

Terms of Reference (ToR)

Production, Pretesting, and Digital Promotion of a Multi-Episode Docu-Fiction Drama Series for the Shopner Sharothi Project's Social and Behaviour Change (SBC) Campaign

Particulars	Information
Project Name	Shopner Sharothi - GESP Project
Organization	JAAGO Foundation Trust
Donor/Partner	UNICEF Bangladesh
Assignment Title	This assignment aims to engage an experienced production agency/consulting firm/consultant to conceptualize, script, produce, pretest, finalize, and promote a high-quality multi-episode docu-fiction drama series that supports the behavioural objectives of the Shopner Sharothi Project - GESP by encouraging positive social norms, inspiring adolescent girls and young women, increasing awareness of programme interventions, and maximizing audience engagement through strategic digital dissemination.
Type of Service:	Lot-1: 2 (Two) Episodes Docu-Fiction Drama Production 2 (Two) Episodes Docu-Fiction Drama Pretesting
	Lot-2: 12 (Twelve) Community Viewing and Dialogue Sessions - Consultancy and field operation service.
Project Location	- Shopner Sharothi Project Office, JAAGO Foundation Trust, Cox's Bazar. - Shopner Sharothi Project Office, JAAGO Foundation Trust, Bandarban.
Proposal Submission Deadline	30 July 2026
Pre-Bid Meeting	Date: 28 July 2026 (Tuesday) Time: 3:00 PM – 4:30 PM (BST) Venue: JAAGO Foundation House 57, Road 7B, Dhaka 1213, Bangladesh Virtual Participation (Google Meet): https://meet.google.com/ozx-hhbc-xfd



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1. Cover Information

Particulars	Information
Name of Organization	JAAGO Foundation Trust
Type of Contract	Institutional Consultant Firm
Project/Programme Title	Shopner Sharothi Project - GESP
Donor/Partner Organization	UNICEF Bangladesh
Assignment Title	This assignment aims to engage an experienced production agency/consulting firm/consultant to conceptualize, script, produce, pretest, finalize, and promote a high-quality multi-episode docu-fiction drama series that supports the behavioural objectives of the Shopner Sharothi Project - GESP by encouraging positive social norms, inspiring adolescent girls and young women, increasing awareness of programme interventions, and maximizing audience engagement through strategic digital dissemination.
Purpose of Assignment	The purpose of this assignment is to engage a qualified and experienced production agency, consulting firm, or individual consultant to conceptualize, script, produce, pretest, finalize, and promote a high-quality multi-episode docu-fiction drama series that advances the Social and Behaviour Change (SBC) objectives of the Shopner Sharothi Project - GESP. Through compelling and culturally relevant storytelling, the assignment will promote positive social norms that encourage adolescent girls and young women to participate in education, skills development, entrepreneurship, and employment; inspire confidence by showcasing relatable stories of resilience and success; increase awareness of key project interventions; and maximise audience reach, engagement, and behavioural impact through strategic digital dissemination.
Type of Service	Lot-1: • 2 Episodes Docu-Fiction Drama Production - Each drama will be at length of 10 to 12 minutes. • 2 Episodes Docu-Fiction Drama Pretesting - Pretesting of all 2 episodes of docu-fiction dramas with relevant community members, volunteers, and stakeholders in Bandarban and Cox's Bazar. The agency/vendor will conduct 2 two events at a suitable venue in Bandarban and Cox's Bazar and will be facilitated by 2 facilitators in each location, arrange refreshment for 30 participants (Morning Snacks, Lunch, and Evening Snacks) in each locations, arrange materials (Projector, sound, note pad, pen and other materials if required) for 30 participants in each locations, documentation (Photograph and video clips - supply in soft version) of the event, Data Analysis & Reporting of the pretesting event (Hard copy), revision and finalization of Docu-Fiction drama 2 episodes (Soft version). At the time of the event, provide participant transportation allowance to 30 participants in each location and provide field travel & logistics cost for 10 volunteers in each location. • 2 Episodes Docu-Fiction Drama Pretesting - Pretesting of all 2 episodes of docu-fiction dramas with relevant community members and stakeholders in Cox's Bazar and Bandarban. Lot-2: • 12 (Twelve) Community Viewing and Dialogue Sessions ○ Consultancy and field operation service to organize 12 sessions in different strategic locations in different



	strategic locations, such as - community/market place/court yard/open space etc., of Cox's Bazar Sadar, Ramu, Eidgaon, and Ukhiya upazilas in Cox's Bazar District and Nihonchhari, Lama, Alikadam, and Bandarban Sadar in Bandarban District. <i>The assignment is divided into two lots. Interested agencies may apply for one, or two, or all two lots based on their expertise and capacity. Bidders applying for multiple lots must demonstrate the technical capability, relevant experience, and resources required to deliver each lot within the stipulated timeframe.</i>
Project Goal	To empower adolescent girls and young women in Bandarban and Cox's Bazar in eradicating gender based Violence by providing skills on market demand, leadership, and employability linkage.
Project Location(s)	Bandarban and Cox's Bazar District, Bangladesh
Target Population/Participants	Shopner Sharothi Project - GESP's implementation locations - community, its stakeholders, and the mass population of Bandarban and Cox's Bazar District.
Duration of Assignment	Lot-1: - Within 25 September 2026. Lot-2: - Within 25 September 2026.
Tentative Start and End Date	[06 August 2026 to 25 September 2026]
Technical and Financial Proposal Submission Deadline	[30 July 2026]
Report Recipient/Focal Person	Mohammad Zahid Hossain, Program Coordinator, Shopner Sharothi Project, JAAGO Foundation Trust, zahid.hossain@jaago.com.bd
Proposal Submission Method	Must have to submit Separate Technical Proposal and Financial Proposal and email to: procurement.jft@jaago.com.bd
Proposal Language	The preferred language is English. However, the bidder will be informed all ahead if it requires to be submitted in Bangla.
Financial Proposal Currency	Bangladeshi Taka.



2. About the Organization

JAAGO Foundation Trust is a non-profit development organization working in Bangladesh to create opportunities for disadvantaged and marginalized communities through education, youth development, skills enhancement, community engagement, and social inclusion initiatives. Since its establishment in 2007, the organization has been committed to empowering children, adolescents, and young people to become active contributors to their communities and the nation.

The organization implements a wide range of programmes focusing on education, employability and skills development, youth empowerment, gender equality, child protection, safeguarding, climate resilience, disaster preparedness, and community development. Through partnerships with government institutions, development partners, private sector actors, and local communities, JAAGO Foundation Trust works to promote inclusive, equitable, and sustainable development outcomes across Bangladesh.

3. Project Overview

The Shopner Sharothi GESP project empowers adolescent girls and young women by providing transferable and employable skills through center-based Technical and Vocational Education and Training (TVET) and the Passport to Earning (P2E) learning-to-earning platform.

The initiative addresses gaps in skills development for girls who are not in education, employment, or training (NEET), promoting their empowerment, employability, and protection. In addition to vocational and life skills training, the project fosters an enabling environment by engaging adolescents, families, and communities to prevent violence and harmful practices, thereby expanding opportunities for girls.

To support these objectives, two training centers have been established in Bandarban and Cox's Bazar, where participants receive technical and vocational training alongside transferable skills and job placement support, creating pathways to sustainable livelihoods.



4. LOT-1

4.1 Purpose and Objectives of the Assignment for Lot-1 “Docu-Fiction Drama and Video Production”.

4.1.1 Purpose of the Assignment (Lot-1)

This assignment aims to conceptualize, produce, pretest, and deliver **Two (2) episodes of 10 to 12-minute docu-fiction dramas** promoting positive social and behavioural change for the adolescent girls and young women in the communities. The assignment also includes **pretesting all episodes** with relevant community members and stakeholders in **Bandarban and Cox's Bazar** to ensure relevance, comprehension, and effectiveness.

4.1.2: Overall Objective

The overall objective of this assignment is to conceptualize, produce, pretest, finalize, and deliver two (2) high-quality docu-fiction drama episodes that contribute to the Social and Behaviour Change (SBC) objectives of the Shopner Sharothi-GESP Project by promoting positive social norms, increasing awareness of girls' education and economic empowerment opportunities, and encouraging supportive behaviours among families, communities, employers, and other key influencers.

4.1.3: Specific Objectives

The specific objectives of this assignment are to:

- Develop compelling, culturally appropriate, and emotionally engaging docu-fiction drama episodes aligned with the Shopner Sharothi-GESP SBC Framework and Creative Strategy.
- Promote positive attitudes and behaviours that encourage adolescent girls and young women to participate in education, vocational skills training, entrepreneurship, and decent employment.
- Showcase inspiring stories of resilience, confidence, and transformation to motivate adolescent girls and young women to pursue their aspirations.
- Encourage parents, spouses, employers, community leaders, and other influencers to actively support girls' learning, skills development, and economic participation.
- Increase public awareness of key Shopner Sharothi-GESP interventions, including Skills on Wheels, Passport to Earning (P2E), vocational skills training, and entrepreneurship pathways.
- Conduct audience pretesting of all episodes with representative community members and stakeholders in Cox's Bazar and Bandarban to assess relevance, clarity, cultural appropriateness, comprehension, and behavioural influence.
- Incorporate findings from the pretesting process into the final productions to ensure the content is audience-centred and effective for behaviour change.
- Deliver broadcast-quality audio-visual products suitable for dissemination through digital and social media platforms.

4.1.4: Expected Outcomes

Upon successful completion of the assignment:

- Two (2) professionally produced docu-fiction drama episodes of approximately 10-12 minutes each are developed and approved.
- Storylines effectively communicate the behavioural objectives of the Shopner Sharothi-GESP Project and reflect local culture and context.
- The final productions demonstrate strong technical quality suitable for digital dissemination and community engagement.
- Audience pretesting is completed in Cox's Bazar and Bandarban, and documented recommendations are incorporated into the final versions.



- The completed productions contribute to increased awareness of girls' education, skills development, entrepreneurship, employment opportunities, and supportive community norms.
- The project receives high-quality communication materials that can be used across multiple awareness and advocacy platforms throughout the project period.

4.2: Scope of Work and Methodology

4.2.1: Cross-Cutting Scope for All Services

The selected production agency/consulting firm shall be responsible for the complete end-to-end delivery of the assignment. This includes planning, concept development, scriptwriting, production, post-production, audience pretesting, revision, quality assurance, and submission of all final outputs. Throughout the assignment, the service provider shall:

- Closely coordinate with JAAGO Foundation Trust and UNICEF throughout the assignment.
- Ensure all content aligns with the approved SBC Framework, Creative Strategy, and project objectives.
- Apply gender-responsive, child safeguarding, disability-inclusive, and conflict-sensitive approaches during all stages of production.
- Obtain all required permissions, informed consent, and location clearances prior to filming.
- Ensure ethical representation of children, adolescents, and community members in accordance with UNICEF communication standards.
- Use professional production equipment, experienced personnel, and recognised quality assurance procedures.
- Submit all draft and final deliverables according to the agreed implementation schedule.
- Revise all deliverables based on feedback received from JAAGO Foundation Trust and UNICEF.

4.2.2: Scope of Work for Docu-Fiction Drama and Video Production

The selected agency/consulting firm shall undertake, at a minimum, the following activities:

A. Creative Development

- Review all background documents, including the SBC Framework, Creative Strategy, communication guidelines, and programme materials.
- Conduct consultation meetings with JAAGO Foundation Trust and UNICEF.
- Develop creative concepts, storyline options, key messages, and treatment notes.
- Prepare detailed scripts, narration, dialogue, shooting scripts, and production plans for approval.

B. Pre-Production

- Prepare production schedules and logistics plans.
- Conduct location scouting in Cox's Bazar and Bandarban.
- Recruit and manage directors, actors, presenters, production crews, and technical personnel.
- Arrange costumes, props, equipment, transportation, permits, and other production requirements.

C. Production

- Produce two (2) docu-fiction drama episodes of approximately 10-12 minutes each.
- Capture high-quality video, audio, interviews, dramatic scenes, and supporting footage.
- Ensure professional cinematography, lighting, sound recording, and direction throughout production.

D. Post-Production

- Edit all footage into complete episodes.
- Add graphics, subtitles, animations (where appropriate), background music, sound design, colour correction, and final mastering.



- Prepare draft versions for technical review.

E. Audience Pretesting

- Organise audience pretesting sessions in Cox's Bazar and Bandarban with adolescent girls, parents, community leaders, employers, and other relevant stakeholders.
- Facilitate structured discussions to assess comprehension, emotional appeal, cultural appropriateness, relevance, message clarity, and behavioural influence.
- Document findings and recommendations in a pretesting report.

F. Finalisation

- Revise all episodes based on comments from JAAGO Foundation Trust, UNICEF, and audience pretesting findings.
- Deliver broadcast-quality final versions together with all editable source files, subtitles, graphics, project files, and production assets.

4.2.3: Methodology

The assignment shall follow a participatory, evidence-based, and quality-assured production methodology consisting of the following phases:

Phase 1: Inception and Planning

- Review project documents and communication materials.
- Conduct inception meetings with JAAGO Foundation Trust and UNICEF.
- Prepare an inception report outlining the work plan, production schedule, creative approach, and risk mitigation measures.

Phase 2: Creative Design

- Develop concepts and scripts based on behavioural objectives and audience insights.
- Obtain formal approval before commencing production.

Phase 3: Production

- Conduct professional filming using appropriate production standards.
- Ensure accurate representation of programme messages, beneficiaries, and local communities.

Phase 4: Post-Production

- Edit and produce draft episodes incorporating graphics, music, subtitles, and quality enhancements.
- Submit draft versions for review and approval.

Phase 5: Audience Pretesting

- Conduct structured audience pretesting sessions in Cox's Bazar and Bandarban using qualitative facilitation techniques, including guided discussions and participant feedback.
- Analyse findings and identify improvements to strengthen message clarity, cultural relevance, emotional engagement, and behavioural effectiveness.

Phase 6: Finalisation and Delivery

- Incorporate all approved revisions arising from technical reviews and audience pretesting.
- Deliver the final approved episodes and all associated production files in the required formats, together with a completion report summarising the production process, pretesting results, and final outputs.



4.3: Specific Requirement Sheets

The bidder shall prepare and submit separate Technical and Financial Proposals in accordance with the requirements specified below.

4.3.1: Requirement Sheet for Docu-Fiction Drama Production

4.3.1.1: Docu-Fiction Drama Production

Requirement Area	Prescribed Requirement
Assignment Title	Production, Pretesting, and Promotion of a Multi-Episode Docu-Fiction Drama Series for the Shopner Sharothi-GESP Social and Behaviour Change (SBC) Campaign
Deliverables	• Conceptualization, scripting, storyboarding, moodboarding, production, and finalization of two (2) docu-fiction drama episodes (10-12 minutes each). • Audience pretesting of both episodes in Cox's Bazar and Bandarban. • Incorporation of audience feedback into the final productions. • Preparation of digital-ready master files suitable for online dissemination.
Target Audience	Adolescent girls and young women, parents, spouses, caregivers, employers, community leaders, local influencers, development partners, and the general public.
Language	☐ English ☒ Bangla ☒ Bangla with English subtitles ☐ Other
Production Standards	Professional concept development, scripting, directing, cinematography, editing, colour grading, sound design, motion graphics (where appropriate), subtitles, and final mastering suitable for digital broadcasting.
Pretesting Requirement	Conduct structured audience pretesting of both episodes in Cox's Bazar and Bandarban and revise the productions based on documented findings and approval comments.
Technical Themes	Social and Behaviour Change (SBC), Girls' Education, Skills Development, Economic Empowerment, Gender Equality, Entrepreneurship, Employment, Positive Social Norms, Family and Community Support, Child Safeguarding, Disability Inclusion, and Social Inclusion.
Final Deliverables	Final master 4K videos, compressed web versions, editable project files, scripts, subtitles, production photographs (if available), raw footage, and all associated production assets.
Final File Format	☒ 4K ☒ MP4 ☒ MOV ☒ Editable Project Files ☒ Scripts (Word/PDF)
Timeline	As specified in the approved implementation schedule and contract.



4.3.2: Requirement Sheet for Audience Pretesting

4.3.2.1: Audience Pretesting

Requirement Area	Prescribed Requirement
Activity Title	Audience Pretesting of Docu-Fiction Drama Episodes
Number of Episodes	Two (2)
Location	Cox's Bazar and Bandarban
Target Participants	Adolescent girls and young women, parents, spouses, employers, community leaders, local government representatives, project participants, and other relevant stakeholders. Total participants will be 60 (Bandarban 30, Cox's Bazar 30).
Methodology	Facilitated screening sessions, structured group discussions, participant feedback collection, observation, documentation of findings, and presentation of recommendations.
Pretesting Requirement/modality	Pretesting of all 2 episodes of docu-fiction dramas with relevant community members, volunteers, and stakeholders in Bandarban (One event) and Cox's Bazar (One event). The agency/vendor will- - Conduct an event at a suitable venue in Bandarban and Cox's Bazar - The event will be facilitated by 2 facilitators for each event - Arrange refreshment for 30 participants (Morning Snacks, Lunch, and Evening Snacks) for each event (JAAGO will provide the list of participants) - Arrange materials (Projector, sound, note pad, pen and other materials if required) for 30 participants for each event - Documentation (Photograph and video clips - supply in soft version) of the event - Data Analysis & Reporting of the pretesting event (1 hard copy and soft version) - Revision and finalization of Docu-Fiction drama 7 episodes (Soft version) - Provide participant transportation allowance to 30 participants (JAAGO will provide the list of participants) for each event - Provide field travel & logistics cost for 10 volunteers (JAAGO will provide the list of volunteers) for each event Logistics Responsibility for the Pretesting Event: [✓] Vendor (with coordination support from JAAGO Foundation Trust where applicable)
Reporting Requirements	☒ Pretesting Report ☒ Participant Feedback Summary ☒ Recommendations ☒ Revised Final Episodes



Logistics Responsibility	☒ Service Provider (with coordination support from JAAGO Foundation Trust where required)
Proposed Timeline	Prior to final approval and delivery of the completed productions.

4.4: Key Deliverables

Deliverable	Description	Timeline	Acceptance Criteria
Inception Report	Detailed workplan, methodology, creative approach, production schedule, risk mitigation measures, quality assurance framework, and implementation plan.	10 August 2026	Approved by JAAGO Foundation Trust
Creative Package	Creative concepts, story outlines, scripts, storyboards, shooting schedule, casting plan, and production plan.	16 August 2026	Approved by JAAGO Foundation Trust
Draft Docu-Fiction Episodes	Production and editing of two (2) draft docu-fiction drama episodes (10-12 minutes each).	10 September 2026	Technically acceptable and aligned with approved scripts
Audience Pretesting Report	Documentation of audience pretesting conducted in Cox's Bazar and Bandarban, including findings, participant feedback, and recommendations.	15 September 2026	Approved by JAAGO Foundation Trust
Final Docu-Fiction Episodes	Finalized episodes incorporating technical review comments and audience feedback.	17 September 2026	Approved by JAAGO Foundation Trust
Final Completion Report and Handover	Final report including production summary, editable project files, raw footage, subtitles, scripts, consent documentation, and all production assets.	20 September 2026	Complete package submitted and approved

4.5: Support from JAAGO Foundation Trust

JAAGO Foundation Trust will provide the following support, where applicable:

- Relevant project documents, SBC Framework, Creative Strategy, communication materials, and branding guidelines.
- Orientation on the objectives and behavioural priorities of the Shopner Sharothi-GESP Project.
- Coordination with project staff, beneficiaries, community representatives, and local stakeholders.
- Facilitation of access to project implementation sites in Cox's Bazar and Bandarban.
- Technical review and consolidated feedback on concepts, scripts, draft productions, and final deliverables.



- Guidance on UNICEF and JAAGO Foundation Trust branding and visibility requirements.
- Technical guidance on safeguarding, ethical storytelling, informed consent, disability inclusion, gender equality, and child protection.
- Timely review and approval of submitted deliverables.

4.6: Target Audience

The assignment will focus on influencing social norms and promoting positive behaviours that support adolescent girls' education, skills development, entrepreneurship, and employment under the Shopner Sharothi-GESP Project.

Target Group	Location	Remarks
Adolescent girls and young women participating in the Shopner Sharothi-GESP Project	Cox's Bazar and Bandarban	Primary beneficiaries and featured participants
Parents, spouses, caregivers, and family members	Cox's Bazar and Bandarban	Key influencers supporting girls' participation
Employers, entrepreneurs, and local businesses	Cox's Bazar and Bandarban	Promote inclusive employment opportunities
Community leaders, religious leaders, local government representatives, and project partners	Cox's Bazar and Bandarban	Promote positive community norms and advocacy
General public and online audiences	National	Target audience for digital dissemination through social media platforms

4.7: Required Experience and Qualifications

The service provider shall meet the following minimum requirements:

- Minimum five (5) years of demonstrated experience in film, television, documentary, digital media, or multimedia production.
- Proven experience in producing docu-fiction dramas, social and behaviour change communication (SBCC/SBC) content, advocacy films, documentaries, or development communication materials.
- Previous experience working with NGOs, UN agencies, development partners, or donor-funded programmes will be considered an advantage.
- Demonstrated understanding of Social and Behaviour Change (SBC), gender equality, adolescent empowerment, safeguarding, child protection, disability inclusion, and ethical storytelling.
- Availability of a qualified multidisciplinary production team, including a Director/Producer, Creative Director, Scriptwriter, Cinematographer, Video Editor, Sound Engineer, Graphic Designer/Motion Graphics Specialist, Production Coordinator, and Field Production Personnel.
- Proven experience in conducting community-based filming while maintaining ethical standards, safeguarding requirements, and informed consent procedures.
- Strong capacity in creative storytelling, visual communication, post-production, and digital content development.
- Ability to deliver high-quality outputs within the agreed implementation schedule.



4.8: Technical Proposal Format and Submission Requirements

The Technical Proposal shall not include any financial information and shall follow the structure below.

4.8.1: Technical Proposal Requirements

- Maximum 15 pages, excluding annexes.
- Written in clear and professional English.
- Font: Arial, Calibri, or Times New Roman (minimum 11-point).
- Single line spacing with standard page margins.
- Company registration documents, CVs, legal documents, portfolios, and showreels may be submitted as annexes.
- Inclusion of financial information in the Technical Proposal may result in disqualification.

4.8.2: Technical Proposal Checklist

Required Document	Submitted
Technical Proposal	☐ Yes ☐ No
Company Profile	☐ Yes ☐ No
Understanding of the Assignment	☐ Yes ☐ No
Proposed Creative Concept	☐ Yes ☐ No
Proposed Storyline and Behaviour Change Approach	☐ Yes ☐ No
Production Methodology	☐ Yes ☐ No
Audience Pretesting Methodology	☐ Yes ☐ No
Workplan and Production Schedule	☐ Yes ☐ No
Team Composition	☐ Yes ☐ No
CVs of Key Personnel	☐ Yes ☐ No
Portfolio/Showreel	☐ Yes ☐ No
Similar Assignment Experience	☐ Yes ☐ No
Legal Documents	☐ Yes ☐ No
Declaration of No Conflict of Interest	☐ Yes ☐ No

4.8.3: Required Technical Proposal Structure

- Cover Page
- Company Profile
- Understanding of the Assignment
- Creative Concept and Storytelling Approach
- Proposed Behaviour Change Strategy
- Production Methodology
- Audience Pretesting Methodology



- Quality Assurance and Risk Management
- Safeguarding, Gender Equality, and Ethical Compliance Approach
- Workplan and Production Schedule
- Team Composition and Responsibilities
- Relevant Experience and Portfolio
- Declaration

4.9: CV Format for Proposed Experts

Each proposed expert shall submit a CV not exceeding two (2) pages.

Particulars	Information
Name	[Insert]
Proposed Position	[Insert]
Nationality	[Insert]
Email and Phone	[Insert]
Current Organization	[Insert]
Education	[Insert]
Professional Training	[Insert]
Relevant Professional Experience	[Insert]
Experience in Film, Television, or Multimedia Production	[Insert]
Experience in SBC, Development Communication, or Behaviour Change Campaigns	[Insert]
Similar Assignments	[Insert]
Technical Skills	[Insert]
Availability	[Insert]

Declaration

I certify that the information provided is true and accurate and confirm my availability for the proposed assignment.

Signature: _____

Name: _____

Date: _____



Together we can

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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
 email: info@jaagotrust.org.bd | web: www.jaagotrust.org.bd | Phone: +88 02 55042786

4.10: Financial Proposal Format and Evaluation Criteria

The Financial Proposal shall be submitted separately from the Technical Proposal. All prices shall be quoted in Bangladeshi Taka (BDT), with VAT and Tax shown separately in accordance with Government of Bangladesh regulations.

4.10.1: Budget Summary

Budget Category	Amount (BDT)
Professional Fees	[Insert]
Pre-production Cost	[Insert]
Production Cost	[Insert]
Equipment Rental	[Insert]
Travel and Transportation	[Insert]
Accommodation and Per Diem	[Insert]
Editing and Post-production	[Insert]
Graphics, Animation and Subtitles	[Insert]
Voice-over and Sound Mixing	[Insert]
Pretesting Activities	[Insert]
Documentation and Reporting	[Insert]
Other Approved Costs	[Insert]
VAT	[Insert]
Grand Total	[Insert]

Amount in Words: **BDT [Insert] Only**



4.10.2: Professional Fees

Position	No.	Days	Unit Rate	Total
Team Leader/Producer	1	[Insert]	[Insert]	[Insert]
Director	1	[Insert]	[Insert]	[Insert]
Scriptwriter	1	[Insert]	[Insert]	[Insert]
Cinematographer	1	[Insert]	[Insert]	[Insert]
Video Editor	1	[Insert]	[Insert]	[Insert]
Sound Specialist	1	[Insert]	[Insert]	[Insert]
Motion Graphics/Graphic Designer	1	[Insert]	[Insert]	[Insert]
Production Coordinator	1	[Insert]	[Insert]	[Insert]
Production Assistants	[Insert]	[Insert]	[Insert]	[Insert]
Casting (Actor-Actress)	[7-10]	[Insert]	[Insert]	[Insert]

4.10.3: Financial Evaluation Criteria

The financial proposal shall be evaluated based on:

- Compliance with the prescribed financial proposal format.
- Completeness of all budget line items.
- Consistency with the approved scope of work and deliverables.
- Reasonableness and competitiveness of the proposed costs.
- Clear presentation of unit rates, quantities, VAT, and total cost.
- Mathematical accuracy.
- No hidden or unexplained costs.
- Compliance with Government of Bangladesh VAT and Tax regulations.

Notes

- Only technically qualified bidders will proceed to financial evaluation.
- Technical Score: **80%**
- Financial Score: **20%**
- The lowest substantially responsive financial proposal will receive the highest financial score, while other proposals will be scored proportionately.



4.11: Payment Milestones

Payments shall be made through bank transfer upon submission of invoices and approval of deliverables. Applicable VAT and Tax shall be deducted at source.

Installment	Amount	Payment Condition
1st Installment	30%	Upon approval of the inception report, creative concepts, scripts, storyboards, and production workplan.
2nd Installment	40%	Upon submission of all draft video productions and completion of pretesting activities.
Final Installment	30%	Upon approval and submission of all final videos, raw footage, editable files, subtitles, final report, and complete handover package.

JAAGO Foundation Trust reserves the right to revise the payment schedule in accordance with procurement policies and the approved contract, if required.

4.12: Ownership, Confidentiality, and Data Protection

All content, materials, tools, reports, data, presentations, photos, videos, and other outputs generated under this assignment shall remain the property of JAAGO Foundation Trust. The service provider shall not share, publish, reproduce, or use any assignment materials, data, or proprietary information without prior written approval from the organization.

The service provider may cite the assignment in its portfolio only with written approval and without sharing confidential materials, raw data, participant information, proprietary documents, or internal reports.

The service provider may be required to sign a Non-Disclosure Agreement before starting the assignment.

The service provider must ensure confidentiality, informed consent, safe data management, and ethical use of personal information, photos, videos, case stories, and participant data.

4.13: Risks, Assumptions, and Mitigation

The technical proposal must clearly identify possible risks and assumptions and propose mitigation measures. Risks may include, but are not limited to:

1. Delay in access to communities, organizations, participants, or field locations.
2. Political, security, weather, or disaster-related disruptions.
3. Language and cultural barriers.
4. Low participation or scheduling difficulties.
5. Safeguarding or protection concerns.
6. Data quality limitations.
7. Delay in feedback or approval.
8. Logistical challenges related to venue, transport, accommodation, or technology.

The service provider must propose realistic mitigation measures and immediately inform the organization of any issue that may affect quality, cost, timeline, or deliverables.

If the service provider fails to produce agreed deliverables after receiving advance payment, the organization may require refund of the advance payment within a specified timeframe, subject to contract terms.

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The selected service provider must adhere to the organization's code of conduct and safeguarding requirements. The service provider shall ensure that all staff, consultants, enumerators, trainers, facilitators, event personnel,



volunteers, and subcontractors engaged in the assignment comply with safeguarding, PSEA, child protection, anti-harassment, non-discrimination, and do-no-harm principles.

The service provider must immediately report any safeguarding concern, allegation, or incident through the organization's prescribed reporting mechanism.

4.15: General Provisions

4.15.1: Publicity

Any news release, public announcement, advertisement, social media post, publication, or publicity related to the assignment may only be released with prior written approval from the organization.

4.15.2: Conflict of Interest

The service provider must declare that there is no actual, potential, or perceived conflict of interest. If any conflict of interest arises during the assignment, the service provider must immediately notify the organization in writing.

4.15.3: Corrupt, Fraudulent, Collusive, or Coercive Practices

The organization requires the highest standard of ethics during procurement and contract implementation. The service provider must not engage in corrupt, fraudulent, collusive, coercive, or unethical practices. Any such practice may result in rejection of proposal, cancellation of contract, disqualification from future procurement, or other actions as per organizational and donor rules.

4.15.4: Notices

All official communications related to the assignment must be made in writing to the designated representatives of both parties.

4.15.5: Assignment

The service provider may not assign or transfer the contract, in whole or in part, without prior written consent from the organization.

4.15.6: Amendments

Any amendment to the contract must be made in writing and signed by authorized representatives of both parties.

4.15.7: Termination

The contract may be terminated by either party by giving written notice as per the agreed contract terms. The organization reserves the right to terminate the contract immediately in case of serious misconduct, safeguarding violation, corruption, fraud, illegal activity, breach of confidentiality, or failure to deliver agreed outputs.

4.16: Proposal Submission Instructions

1. Technical and financial proposals must be submitted separately.
2. Technical proposal must not include any financial information.
3. Financial proposal must follow the prescribed budget format.
4. CVs must follow the prescribed CV format and must not exceed two pages per expert.
5. All quoted prices must be in BDT.
6. VAT and tax must be shown clearly as per government rules.
7. Late submissions may not be accepted.
8. The organization reserves the right to accept or reject any proposal without assigning any reason.
9. The organization may request clarification from vendors during evaluation.
10. Any attempt to influence the evaluation process may result in disqualification.



4.17: Technical Evaluation Grid

The technical proposal will be evaluated out of 100 marks. The minimum qualifying technical score should be determined by the organization before proposal evaluation.

Evaluation Criteria	Weight
Understanding of assignment, project context, and target group	10
Technical methodology and implementation approach	20
Workplan, timeline, and deliverable management	10
Relevant experience of firm/consultant	15
Qualification and experience of proposed team	25
Safeguarding, PSEA, gender, disability inclusion, risk management, and data protection approach	10
Sample work/portfolio relevance and quality	10
Total Technical Score	100

Minimum qualifying technical score: 70 out of 100.

4.18: Combined Technical and Financial Evaluation Method

The final selection will be based on the combined technical and financial score.

Component	Weight
Technical Proposal	80%
Financial Proposal	20%
Total	100%

4.19: Required Legal and Administrative Documents

The vendor/service provider should submit the following documents, as applicable:

1. Updated trade license.
2. TIN certificate.
3. BIN/VAT registration certificate.
4. Proof of income tax return submission.
5. Bank account information, including account name, account number, bank name, branch name, and email address.
6. Company profile.
7. NID/passport of proprietor or authorized signatory, where applicable.
8. VAT/tax exemption certificate, if applicable.
9. Authorization letter for signatory, if applicable.
10. Any other document required by the organization.

4.20: Declaration of No Conflict of Interest

I/we declare that there is no actual, potential, or perceived conflict of interest in relation to this assignment. I/we confirm that all information submitted in the technical and financial proposals is true and accurate. I/we also confirm that no financial information has been included in the technical proposal.



Field	Details
Signature	
Name	
Designation	
Organization	
Date	

5: LOT-2

5.1: Purpose and Objectives of the Assignment for Lot-2

5.1.1: Purpose of the Assignment (Lot-2)



The purpose of this assignment is to engage a qualified and experienced consulting firm, production agency, or individual consultant to plan, coordinate, and implement twelve (12) Community Viewing and Dialogue Sessions across selected locations in Cox's Bazar and Bandarban districts. The assignment aims to facilitate structured community engagement through the screening of the Shopner Sharothri-GESP docu-fiction dramas, followed by participatory dialogue sessions that encourage reflection, discussion, and collective action to promote positive social and behavioural change supporting adolescent girls' education, skills development, entrepreneurship, and economic empowerment.

5.1.2: Overall Objective

The overall objective of this assignment is to organize and facilitate twelve (12) Community Viewing and/or Dialogue Sessions that increase awareness, strengthen community engagement, and encourage positive attitudes and behaviours among adolescents, families, employers, community leaders, and other stakeholders in support of the Social and Behaviour Change (SBC) objectives of the Shopner Sharothri-GESP Project.

5.1.3: Specific Objectives

The specific objectives of this assignment are to:

- Organize and facilitate twelve (12) Community Viewing and/or Dialogue Sessions using the developed CE Tools in strategically selected locations across Cox's Bazar and Bandarban districts.
- Screen the approved Shopner Sharothri-GESP docu-fiction drama episodes to targeted community audiences.
- Facilitate structured community discussions that reinforce key behavioural messages related to girls' education, vocational skills development, entrepreneurship, employment, and gender equality.
- Encourage parents, spouses, employers, community leaders, religious leaders, and other influencers to actively support adolescent girls and young women's participation in education and economic opportunities.
- Promote awareness of Shopner Sharothri-GESP interventions, including Skills on Wheels, Passport to Earning (P2E), vocational training, and entrepreneurship pathways.
- Document participant feedback, key discussion points, success stories, challenges, and recommendations arising from each dialogue session.
- Generate evidence and lessons learned to strengthen future Social and Behaviour Change (SBC) programming and community engagement initiatives.

5.1.4: Expected Outcomes

Upon completion of the assignment:

- Twelve (12) Community Viewing and/or Dialogue Sessions are successfully conducted in the selected project locations.
- Community members demonstrate increased awareness and understanding of the importance of girls' education, skills development, entrepreneurship, and economic participation.
- Parents, caregivers, employers, community leaders, and other influential stakeholders actively engage in discussions supporting positive social norms.
- Community dialogue contributes to stronger local ownership and acceptance of the Shopner Sharothri-GESP Project objectives.
- Participant feedback and lessons learned are systematically documented and shared with JAAGO Foundation Trust for programme improvement.
- A comprehensive completion report, including participant information, session documentation, photographs, attendance records, and recommendations, is submitted.

5.2: Scope of Work and Methodology

5.2.1: Cross-Cutting Scope for All Services



Together we can

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House # 57, Road # 7/B, Block # H, Banani, Dhaka-1213, Bangladesh
email: info@jaagotrust.org.bd | web: www.jaagotrust.org.bd | Phone: +88 02 55042786

The selected service provider shall be responsible for the complete planning, coordination, implementation, documentation, and reporting of all Community Viewing and Dialogue Sessions. The service provider shall:

- Coordinate closely with JAAGO Foundation Trust throughout the assignment.
- Prepare a detailed implementation plan, session schedule, and field deployment plan.
- Ensure all activities are aligned with the Shopner Sharothri-GESP SBC Framework, Creative Strategy, and approved communication materials.
- Apply gender-responsive, disability-inclusive, child safeguarding, and conflict-sensitive approaches during all activities.
- Ensure ethical facilitation practices, participant dignity, and informed consent for photography, videography, and documentation.
- Arrange all logistical, technical, and operational requirements necessary for successful implementation.
- Document each session using standardized reporting formats and submit all required reports within the agreed timeline.
- Incorporate feedback provided by JAAGO Foundation Trust throughout implementation.

5.2.2: Scope of Work for Community Viewing and Dialogue Sessions

The selected service provider shall undertake, at a minimum, the following activities:

A. Planning and Coordination

- Prepare a detailed implementation and deployment plan covering all twelve (12) sessions.
- Coordinate with JAAGO Foundation Trust, local authorities, community leaders, and project staff to finalize venues, dates, and participant mobilization.
- Develop session agendas, facilitation plans, and discussion guides aligned with the behavioural objectives of the project.

B. Logistics and Event Management

- Arrange all venue logistics, seating, sound systems, projection equipment, generators (where necessary), registration materials, banners, and other event requirements.
- Ensure appropriate accessibility, safety, and participant comfort during each session.
- Manage participant registration and attendance documentation.

C. Dialogue Facilitation

- Conduct structured, participatory dialogue sessions immediately following the already developed CE Tools.
- Facilitate discussions around the key themes of girls' education, skills development, entrepreneurship, employment, gender equality, and positive social norms.
- Encourage active participation from adolescent girls, parents, employers, community leaders, and other stakeholders.
- Address participant questions and facilitate constructive community dialogue.

D. Community Viewing Sessions (Subject to final Visual Production)

- Organize the public screening of the approved Shopner Sharothri-GESP docu-fiction drama episodes.
- Ensure high-quality audio-visual presentation suitable for community audiences.
- Facilitate smooth event management and audience engagement throughout the screening.

E. Documentation and Reporting

- Document attendance, participant demographics, discussion highlights, community feedback, success stories, photographs, and lessons learned.



- Prepare comprehensive session reports with recommendations for future community engagement activities.
- Submit all reports and supporting documentation to JAAGO Foundation Trust.

5.2.3: Methodology

The assignment shall adopt a participatory, community-centred, and evidence-based implementation approach comprising the following phases:

Phase 1: Planning and Mobilization

- Review relevant project documents and approved communication materials.
- Conduct inception meetings with JAAGO Foundation Trust.
- Develop an implementation schedule covering all project locations.
- Coordinate with local stakeholders for venue selection and participant mobilization.

Phase 2: Community Engagement

- Organize community dialogue/viewing events using appropriate tools, and/or audio-visual equipment.
- Ensure broad participation of adolescent girls, parents, spouses, employers, community leaders, religious leaders, youth representatives, and local stakeholders.
- Facilitate inclusive participation while ensuring safeguarding and gender-sensitive practices.

Phase 3: Dialogue Facilitation

- Conduct structured discussions using participatory facilitation techniques and the already developed CE Tools.
- Encourage reflection on the behavioural messages presented in the docu-fiction dramas.
- Capture community perspectives, commitments, challenges, and recommendations.

Phase 4: Documentation and Reporting

- Compile attendance records, participant profiles, photographs, discussion summaries, and key findings.
- Analyse feedback collected across all sessions to identify common themes, opportunities, and recommendations.
- Submit a comprehensive completion report with supporting evidence, lessons learned, and recommendations for future Social and Behaviour Change (SBC) interventions.

5.3: Specific Requirement Sheets

The bidder shall prepare and submit separate Technical and Financial Proposals demonstrating its understanding of the assignment, implementation approach, staffing, logistics, and quality assurance mechanisms for organizing the Community Viewing and Dialogue Sessions.

5.3.1: Requirement Sheet for Community Viewing and Dialogue Sessions

5.3.1.1: Community Viewing and Dialogue Sessions

Requirement Area	Prescribed Requirement
Assignment Title	Community Viewing and Dialogue Sessions under the Shopner Sharothri-GESP Social and Behaviour Change (SBC) Campaign



Number of Sessions	Twelve (12) Community Viewing and Dialogue Sessions
Project Locations	At the community/market place/courtyard/open space etc., in Cox's Bazar Sadar, Ramu, Eidgaon, and Ukhiya Upazilas of Cox's Bazar District; Naikhongchhari, Lama, Alikadam, and Bandarban Sadar Upazilas of Bandarban District.
Target Participants	Adolescent girls and young women, parents, spouses, caregivers, employers, community leaders, religious leaders, youth representatives, local government representatives, project beneficiaries, and other relevant stakeholders.
Core Activities	Community viewing of project communication materials followed by facilitated dialogue and discussion. The vendor will organize- - 12 (Twelve) Community Viewing and/or Dialogue Sessions - 12 venue/community/market place/courtyard/open space/vehicle - 12 audio visual setup (Sound system, Projector and screen rent, Technician) - Local travel cost for community volunteers - 10 Persons in each location (JAAGO will provide a list of the volunteers). *** The number of each event is not confirmed, but not less than 30 participants in each Community Viewing and/or Dialogue Sessions.
Session Methodology	Community screening, facilitated dialogue, participatory discussion, question-and-answer sessions, small group interaction (where appropriate), participant feedback collection, and session documentation.
Logistics Responsibility	The service provider shall arrange all logistical and operational requirements, including venue coordination, audio-visual equipment, projection facilities, sound systems, seating arrangements, participant registration, event branding, photography, documentation, refreshments (if applicable), and other resources necessary for successful implementation.
Reporting Requirements	☒ Session Reports ☒ Attendance Sheets ☒ Participant Feedback Summary ☒ Photographic Documentation ☒ Lessons Learned ☒ Final Completion Report
Technical Themes	Social and Behaviour Change (SBC), Girls' Education, Skills Development, Economic Empowerment, Gender Equality, Positive Social Norms, Community Engagement, Child Safeguarding, Disability Inclusion, and Behaviour Change Communication.
Quality Standards	Sessions shall be participatory, inclusive, gender-responsive, culturally appropriate, and implemented in accordance with safeguarding principles, ethical facilitation practices, and JAAGO Foundation Trust and UNICEF communication standards.
Timeline	As specified in the approved implementation schedule and contract.



5.4: Key Deliverables

Deliverable	Description	Timeline	Acceptance Criteria
Inception Report	Detailed implementation plan, methodology, workplan, session schedule, stakeholder engagement approach, logistics plan, risk mitigation measures, and quality assurance framework for the Community Viewing and Dialogue Sessions.	13 August 2026	Approved by JAAGO Foundation Trust
Community Mobilization and Session Plan	Detailed schedule of all twelve (12) Community Viewing and/or Dialogue Sessions, including proposed locations, target participants, coordination plan, facilitation approach, and logistical arrangements.	20 August 2026	Approved by JAAGO Foundation Trust
Implementation of Community Viewing and Dialogue Sessions	Successfully organize and facilitate twelve (12) Community Viewing and/or Dialogue Sessions across the designated locations in Cox's Bazar and Bandarban, including screening of the approved docu-fiction drama episodes and facilitation of structured community discussions.	08 September 2026	Twelve (12) sessions completed in accordance with the approved methodology and implementation plan
Session Documentation Report	Submit documentation for each session, including attendance sheets, participant profiles, discussion summaries, participant feedback, photographs, success stories, challenges, and key recommendations.	13 September 2026	Complete documentation submitted and accepted by JAAGO Foundation Trust



Final Completion Report	Comprehensive report summarising the implementation of all twelve (12) sessions, including consolidated participant feedback, lessons learned, challenges, recommendations, attendance records, photographs, and all supporting documentation.	15 September 2026	Approved by JAAGO Foundation Trust and all deliverables successfully handed over
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5.5: Support from JAAGO Foundation Trust

JAAGO Foundation Trust will provide the following support, where applicable, to facilitate the successful implementation of the assignment:

- Share relevant project documents, communication materials, and approved docu-fiction drama episodes for community screening.
- Provide orientation on the objectives, key messages, and Social and Behaviour Change (SBC) priorities of the Shopner Sharothri-GESP Project.
- Coordinate with project staff, local authorities, community representatives, and other stakeholders to facilitate implementation at the selected locations.
- Support the service provider in identifying and confirming venues, participant groups, and local focal persons, where required.
- Facilitate access to project implementation areas and beneficiaries in Cox's Bazar and Bandarban.
- Review and provide technical feedback on the implementation plan, session materials, and reports.
- Provide branding and visibility guidelines in accordance with JAAGO Foundation Trust and UNICEF requirements.
- Provide technical guidance on safeguarding, ethical community engagement, informed consent, gender equality, disability inclusion, and child protection.
- Review and approve submitted deliverables in a timely manner.

5.6: Target Audience

The Community Viewing and Dialogue Sessions will engage key community stakeholders to promote positive social norms and encourage support for adolescent girls' education, skills development, entrepreneurship, and economic participation under the Shopner Sharothri-GESP Project.

Target Group	Location	Remarks
Adolescent girls and young women participating in the Shopner Sharothri-GESP Project	Cox's Bazar and Bandarban	Primary beneficiaries and participants
Parents, spouses, caregivers, and family members	Cox's Bazar and Bandarban	Primary influencers of girls' participation and decision-making
Community leaders, religious leaders, and local influencers	Cox's Bazar and Bandarban	Promote positive social norms and community support
Employers, entrepreneurs, and representatives of local businesses	Cox's Bazar and Bandarban	Encourage inclusive employment and entrepreneurship opportunities



Local government representatives and project partners	Cox's Bazar and Bandarban	Support local ownership and sustainability of project interventions
General community members	Cox's Bazar and Bandarban	Secondary audience for awareness and behaviour change messaging

5.7: Required Experience and Qualifications

The service provider shall meet the following minimum requirements:

- Minimum five (5) years of demonstrated experience in community mobilisation, social and behaviour change communication (SBCC/SBC), community engagement, event management, or development programme implementation.
- Proven experience in organising community dialogues, awareness campaigns, public engagement events, or behaviour change initiatives, preferably under donor-funded or development programmes.
- Previous experience working with NGOs, UN agencies, development partners, or government programmes will be considered an advantage.
- Demonstrated understanding of Social and Behaviour Change (SBC), gender equality, adolescent empowerment, child safeguarding, disability inclusion, and community engagement approaches.
- Proven experience in facilitating participatory discussions with diverse community groups, including adolescents, parents, community leaders, and local stakeholders.
- Availability of a qualified implementation team, including a Team Leader, Community Facilitators, Event Coordinator, Logistics Officer, Documentation Officer, and Administrative Support Staff.
- Strong organisational, coordination, communication, reporting, and stakeholder engagement skills.
- Proven capacity to implement field activities simultaneously across multiple locations while maintaining quality standards and agreed timelines.
- Ability to prepare high-quality reports with clear documentation, participant data, photographs, lessons learned, and recommendations.

5.8: Technical Proposal Format and Submission Requirements

The Technical Proposal shall not include any financial information and shall follow the structure below.

5.8.1: Technical Proposal Requirements

- Maximum 15 pages, excluding annexes.
- Written in clear and professional English.
- Font: Arial, Calibri, or Times New Roman (minimum 11-point).
- Single line spacing with standard page margins.
- Company registration documents, legal documents, CVs of proposed personnel, and evidence of similar assignments may be submitted as annexes.
- The proposal shall clearly describe the implementation approach, community engagement methodology, logistics plan, staffing, quality assurance mechanisms, and risk mitigation measures.
- Inclusion of financial information in the Technical Proposal may result in disqualification.

5.8.2: Technical Proposal Checklist

Required Document	Submitted
Technical Proposal	☐ Yes ☐ No
Company Profile	☐ Yes ☐ No



Understanding of the Assignment	☐ Yes ☐ No
Proposed Implementation Methodology	☐ Yes ☐ No
Community Engagement and Facilitation Approach	☐ Yes ☐ No
Workplan and Implementation Schedule	☐ Yes ☐ No
Team Composition and Deployment Plan	☐ Yes ☐ No
CVs of Key Personnel	☐ Yes ☐ No
Similar Assignment Experience	☐ Yes ☐ No
Risk Mitigation and Quality Assurance Plan	☐ Yes ☐ No
Legal Documents	☐ Yes ☐ No
Declaration of No Conflict of Interest	☐ Yes ☐ No

5.8.3: Required Technical Proposal Structure

- Cover Page
- Company Profile
- Understanding of the Assignment
- Proposed Implementation Methodology
- Community Engagement and Dialogue Facilitation Approach
- Logistics and Operational Management Plan
- Quality Assurance and Risk Mitigation Plan
- Safeguarding, Gender Equality, Disability Inclusion, and Ethical Compliance Approach
- Workplan and Implementation Schedule
- Team Composition and Roles
- Relevant Experience and Similar Assignments
- Declaration

5.9: CV Format for Proposed Experts

Each proposed expert shall submit a CV not exceeding two (2) pages.

Particulars	Information
Name	[Insert]
Proposed Position	[Insert]
Nationality	[Insert]
Email and Phone	[Insert]
Current Organization	[Insert]
Education	[Insert]
Professional Training	[Insert]



Together we can

Page 29 of 35

Registered with NGO Affairs Bureau Bangladesh, No: 3229, Date: 31 Dec 2019
House # 57, Road # 7/B, Block # H, Banani, Dhaka-1213, Bangladesh
email: info@jaagotrust.org.bd | web: www.jaagotrust.org.bd | Phone: +88 02 55042786

Relevant Professional Experience	[Insert]
Experience in Community Engagement, SBC, or Event Facilitation	[Insert]
Experience in Similar Assignments	[Insert]
Key Technical Skills	[Insert]
Language Proficiency	[Insert]
Availability	[Insert]

Declaration

I certify that the information provided is true and accurate and confirm my availability for the proposed assignment.

Signature: _____

Name: _____

Date: _____

5.10 Financial Proposal Format and Evaluation Criteria

The Financial Proposal shall be submitted separately from the Technical Proposal. All prices shall be quoted in **Bangladeshi Taka (BDT)**, with VAT and Tax shown separately in accordance with the applicable Government of Bangladesh regulations.

5.10.1 Budget Summary

Budget Category	Amount (BDT)
Professional Fees	[Insert]
CE Tool Guideline Development	[Insert]
Orientation Workshop	[Insert]
Community Viewing and Dialogue Sessions	[Insert]
Travel and Transportation	[Insert]
Accommodation and Per Diem	[Insert]
Venue and Event Management (if applicable)	[Insert]
Communication and Community Mobilization including volunteer payment	[Insert]
Training/Orientation Materials	[Insert]



Documentation and Reporting	[Insert]
Printing and Stationery	[Insert]
Other Approved Costs	[Insert]
VAT	[Insert]
Grand Total	[Insert]

Amount in Words: BDT [Insert] Only

5.10.2 Professional Fees

Position	No.	Days	Unit Rate	Total
Team Leader/Lead Consultant	1	[Insert]	[Insert]	[Insert]
Community Engagement Specialist	1	[Insert]	[Insert]	[Insert]
Field Coordinator	1	[Insert]	[Insert]	[Insert]
Community Facilitators/Volunteers	[Insert]	[Insert]	[Insert]	[Insert]

5.10.3 Financial Evaluation Criteria

The Financial Proposal shall be evaluated based on:

- Compliance with the prescribed Financial Proposal format.
- Completeness of all budget line items.
- Consistency with the approved scope of work and deliverables.
- Reasonableness and competitiveness of the proposed costs.
- Clear presentation of unit rates, quantities, VAT, and total cost.
- Mathematical accuracy.
- No hidden or unexplained costs.
- Compliance with applicable Government of Bangladesh VAT and Tax regulations.

Notes

- Only technically qualified bidders will proceed to financial evaluation.
- **Technical Score:** 80%
- **Financial Score:** 20%
- The lowest substantially responsive Financial Proposal will receive the highest financial score, while other proposals will be scored proportionately.

5.11 Payment Milestones

Payments shall be made through bank transfer upon submission of invoices and approval of deliverables. Applicable VAT and Tax shall be deducted at source.

Installment	Amount	Payment Condition
-------------	--------	-------------------



1st Installment	40%	Upon approval of the Inception Report, detailed workplan, and implementation methodology.
2nd Installment	40%	Upon successful completion of the twelve (12) Community Dialogue/Viewing Sessions, with submission of draft reports and supporting documentation.
Final Installment	20%	Upon approval of the consolidated Community Viewing/Dialogue Session report, editable files, and complete handover package.

JAAGO Foundation Trust reserves the right to revise the payment schedule in accordance with its procurement policies and the approved contract, where necessary.

5.12: Ownership, Confidentiality, and Data Protection

All content, materials, tools, reports, data, presentations, photos, videos, and other outputs generated under this assignment shall remain the property of JAAGO Foundation Trust. The service provider shall not share, publish, reproduce, or use any assignment materials, data, or proprietary information without prior written approval from the organization.

The service provider may cite the assignment in its portfolio only with written approval and without sharing confidential materials, raw data, participant information, proprietary documents, or internal reports.

The service provider may be required to sign a Non-Disclosure Agreement before starting the assignment.

The service provider must ensure confidentiality, informed consent, safe data management, and ethical use of personal information, photos, videos, case stories, and participant data.

5.13: Risks, Assumptions, and Mitigation

The technical proposal must clearly identify possible risks and assumptions and propose mitigation measures. Risks may include, but are not limited to:

1. Delay in access to communities, organizations, participants, or field locations.
2. Political, security, weather, or disaster-related disruptions.
3. Language and cultural barriers.
4. Low participation or scheduling difficulties.
5. Safeguarding or protection concerns.
6. Data quality limitations.
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8. Logistical challenges related to venue, transport, accommodation, or technology.

The service provider must propose realistic mitigation measures and immediately inform the organization of any issue that may affect quality, cost, timeline, or deliverables.

If the service provider fails to produce agreed deliverables after receiving advance payment, the organization may require refund of the advance payment within a specified timeframe, subject to contract terms.

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The service provider must immediately report any safeguarding concern, allegation, or incident through the organization's prescribed reporting mechanism.

5.15: General Provisions

5.15.1: Publicity

Any news release, public announcement, advertisement, social media post, publication, or publicity related to the assignment may only be released with prior written approval from the organization.

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The service provider may not assign or transfer the contract, in whole or in part, without prior written consent from the organization.

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5.16: Proposal Submission Instructions

1. Technical and financial proposals must be submitted separately.
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6. VAT and tax must be shown clearly as per government rules.
7. Late submissions may not be accepted.
8. The organization reserves the right to accept or reject any proposal without assigning any reason.
9. The organization may request clarification from vendors during evaluation.
10. Any attempt to influence the evaluation process may result in disqualification.

5.17: Technical Evaluation Grid

The technical proposal will be evaluated out of 100 marks. The minimum qualifying technical score should be determined by the organization before proposal evaluation.



Evaluation Criteria	Weight
Understanding of assignment, project context, and target group	10
Technical methodology and implementation approach	20
Workplan, timeline, and deliverable management	10
Relevant experience of firm/consultant	15
Qualification and experience of proposed team	25
Safeguarding, PSEA, gender, disability inclusion, risk management, and data protection approach	10
Sample work/portfolio relevance and quality	10
Total Technical Score	100

Minimum qualifying technical score: 70 out of 100.

5.18: Combined Technical and Financial Evaluation Method

The final selection will be based on the combined technical and financial score.

Component	Weight
Technical Proposal	80%
Financial Proposal	20%
Total	100%

5.19: Required Legal and Administrative Documents

The vendor/service provider should submit the following documents, as applicable:

1. Updated trade license.
2. TIN certificate.
3. BIN/VAT registration certificate.
4. Proof of income tax return submission.
5. Bank account information, including account name, account number, bank name, branch name, and email address.
6. Company profile.
7. NID/passport of proprietor or authorized signatory, where applicable.
8. VAT/tax exemption certificate, if applicable.
9. Authorization letter for signatory, if applicable.
10. Any other document required by the organization.

5.20: Declaration of No Conflict of Interest

I/we declare that there is no actual, potential, or perceived conflict of interest in relation to this assignment. I/we confirm that all information submitted in the technical and financial proposals is true and accurate. I/we also confirm that no financial information has been included in the technical proposal.



Field	Details
Signature	
Name	
Designation	
Organization	
Date	

