



## Manusher Jonno Foundation (MJF)

### Terms of Reference (ToR)

<b>Type of Assignment</b>	<b>Collecting, Writing, Designing and Printing of Case Stories of the beneficiaries under the PRLC project</b>
<b>Project Title</b>	<b>Partnership for Resilient Livelihoods in CHT Region (PRLC)</b>
<b>Project Goal</b>	To contribute to poverty reduction and resilient livelihoods of extremely poor households in the three Chittagong Hill Tracts (CHT) districts of Bangladesh
<b>Component Highlights</b>	The project consists of four main components: resilient livelihoods, nutrition, social protection, and advocacy.
<b>Project Locations</b>	Rangamati, Khagrachari and Bandarban districts
<b>Project Duration</b>	January 2023-December 2026
<b>Report Recipient</b>	Manusher Jonno Foundation
<b>Development Partner</b>	The European Union
<b>Proposal submission date</b>	TBD

### 1. Introduction

The Partnership for Resilient Livelihoods in the Chittagong Hill Tracts (PRLC) is a four-year project funded by the European Union, aiming to reduce poverty and build resilient livelihoods for extremely poor households across the three districts of the Chittagong Hill Tracts (CHT) in Bangladesh. The project is being implemented in 26 unions across 8 upazilas, targeting around 98,000 individuals from 20,000 poor and vulnerable households.

PRLC operates through four integrated components:

1. Livelihood Development
2. Nutrition Improvement
3. Social Protection and Disaster Preparedness

#### 4. Advocacy and Policy Engagement (implemented by UNDP)

This assignment seeks to bring to life the impact of the PRLC project on target communities through compelling, well-documented success stories. These stories will focus on the impact and success, capturing the real journeys of the beneficiaries, highlighting project interventions and results.

A case story publication is an important tool to bring out the impacts of the PRLC project to life through real human experiences. This makes the project's successful outcomes more relatable, credible, and meaningful for donors, partners, and wider audiences. At the same time, they amplify the voices of beneficiaries, ensuring their journeys and perspectives are seen and valued, which strengthens accountability and inspires continued support for the project.

This case story publication will focus on specific outcomes of the PRLC project, showcasing snapshots of change and progress among beneficiaries.

### 2. Objective

The objective of this assignment is to produce well-documented and compelling case stories that reflect the impact of the PRLC project on target communities. The case stories will capture beneficiaries' experiences, highlight key project interventions and results, and document lessons learned and good practices. This publication will support PRLC's communication, advocacy, knowledge management, and donor reporting efforts by presenting credible, human-centered evidence of project achievements.

### 3. Scope of Work

A total of **18 case stories** will be produced from the three districts, with 8 stories from Outcome 1, 5 Stories from Outcome 2 & 5 stories from outcome 3. Selection will ensure inclusivity, reflecting diversity in age, gender, persons with disabilities, as well as highlighting unique cases and specific issues emerging from each outcome. If any outcome fails to fulfill the numbers by diversity, it may be modified by prioritizing other outcome in this case.

- **Case Story Collection**
  - Identify and select representative beneficiaries and communities impacted by the PRLC project.
  - Mention separate role of the MJF & Partner Organizations of the Project
  - Conduct interviews and gather first-hand accounts to ensure authentic, human-centered storytelling.
  - Collaborate with project staff to verify data, outcomes, and project achievements.
- **Documentation & Writing**
  - Draft clear, concise, and engaging case stories suitable for communication, advocacy, and reporting in both English and Bengali. Both languages will be incorporated in the same publication.
  - Integrate qualitative and quantitative evidence to substantiate project impact.
  - Ensure consistency in tone, style, and messaging aligned with PRLC's branding and communication guidelines.
  - Submit draft case stories for review and incorporate feedback from PRLC stakeholders.
  - Selecting a name for the publication after consulting with MJF
- **Photo Collection & Selection**
  - Capture high-quality photographs that complement and enhance the case stories. Capture high-quality photographs that complement and enhance the case stories (at least 1-2 photos per story).

- Select the most compelling images that reflect beneficiaries’ experiences, project interventions, and results.
  - Ensure proper consent for all photos used with EU’s consent form.
- **Design and finalization**
    - Preparing design for the whole publication
    - Review and finalization with MJF consultation
    - Produce finalized versions ready for publication in reports, knowledge products, and donor communications.
- **Printing and Publication**
    - Design and format the final case story publication in line with PRLC’s branding and communication guidelines, ensuring a visually engaging and reader-friendly layout.
    - Coordinate the editing, proofreading, and final approval process prior to printing.
    - Select appropriate paper quality, size, and print specifications in consultation with MJF.
    - Support both print and digital versions of the publication for wider dissemination.
    - Ensure proper packaging and distribution of printed copies to relevant stakeholders, partners, and events.

**Suggested issues for collecting the stories**

*(Note: MJF can add or subtract the issues as per reconsideration)*

Sl No.	Outcome 1- Livelihood	Outcome 2- Nutrition	Outcome 3- Social Protection
1	IGA plan and success story	Nutrition awareness in a mother’s life from mother group session, Child-mother benefit	Disability allowance unique story
2	Special skill training- professional success story and personal growth	Adolescent story- health, hygiene and overall awareness, the impact	Solar based surface water
3	Collection Point- community & personal story	SAM Child	Disaster Risk Volunteer story
4	Women friendly market shed- community & personal story	MAM Child	Old age allowance
5	PWD person/ Youth with a successful story in resilience livelihood	Homestead gardening	Maternity Allowance
6	Women Entrepreneur		
7	High Value Crops		
8	Agricultural Technology Transfer		

**Expected Deliverables:**

- Inception Report including detailed workplan, working methodology, strategy/modality, tools/equipment to be used, team composition considering different roles, etc.
- Submit draft of case story documentation for case stories (both in Bangla and English)
- Soft copy (word and pdf versions) of the publication including illustrations
- High quality Photos (both raw and selected).
- 200 printed copies of the publications.

SI	Final Item	Description
1	One Case Story Publication (Printed)	18 case stories. 3 pages allotted to each story.
2	Size	7 x 9.5 (Inches)
3	Quantity	200 Copies
4	Number of Pages	60 Pages
5	Cover Specification	Front & Back Cover: 300 gsm, 4-color print with matte lamination with spot (Logos and other special parts)
6	Inner Pages Specification	120 gsm, 4-color glossy print

## 7. Planned Timelines

The total duration from contract signing to the final production is 75 days.

- Consultant recruitment: TBD after work order
- Inception Meeting: TBD after work order
- Story collection from the field locations: TBD after work order
- Story writing completion: TBD after work order
- Draft submission with design: TBD after work order
- Final Submission: TBD after work order
- Printing: TBD after work order

## 8. Remuneration of the Consultant

- Payment will be based on deliverables and timelines agreed upon with MJF.
- Standard rules on VAT and tax deduction at source will apply.
- Payment modality:
  - 40% upon submission of draft curation (photos and captions).
  - 60% upon successful completion and delivery of final exhibition outputs.

## 9. Proposal and Budget

The consultant/firm will submit a technical proposal (methodology, work plan, prior experience) and a financial proposal including consultancy fee, story collection, writing, photography, design, printing, logistics and other relevant costs. The unit cost mentioned in the budget is 600,000. It is to be noted that this is the maximum budget per unit and cannot be crossed while submitting the proposal. The budget will include travel, accomodation, scriptwriting, illustration, visual development, and any other cost (if applicable). VAT and tax will be deducted at source as per government rule of Bangladesh.

- Consultancy days and fees (mentioned for key members of the team)
- Any other expenditure (please mention nature of expenditure with details)

- Details of the cost item such as capturing picture, printing of picture, binding (Each picture), Venue cost, etc
- 15% VAT and 10% taxes
- Total amount

## 10. Qualifications and Competencies Required

- Proven experience in developing high quality case stories or qualitative documentation for development organizations.
- Strong skill in qualitative data collection, including in-dept interviews and field based storytelling
- Good understanding of CHT context including local culture, communities, and socio economic dynamics.
- Prior experience with international donors/NGOs in same kind of assignment is an advantage.
- Strong writing, editing and visual storytelling, caption writing, skill.
- Good quality printing experience.
- Experience in basic layout design and publication preparation.

## 11. How to Apply

Interested consultants/firms are invited to submit soft copies of their technical and financial proposal, organizational profile, portfolio of relevant work, CV/team profile, and TIN certificate to [procurement@manusher.org](mailto:procurement@manusher.org) with the subject: “Proposal for PRLC Case Story Publication”.

## 12. General Clause

All photographs and documents prepared during the assignment will be treated as MJF property. Assignment will not be sub-contracted to anyone.

- If any additional time is required to complete the contract, over and above that previously agreed to, without changing deliverable and technical specification, then it has to be agreed by MJF in writing to respective focal given in deliverable output section before 10 days ending of Consultancy period. Request for Extension must be submitted with proper justification.
- If required any change by MJF, it should be rationalized in written with required cost or time, or any part of the work under the contract, equitable adjustment in the contract price, delivery schedule, or both will be amended in writing.
- The consultant/team will be responsible for all their costs including taxes, subsistence, transport and accommodation.
- Submissions which do not meet all the basic requirements will not be reviewed.

**13.1. Penalty Clause:** If the agreed deadline and / or deliverables are not adhered to by the consultant/team, financial penalties will be imposed upon the consultant/team in terms of payment. This is specified as follows:

- ✓ In case of delayed submission of the deliverables up to one-month delay, 30% of the contract amount will be deducted.
- ✓ Delay of more than one month, will result in auto cancelation of the contract and forfeit of the remaining 50% of the contract value.

- ✓ Confidentiality of all aspects of the assignment is to be assured by the consultant/team at all times.

**13.2. Disclaimer:** Manusher Jonno Foundation reserves the right to accept or reject any or all proposals/ application without assigning any reason what so ever.

**13.3. Disclosure of information:** It is understood and agreed that the Consultant(s) shall, during and after the effective period of the contract, treat as confidential and not disclose, unless authorized in writing by Manusher Jonno Foundation (MJF), any information obtained in the assignment of the performance of the Contract. Information will be made available for the consultant/firm on a need-to-know basis.

**13.4. Safeguarding/Protection/Gender Policy:** The individual consultant /team/Firm shall comply with the MJF’s Policy on safeguarding and child Protection policy. Any violation /deviation in complying with MJF’s Policy on Children Protection and vulnerable adults will not only result-in termination of the agreement but also MJF will initiate appropriate action in order to make good the damages/losses caused due to noncompliance of MJF’s safeguarding policy.

<p><b>Prepared by</b></p> <p>Abu Nur Muhammad Kaiser Zillany MEAL Specialist</p>	<p><b>Approved by</b></p> <p>Banasree Mitra Neogi Director- Programs</p>
<p><b>Signature:</b></p> 	<p><b>Signature:</b></p> 

*Attachment: A brief on PRLC project*

## A brief of PRLC project

### Background of PRLC project

The Chittagong Hill Tracts (CHT) is a region of Bangladesh with a diverse culture and geography, featuring steep hills and narrow valleys that are often remote and inaccessible. Unfortunately, Rangamati, Bandarban, and Khagrachari, the three districts, experience significant poverty rates, above-average neonatal death rates, seasonal food shortages lasting up to six months, and poor water and sanitation leading to preventable diseases in children. These conditions make climate-resilient livelihood development and watershed management crucial in the CHT in order to address climate change and natural resource degradation. To alleviate poverty and improve the livelihoods of extremely low-income households in the CHT, MJF and UNDP have collaborated on the "Partnership for Resilient Livelihoods in the CHT Region" project since January 2023, with funding from the European Union. Its top priorities include market access, climate-resilient agriculture, social safety nets, and the well-being of marginalized people, with a particular focus on gender equality, women's empowerment, and accessibility for individuals with disabilities. The project also employs the UNDP's Integrated Farm Management-Farmer Field School (IFM-FFS) model for livelihood promotion, which has been implemented in the three hill districts since 2017 through the Strengthening Inclusive Development in Chittagong Hill Tracts (SID-CHT) project.

The project will reach 20,000 households and approximately 98,000 people focusing on improving the well-being of the poor and marginalized in 8 Upazilas and 26 Unions of the CHT.

**Intervention Area and Partnerships:** The intervention covers 8 Upazilas and 26 unions across the three hill districts of Rangamati, Bandarban, and Khagrachari. It is implementing in collaboration with nine CHT based organizations:

District	Working Upazila	Working Union	Name of the partner
Rangamati	Sadar	Banduk Bhangra, Balukhali Magban	ASHIKA Development Associates [ASHIKA]
	Beliachhari	Belaichhari, Farua, Kangra Chhari	Hill Flower [Hill Flower]
	Jurachari	Dumdumya, Maidong	Taungya [Taungya]
	Jurachari	Juraichari Sadar, Banjugichara	Progressive
Bandarban	Thanchi	Balipara, Remakri, Thanchai, Tindu.	Bolipara Nari Kalyan Samity [BNKS]
	Lama	Gajalia, Lama, Sarai, Faitong	Gram Unnayan Sangathon [GRAUS]
	Sadar	Rajvila, Tankabati	Tahzingdong [Tahzingdong]
Khagrachari	Guimara	Sindukchhari, Hafchhari, Guimara Sadar	Assistance for the Livelihood of the Origins (ALO)
	Laxmichari	Barmachari, Dulyatali Laxmichari Sadar	Trinamul Unnayan Sangstha [TUS]

### Overall objective:

To contribute to poverty reduction and resilient livelihoods of extremely poor households in the three Chittagong Hill Tracts (CHT) districts of Bangladesh

## PRLC project beneficiaries and stakeholder groups:

The project aims to help those who struggle to access services and resources, such as the extremely poor (males 30%, females 67.5%, transgender 0.5%, and persons with disabilities 2%). 10% of youth will be included, along with female-headed households, the elderly, widowed, and those with disabilities.

**Stakeholders:** The project intends to work closely with Ministry of Chittagong Hill Tracts Affairs (MoCHTA), Chittagong Hill Tracts Regional Council (CHTRC), three Hill District Councils (HDCs); relevant line departments local elites and leaders, including teachers, Circle Chiefs, traditional leaders such as karbari, headmen, community leaders, in CHT. At national level, relevant ministries.

The project plans to hold policy dialogues to discuss capacity building for partners to advance the SDGs in CHT. The major institutions i.e., MoCHTA, CHT Regional Council and three Hill District Councils, CHT Land Commissions, Ministry of Legislative and Parliamentary Affairs through MoCHTA, ERD, Planning Commissions, elected representatives, traditional leaders, and women leaders, Youth from both Ethnic and Bengali communities residing in the hot spots in the CHT, Volunteer mediator networks.

## Project outcomes and major activities:

Outcome	Key Activities
1. Sustained livelihoods and income generation amongst the target households in the CHT districts	<ul style="list-style-type: none"> <li>• Formation of Climate-smart Integrated Farm Management Farmer Field School (IFM-FFS) groups and conduct FFS sessions.</li> <li>• Skill development training and input support for selected participants on entrepreneurship, high value crops</li> <li>• Provide support community-managed market collection points and improvement of the marketplace.</li> <li>• Capacity building support for line departments and skill development training for youth and job placement for them</li> </ul>
2. Improved and sustained nutrition practices for a better and healthy lifestyle for the extremely poor households in CHT region	<ul style="list-style-type: none"> <li>• Formation of mother and children (Maa ebong sishu) forum, adolescents club with boys and girls, and conduct awareness sessions</li> <li>• Demonstration on preparing quality food, home visit, support to SAM and MMM children and training on home stead gardening and poultry.</li> <li>• Organize health camp, provide food package for MAM children.</li> <li>• National Seminar on Implementation of National food and nutrition Security policy plan of Action</li> </ul>
3. Increased investment of resources by local communities and the Government aimed at the most vulnerable regions and population segments in the CHT districts	<ul style="list-style-type: none"> <li>• Developing community volunteer groups on disaster preparedness and management</li> <li>• Installing rainwater harvesting system in the water crisis areas</li> <li>• National/District level dialogue/ sensitization workshop with government institutes/ traditional leader to avail government social safety net program and other services.</li> <li>• Introduce on Social Accountability Tools (SAT)</li> </ul>

<p>4. Strengthened implementation of pro-poor policies, especially for the CHT areas</p>	<ul style="list-style-type: none"><li>• Support to HDCs and CHTRC with the harmonization of laws applicable in CHT</li><li>• Support to CHT land commissions</li><li>• Advocacy for SDGs implementation in CHT</li><li>• Lol volunteer mediator's forum for conflict mediation and peace building</li></ul>
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