

**Terms of Reference (ToR)**  
**for**  
**Design and Implementation of a Social Media Advocacy Campaign on the Anti-Discrimination Law in Bangladesh**

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| <b>Assignment:</b>                           | Creative Design and Digital Advocacy Campaign on the Anti-Discrimination Law                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Project:</b>                              | NAGORIC (National Advancement for Governance and Rights Initiatives in Communities)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Overall objectives of the assignment:</b> | <p>To design and implement a strategic six-month social media advocacy campaign that increases public awareness, fosters informed dialogue, and builds broad-based public support for the enactment of a comprehensive, rights-based Anti-Discrimination Law in Bangladesh.</p> <p>The campaign will focus on developing engaging, contextually relevant, and gender-sensitive content and messages that promote public awareness of anti-discrimination, gender equality, civic rights, and the need for anti-discrimination laws. Through strategic digital advocacy and targeted outreach, the campaign aims to influence public opinion, broaden citizen engagement, and strengthen demands for a more inclusive anti-discrimination law in Bangladesh.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Specific objectives:</b>                  | <ul style="list-style-type: none"> <li>▪ Increase public understanding of discrimination, its different forms, and its impact on individuals and communities.</li> <li>▪ Promote awareness of the need for a comprehensive Anti-Discrimination Law that protects all people from discrimination and ensures equality, dignity, and justice.</li> <li>▪ Simplify complex legal and human rights concepts through creative, accessible, and engaging digital content.</li> <li>▪ Amplify the voices, experiences, and perspectives of marginalized and underrepresented communities such as women, Dalits, people with disabilities, Trans/gender diverse individuals, indigenous people, ethnic minorities, religious minorities and other marginalized groups.</li> <li>▪ Promote positive narratives around diversity, inclusion, equality, and social cohesion.</li> <li>▪ Counter misinformation, myths, and misconceptions related to anti-discrimination legislation.</li> <li>▪ Encourage constructive public dialogue and citizen engagement on equality and non-discrimination.</li> <li>▪ Support the broader advocacy objectives of the NAGORIC Project by complementing policy engagement, coalition-building, and community mobilization efforts.</li> <li>▪ Inspire action through creative messaging on platforms like Facebook, X, LinkedIn, Instagram, and YouTube.</li> <li>▪ Build an informed and engaged online community aligned with the project's mission.</li> </ul> |

  
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| <b>Rationale:</b>                                        | <p>Although the Constitution of Bangladesh guarantees equality before the law, many individuals and communities continue to experience discrimination in accessing education, employment, healthcare, housing, public services, and justice. While the Draft Anti-Discrimination Bill represents an important step toward addressing these challenges, public awareness and understanding of discrimination, equality, and the proposed law remain limited.</p> <p>As social media has become a primary source of information and public discourse, it presents a unique opportunity to raise awareness, foster informed dialogue, challenge misconceptions, and build public support for a comprehensive, rights-based Anti-Discrimination Law. Through creative storytelling, inclusive messaging, and audience-centered digital engagement, the campaign will amplify the voices of marginalized communities, promote the values of equality and inclusion, and contribute to a more enabling environment for legal reform under the NAGORIC Project.</p> |
| <b>Technical and Financial Proposal submission date:</b> | A signed soft copy in PDF format should be emailed to <b>kibria@manusher.org</b> cc: <b>asad@manusher.org</b> by <b>5 August 2026</b> . For any queries, contact <b>tiasha@manusher.org</b> .                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Tentative Timeline of the assignment:</b>             | <b>6 months (15 August 2026 to 15 February 2027)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Budget:</b>                                           | 5,00,000 BDT Max (including VAT)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |

#### A. Background:

Manusher Jonno Foundation (MJF) is a national non-governmental organization working to advance human rights, social justice, inclusive governance, and the rights of marginalized communities in Bangladesh. Under the **NAGORIC Project**, supported by the **Nagorikata: Civic Engagement Fund (CEF)**, MJF is leading a nationwide advocacy initiative to promote the adoption of a comprehensive, rights-based Anti-Discrimination Law (ADL).

Although the Constitution guarantees equality and non-discrimination, Bangladesh still lacks a comprehensive legal framework to prevent and address discrimination across all sectors. As a result, women, Indigenous peoples, persons with disabilities, Dalit communities, religious minorities, transgender and Hijra communities, and other marginalized groups continue to face systemic barriers to equal rights and opportunities.

Civil society organizations have advocated for an Anti-Discrimination Law for more than a decade, resulting in the Draft Anti-Discrimination Bill 2022 was placed in parliament in 2022. However, progress has stalled, and recent consultations and dialogues led by MJF have identified important gaps in the draft, including limited recognition of intersectional discrimination, weak accountability mechanisms, and insufficient participation of affected communities.

To build public support for legal reform, MJF will implement a strategic social media advocacy campaign that promotes equality, diversity, inclusion, and human dignity while amplifying the voices and lived experiences of marginalized communities. dialogue and digital engagement and evidence-based messaging, the campaign aims to strengthen public awareness, foster informed

  
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dialogue, and create an enabling environment for the enactment of a comprehensive Anti-Discrimination Law in Bangladesh.

## **B. Rationale:**

Despite widespread discrimination, public understanding of discrimination as a legal and human rights issue remains limited, while misconceptions about anti-discrimination laws continue to persist. With the rapid expansion of social media in Bangladesh, digital platforms offer a powerful opportunity to raise awareness, promote informed dialogue, and build public support for a comprehensive Anti-Discrimination Law.

The campaign will use creative, evidence-based storytelling to amplify the voices of marginalized communities, counter misinformation, and encourage citizens to recognize discrimination and support equality and human dignity. To strengthen engagement, two recurring mascot characters, **Shomota Apa (Equality)** and **Mukti Didi (Freedom)**, including one representing an Indigenous woman, will simplify complex legal concepts and promote inclusive messages aligned with the principle of **Leave No One Behind (LNOB)**. The campaign will complement the NAGORIC Project's broader advocacy, community consultations, and policy engagement, contributing to an enabling environment for meaningful legal reform and greater public ownership of the Anti-Discrimination Law.

## **C. Objectives:**

To engage a qualified communications agency to design and implement a six-month integrated social media advocacy campaign that raises public awareness, promotes informed dialogue, and mobilizes broad public support for the adoption of a comprehensive, rights-based Anti-Discrimination Law in Bangladesh.

### **Specific Objectives**

The campaign is expected to:

- Increase public understanding of discrimination, its different forms, and its impact on individuals and communities.
- Raise awareness of the need for a comprehensive Anti-Discrimination Law that protects all people from discrimination and promotes equality, dignity, and justice.
- Translate complex legal and human rights concepts into simple, engaging, and audience-friendly digital content.
- Amplify the voices and lived experiences of marginalized and underrepresented communities.
- Promote positive narratives around equality, diversity, inclusion, and social cohesion.
- Counter myths, misinformation, and misconceptions related to discrimination and anti-discrimination legislation.
- Encourage constructive public dialogue and civic engagement on equality and non-discrimination.
- Support the broader advocacy objectives of the NAGORIC Project by complementing policy dialogue, coalition-building, and community engagement initiatives.

  
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- Inspire Engagement: Use creative, accessible content across platforms (Facebook, X, Instagram, YouTube, LinkedIn, TikTok) to foster civic action and advocacy.

#### **D. Targeted Audience/Group:**

The campaign will target a broad range of stakeholders, including citizens across Bangladesh, with particular emphasis on women, youth, persons with disabilities, Indigenous Peoples, Dalit and other socially excluded communities, religious minorities, transgender/ gender diverse individuals and other marginalized communities. It will also engage policymakers, government institutions, local government representatives, civil society organizations, human rights defenders, legal professionals, media professionals, academics, development partners, and social media influencers. Additionally, the campaign will reach broader online audiences, including students, youth groups, educators, private-sector representatives, and community leaders, to foster informed public dialogue, challenge discrimination, and build support for a comprehensive Anti-Discrimination Law.

#### **E. Key Focus Areas:**

The campaign should focus on the following thematic areas:

- **Understanding Discrimination:** Raise awareness on different forms of discrimination through practical and relatable examples.
- **Equality, Rights, and Inclusion:** Promote equality, dignity, diversity, inclusion, and equal opportunity as fundamental human rights.
- **Need for an Anti-Discrimination Law:** Highlight the importance of a comprehensive legal framework to ensure protection, accountability, prevention, and access to justice.
- **Voices of Marginalized Communities:** Amplify the lived experiences and perspectives of women, persons with disabilities, Indigenous People, Dalit communities, religious minorities, transgender and Hijra communities, youth, ethnic minorities and other marginalized groups.
- **Positive Social Norms:** Encourage empathy, respect for diversity, and inclusive attitudes while challenging prejudice and discrimination.
- **Civic Participation:** Inspire citizens and key stakeholders to engage in dialogue and collective advocacy for equality, inclusion, and the adoption of a comprehensive Anti-Discrimination Law.

#### **F. Scope of Work:**

The selected agency will work closely with the NAGORIC Project team to design, develop, implement, and monitor a six-month integrated social media advocacy campaign. Key responsibilities include:

- Develop a comprehensive social media strategy, including a content plan, editorial calendar, messaging framework, implementation approach, and key performance indicators (KPIs) for measuring campaign performance.

  
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- Produce and publish high-quality, inclusive, and bilingual (Bangla and English) multimedia content across Facebook, YouTube, X (Twitter), Instagram, LinkedIn and other agreed digital platforms.
- Conduct necessary research for content designing, outlining, and message development.
- Integrate the campaign mascots, **Shomota Apa** and **Mukti Didi**, into creative content to simplify complex concepts and strengthen campaign identity.
- Prepare engaging copy, captions, hashtags, subtitles, and other communication materials, ensuring all content is accessible, audience-centred, and approved by MJF before publication.
- Boost selected content, monitor campaign performance, optimize content using analytics, and submit regular progress reports with key insights and recommendations.

| Item Description ( <i>Final quantities may be adjusted based on the approved proposal</i> )                                  | Purpose/ Expected Impact                                                                | Monthly | Total (6 Months) |
|------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|---------|------------------|
| Static Post                                                                                                                  | Raise awareness, explain key campaign messages (may include infographics)               | 1.6     | 10               |
| Carousel                                                                                                                     | Raise awareness, explain key campaign messages                                          | 1.5     | 9                |
| Animated Video/ Motion Graphics, 30-90 sec long (may feature Shomota Apa and Mukti Didi) ( <i>AI can be used sometimes</i> ) | Reach wider audiences through engaging short-form content                               | 2       | 12               |
| Static Video/Poster                                                                                                          |                                                                                         |         | 3                |
| Comic (may feature Shomota Apa and Mukti Didi)                                                                               | Promote storytelling and improve message recall                                         | 1.5     | 9                |
| Campaign Intro Video                                                                                                         |                                                                                         |         | 1                |
| Campaign Branding & Graphic Templates                                                                                        | Establish a consistent visual identity across all digital platforms                     |         | 1                |
| Mascot Redesign (Shomota Apa & Mukti Didi)                                                                                   | Refine and modernize the mascot characters for consistent use across campaign materials |         | 1 set            |

  
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|---------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|--|-------------|
| Mascot-Based Visual Identity Elements | Create recurring visual devices, icons, catchphrases, or signature elements featuring the mascots to improve campaign recall and recognition |  | 1           |
| Content boosting                      |                                                                                                                                              |  | Needs Based |
|                                       | Total                                                                                                                                        |  | 47          |

The agency shall ensure timely delivery of all outputs in accordance with the approved work plan. Deliverables that do not meet the agreed quality standards may be returned for revision at no additional cost, and persistent non-performance may result in contractual action by MJF.

#### G. Timeline:

**15 August 2026 to 15 February 2027**

#### H. Content Style and Language Guidelines

The consultant/firm must follow the content style guidelines outlined below for all deliverables:

**Logo:** Ensure the MJF logo is properly placed on all materials. Consult the designated MJF focal person before making any edits involving logo usage.

**Tone:** Maintain an empowering, positive, and culturally sensitive tone throughout the content, with an emphasis on raising awareness and inspiring action.

**Captioning:** Each post must include clear, concise, and contextual captions that support audience understanding and engagement. Use hashtags strategically to increase reach (MJF will provide the official hashtags).

**Inclusive Language:** All content must use gender-sensitive, inclusive, and people-first language. Avoid stereotypes and biased representations, particularly when referring to women, indigenous communities, persons with disabilities, and other marginalized groups.

**Language Selection:** Content should be developed in Bangla, English, or a combination of both, depending on the target platform and audience. Multilingual storytelling is encouraged, especially through the use of English subtitles, when showcasing the voices of project beneficiaries from different regions.

#### I. Deliverable Output:

- Develop a detailed content plan and calendar covering the period from August 2026 to February 2027, it should be provided within the first two weeks of the contract signing.
- Deliver scheduled content every month, in line with the approved content plan.
- Share all content with MJF for review and approval before publication.
- Submit all produced materials in soft copy format to MJF, including at least one raw/editable version of each item.

  
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- Monitor and analyze content performance, including views, reactions, comments, and other metrics. Provide updates incorporating Key Performance Indicators (KPIs) for each content type—such as impressions, engagement rate, click-through and conversion rates, sentiment analysis, and follower growth.
- Based on the KPI analysis, submit:
  - ✓ Monthly performance reports
  - ✓ A mid-term evaluation report after three months
  - ✓ A pre-final report at the end of six months highlighting reach, engagement, key findings, challenges, lessons learned, and recommendations
  - ✓ A final comprehensive report upon completion of the assignment

#### J. Required Qualifications of the Consultant/Firm:

- Proven experience in developing and managing rights-based and advocacy campaigns, particularly on issues such as freedom of expression, youth engagement, and gender transformative approaches
- Sound knowledge of digital safety, misinformation, and disinformation
- Proficiency in video editing, motion graphics, animation, graphic design, and podcast production
- Demonstrated experience working with NGOs, development partners, or multi-stakeholder projects
- Strong skills in digital storytelling, visual content creation, and social media marketing
- Previous experience working with rights-based or development-focused organizations
- Excellent planning and coordination skills with the ability to work with creative teams
- A valid trade license is mandatory

#### K. Reporting Line

The consultant will report directly to **Wasiur Rahman Tonmoy**, Lead, Youth and Social Cohesion, **Manusher Jonno Foundation (MJF)**, contact: [tonmoy@manusher.org](mailto:tonmoy@manusher.org)

#### L. Payment Schedule

MJF will disburse the consultant's remuneration in installments based on the **timely and satisfactory completion** of deliverables as outlined in the contract. All payments will be made via **account payee cheque**, with **applicable VAT and Tax deductions** as per the regulations of the Government of Bangladesh.

| Sl | Installment                      | Deliverables                                                                                                                                               | Remarks                                                                           |
|----|----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| 1  | 1 <sup>st</sup> instalment (30%) | Contract signing, approval of the detailed work plan with timeline, and other necessary documents.                                                         | The first instalment will be provided                                             |
| 2  | 2 <sup>nd</sup> instalment (40%) | Upon approval of the mid-term performance report along with other monthly progress reports till then. The agency must demonstrate satisfactory progress in | The second instalment will be provided after submitting half of the deliverables. |

  
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|---|--------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|
|   |                                            | implementation and have completed at least 50% of the agreed deliverables, including (at a minimum) 50% of the planned static posts, carousels, videos, animations/comics, and other agreed content outputs, in accordance with the approved content plan. Any revisions requested by MJF must be addressed before payment is processed. |                                                                             |
| 3 | 3 <sup>rd</sup> and final instalment (30%) | Payable upon submission and approval of the final report, satisfactory completion of all agreed deliverables, handover of all campaign materials and source files (where applicable), submission of final analytics and performance report, and successful closure of the contract.                                                      | The final instalment will be provided after all deliverables are submitted. |

#### **M. Budget (Financial part of the proposal):**

The tasks' budget should be detailed in a convenient format. This summary budget information should also be inserted on the Front page of the technical proposal.

#### **N. Copyright and Ownership of Assignment:**

MJF reserves the copyright to all information, findings, and the final products produced through this process.

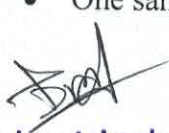
#### **O. Apply Procedure - Interested applicants should submit:**

1. Technical proposal describing understanding of the assignment, campaign concept, methodology, workflow, risk management approach, and team composition.
2. Audience engagement strategy; and Proposed use of the campaign mascots (Shomota Apa and Mukti Didi).
3. Detailed workplan and implementation timeline (specify how the content will be tailored for each platform (Facebook, X, Instagram, YouTube, TikTok vs. LinkedIn)

4. Sample Creative Concept, including:

(Can be any two of the following:

- One proposed campaign slogan and key message;
- One sample key visual;
- One sample social media posts;

  
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- One sample comic strip or storyboard featuring the mascot characters)
5. Financial proposal with detailed budget breakdown in a separate file.
  6. Relevant legal documents, organizational profile, portfolio, samples of similar work, and CVs of key team members.

The technical and financial proposals shall be submitted as separate files. Submission instructions, email address, deadline, and any additional procedural notes may be inserted by MJF in the final procurement notice.

### Selection and Evaluation Criteria

| Evaluation Criteria                                                                                  | Suggested Weight |
|------------------------------------------------------------------------------------------------------|------------------|
| <b>Technical Review</b>                                                                              | <b>50%</b>       |
| Understanding of the ToR, communication context, proposed methodology and strategic approach         | 20%              |
| Quality of sample creative outputs (sample posts, visual identity, mascot concept, storyboard/comic) | 15%              |
| Relevant agency experience and past performance                                                      | 10%              |
| Qualifications and experience of the proposed team                                                   | 5%               |
| <b>Financial Review</b>                                                                              | <b>20%</b>       |
| <b>Oral Presentation</b>                                                                             | <b>30%</b>       |

### P. General Terms and Conditions

- **Termination Clause:** Either party may terminate the agreement by providing a **written notice of 10 days**.
- **Right to Terminate:** MJF reserves the right to unilaterally terminate the contract under the following circumstances:
  - Failure by the consultant to fulfill any clause outlined in the Terms of Reference (ToR).
  - Failure to submit deliverables within the agreed timeline.
- **Ownership of Materials:** All data, documents, and materials developed during the consultancy will remain the **sole property of Manusher Jonno Foundation (MJF) and used for learning materials**. These may not be reproduced, published, or used for any other purpose without prior written consent from MJF.
- **Contract Amendment:** In the event that, additional time is required to complete the contract, over and above that previously agreed to, without changing the scope of work, then it has to be agreed by MJF in writing. In case of any change made in the Scope of Work by MJF because of an increase or decrease in 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.
- **Compliance with Policies:** The consultant is required to comply with MJF's **Safeguarding Policy, Child Protection Policy, and Policy on Protection from Sexual Exploitation, Abuse, and Harassment (PSEAH)**. The consultant must maintain the

  
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highest standards of ethical behavior throughout the assignment. Any breach, including incidents of abuse or exploitation, will lead to **immediate termination** of the contract and may result in **legal action**. A signed safeguarding commitment form must be submitted before commencing the assignment.

- **Force Majeure:** In the event of **natural disasters, political unrest, or other emergencies**, both parties may renegotiate the terms and conditions of the agreement in good faith.

#### Q. Penalty Clause

If the agreed deadline and/or deliverables are not adhered to by the consultant, financial penalties will be imposed upon the consultant 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 two months 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 at all times.

#### R. Disclosure of Information

The Consultant(s) acknowledge and agree that during the term of the contract and thereafter, all information obtained in the course of performing the assignment shall be treated as strictly confidential. The Consultant(s) shall not disclose, share, or use any such information for purposes other than those directly related to the execution of the contract, unless expressly authorized in writing by Manusher Jonno Foundation (MJF). Access to information will be granted to the Consultant(s) strictly on a need-to-know basis to ensure confidentiality and data protection.

#### S. Safeguarding and Protection Policy

The individual consultant, team, or firm engaged under this consultancy must fully comply with Manusher Jonno Foundation's (MJF) **Safeguarding Policy** and **Child Protection Policy**. Any breach or failure to adhere to these policies, particularly regarding the protection of children and vulnerable adults, will result in immediate termination of the agreement. Furthermore, MJF reserves the right to take appropriate legal or corrective actions to address any damage or losses arising from non-compliance with its safeguarding policies.

  
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