



## Manusher Jonno Foundation (MJF)

### Terms of Reference (ToR)

|                                 |   |
|---------------------------------|---|
| <b>Type of Assignment</b>       | <b>Trajectory Case Story Collection, Writing, Designing and Printing</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 is aiming to capture and communicate the transformative impact of the PRLC project on its target communities through compelling, well-documented case stories. Moving beyond conventional reporting these stories will document the lived experiences of beneficiaries, illustrating how the project interventions have influenced their life over the time. Each narrative will highlight not only the tangible results but also challenges, lessons learned and good practices that have emerged throughout the journey

**The Trajectory Case Story Publication** will present an in-depth and chronological account of a beneficiary's full journey of change. Each story will begin with a detailed profile of the beneficiary at the outset, providing essential background and context. This narrative will make the story more personal, relatable and engaging, allowing the readers to clearly understand the transformation from baseline condition to current outcome.

In total, there will be 52 stories (2 stories from each working union) and it will be both in Bengali & English but as two different publications.

Collectively these publications will serve as a powerful resource for PRLC's communication, advocacy efforts. They will also contribute significantly to knowledge management, and donor reporting by presenting credible, evidence-based narratives that reflect real life change. Ultimately, the stories will demonstrate the project results in a meaningful way with showcasing how PRLC project has impacted the lives and livelihoods of the communities.

## **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.

Through a human-centered, evidence-based documentation, the case stories will provide deeper insights how the project has contributed to meaningful change in the lives of communities. At the same time the publication will serve as an important resource for PRLC's communication, and advocacy initiatives as well as for knowledge management, and donor reporting by presenting credible, evidence-based narratives of project achievements.

## **3. Scope of Work**

A total of 52 selected beneficiary stories covering 26 unions of the Chittagong Hill Tracts (CHT will be articulated, documented, designed and printed,). Each trajectory story will include a profile of the beneficiary (with a good quality profile picture) at the beginning, and capture the changes of beneficiary lives due to project interventions and beyond the project. There will be two publications (two printed documents), one in Bengali and another in English. The detailed scope of the work is as follows:

- **Beneficiary Selection:**
  - A total of 52 beneficiaries (two per union) are selected by the partners
- **Case Story Development (Trajectory Case Story)**
  - Conduct direct interview at least 30-40% of the selected beneficiaries
  - Validate the previously collected data/information
  - Collect additional information (physical visit or over phone or through discussing with field staff)
  - Carefully capture and draw the transformation history of each beneficiary
- **Documentation & Writing**

- Develop well-structured, clear, and compelling case stories in both English and Bengali that effectively capture the transformative journeys of beneficiaries with ensuring their suitability for communication, advocacy, knowledge management and donor reporting purposes.
- Integrate qualitative and quantitative evidence to substantiate project impact.
- Ensure consistency in tone, style, and messaging aligned with PRLC’s branding and communication guidelines.
- In consultation with MJF, propose a meaningful and appropriate titles of the publications that reflect essence and purpose of case stories.
- **Photo Collection & Selection**
  - Capture high-quality photographs that complement and enhance the case stories (at least 1-2 photos per story).
  - Project staff will assist the consultant firm by providing relevant photographs.
  - Select the most compelling images that reflect beneficiaries’ experiences, project interventions, activities and results.
  - Ensure proper consent for all photos collected by the consultant firm.
- **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.

**Expected for Trajectory Case Stories (more innovative ideas are appreciable):**

- Beneficiary Profile (with photo and all primary information)
- Engagement with PRLC Project (Turning Point & Key Interventions)
- Situation Before engaging with PRLC Project
- Transformation Journey (Phase-wise)
  - Livelihood & Income
  - Social Inclusion
  - Gender Perspective

*(For the illustration of the transformation, a diagrammatic presentation is preferable for each of the above phases)*
- Shocking points (challenges) of life
- Beneficiary Quote & Future Dreams/Vision

***Note: an example of ‘Trajectory Story’ is expected to be attached with the Technical Proposal.***

**Expected Deliverables:**

- Inception Report including detailed workplan, working methodology, strategy/modality, tools/equipment to be used, team composition considering different roles, etc.
- Submission of draft case stories documentation for Trajectory stories (both in Bangla and English)
- Two printed case story publications (50 in English & 150 in Bangla)
- Soft copy (word and pdf versions) of the publications including illustrations
- High quality Photos (both raw and selected).

| Sl | Final Item                                       | Description   |
|----|--|---|
| 1  | Two Trajectory Case Story Publications (Printed) | 52 case stories.  |
| 2  | Version  | Two (Bengali & English)   |
| 3  | Size   | 9 x 11 (Inches)   |
| 4  | Quantity   | 50 in English & 150 in Bangla   |
| 5  | Number of Pages                                  | Approximately 160-165 Pages<br><ul style="list-style-type: none"> <li>➤ 3 pages for each story (3*52=156)</li> <li>➤ Cover page, Table of contents, Preface: 6-8 Pages</li> </ul> |
| 6  | Cover Specification                              | Front & Back Cover: 300 gsm, 4-color print with matte lamination with spot (Logos and other special parts)  |
| 7  | Inner Pages Specification                        | 120 gsm, 4-color glossy print   |

## 7. Planned Timelines

The total duration from contract signing to the final production is 90 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 BDT 1,80,0000. 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 Trajectory 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.

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

*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>   |

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| <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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