy and numeracy skills.

To address this gap, the project introduces a **community-based digital learning model**, bringing structured foundational education directly to children where they live.

## 3. Purpose of the Assignment

The purpose of this assignment is to develop a **contextualized, learner-friendly Basic Literacy and Numeracy Module** tailored for **first-time learners** from the Manta community.

The module will:

- Provide foundational skills in **Bangla, English, and Mathematics (Basic Financial Literacy)**
- Be adapted based on **baseline assessment findings**
- Be suitable for **digital delivery and low-resource environments**
- Use **interactive, visual, and child-friendly approaches**
- Support children with **no prior exposure to formal education**

## 4. Scope of Work

The selected consultant/firm will develop **one integrated learning module** covering three core areas:

### Module Component 1: Bangla Literacy

**Focus Areas:**

- Bangla letter recognition (স্বরবর্ণ, ব্যঞ্জনবর্ণ)



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- Basic phonics and sound association
- Simple word formation
- Early reading skills (short words, phrases)
- Basic writing (tracing, copying, guided writing)

## Module Component 2: English Literacy

### Focus Areas:

- English alphabet recognition (A–Z, a–z)
- Phonics (basic sounds)
- Simple vocabulary (daily objects, environment)
- Basic reading (CVC words, simple sentences)
- Writing practice (tracing, copying)

## Module Component 3: Numeracy with basic financial literacy

### Focus Areas:

- Number recognition (0–100)
- Counting using real-life objects
- Number sequencing
- Basic operations (addition and subtraction)
- Simple problem-solving (daily life context)

## Cross-Cutting Design Requirements

The module must:

- Use **simple and clear language**
- Include **visual aids, illustrations, and symbols**
- Be suitable for **first-generation learners**
- Incorporate **interactive exercises and activities**
- Be adaptable for **digital classroom delivery**
- Include **facilitator guidelines**
- Reflect **local context (riverine/boat-based life)**

## 5. Methodology

The consultant/firm is expected to:

- Review baseline assessment findings
- Conduct consultations with project team and facilitators
- Design age-appropriate and context-sensitive content
- Develop **activity-based and participatory learning methods**
- Pilot selected content (if required)



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- Revise modules based on feedback

## 6. Deliverables and Timeline

Final submission deadline: 13 May 2026

Deliverable	Description	Timeline
Inception Report	Methodology, module framework, work plan	Within 2 days of contract signing
Draft Module including designing	Full draft (Bangla, English, Math + facilitator guide)	By 7 May 2026
Review & Feedback Report	Consolidated feedback from JAAGO	By 9 May 2026
Revised Module	Updated version incorporating feedback	By 11 May 2026
Final Module	Approved final version	<b>By 12 May 2026</b>
Final Submission Package including printing	Editable files, printed copies	By 13 May 2026

## 7. Mode of Payment

Deliverable	Payment (%)
Inception Report	20%
Draft Module Submission	30%
Final Module Submission	50%

*Payments will be made upon satisfactory completion of deliverables. VAT and tax will be applicable as per Government of Bangladesh rules.*



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## 8. Support from JAAGO Foundation Trust

JAAGO will provide:

- Baseline assessment findings
- Project documents and contextual insights
- Technical guidance and feedback
- Facilitation of review and validation

## 9. Experience and Qualification Required

- Minimum **3–5 years of experience** in curriculum/module development
- Experience in **foundational education or non-formal education**
- Experience working with **marginalized or first-generation learners**
- Strong understanding of **child-centered pedagogy**
- Experience in **digital or blended learning content development** (preferred)

## 10. Ethical Considerations

The consultant/firm must ensure:

- Child-friendly and culturally appropriate content
- Inclusion and non-discrimination
- Respect for community context
- Confidential handling of all project information

## 11. Safeguarding and PSEA

The consultant must comply with JAAGO's safeguarding and PSEA policies, ensuring:

- Protection of children and vulnerable groups
- Ethical engagement practices
- Immediate reporting of any safeguarding concerns

Non-compliance may result in contract termination.

## 12. Ownership

All developed materials will remain the **intellectual property of JAAGO Foundation Trust**.



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## 13. Contact Person

**Md. Zahid Hossain**


Manager, Program Implementation Department  
JAAGO Foundation Trust

 [mohammad.zahid@jaago.com.bd](mailto:mohammad.zahid@jaago.com.bd)

## 14. Application Procedure

Interested consultants/firms are requested to submit:

- Technical Proposal
- Financial Proposal
- Relevant experience and sample work

 **Deadline: 07 May 2026**

Proposal can be submitted hard copy or electronically:

**Hard Copy:**

Admin & Procurement Department, JAAGO Foundation Trust  
House 57, Road 7B, Block H, Banani, Dhaka-1213, Bangladesh

**Electronically:** Send the as an attachment in PDF format to-

**Email:** [procurement.jft@jaago.com.bd](mailto:procurement.jft@jaago.com.bd)



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