Terms of Reference (ToR)
for
Photo Story Book Publication: Success Story Collection, Documentation, Design, Printing and Dissemination

Photo Story Book Publication	
Project title	National Advancement for Governance and Rights Initiatives in Communities (NAGORIC)
Project goal	Increased voice, representation, recognition, and participation of civil society (especially women, youth, and members of marginalised communities) in decision making, influencing, holding government to account, and seeking redress for violations.
Purpose of the Assignment	Showcasing the transformation brought about by the NAGORIC project and publicise Success Stories by Network Partners through Photo stories
Development Partners	Embassy of Switzerland, Global Affairs Canada and European Union
Project Locations	The NAGORIC project being implemented in 6 districts (Bagerhat, Satkhira, Rangpur, Gaibandha, Patuakhali, Barguna) across 12 Upazilas and 24 Union Parishads.
Objective of the Assignment	The objective of this assignment is to collect, document, curate, edit, design, print, and disseminate compelling photostories that demonstrate the impact of the NAGORIC project on marginalized communities across its six project districts. The publication will showcase authentic, human-centered stories and experiences of project beneficiaries, community leaders, Citizen Platforms, and Network Partners, highlighting their engagement in civic initiatives, social accountability processes, inclusive governance practices, and collective efforts to promote citizens' rights and participation in decision-making. It will also capture key achievements, changes, challenges, and lessons learned through project interventions. The publication will serve as a strategic communication, advocacy, knowledge management, donor reporting, and public awareness resource for Manusher Jonno Foundation (MJF), presenting credible, evidence-based narratives and visual documentation of the project's contributions to strengthening civic engagement, promoting accountable governance, and amplifying the voices of marginalized communities.
Technical and Financial Proposal submission date	A signed soft copy in PDF format should be emailed to procurement@manusher.org by 29 November 2026. For any quires email at: kibria@manusher.org
Work duration (tentative)	45 days

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Budget:	**Maximum Budget:** BDT 700,000 (Seven Lakh Taka Only), inclusive of all applicable VAT and Taxes. The procurement will be conducted through a competitive bidding process, and the contract will be awarded following the evaluation of submitted bids in accordance with MJF's procurement procedures.
Pre – Bid session: Thu 11/26/2026 10:30 AM - 11:00 AM Join Zoom Meeting https://zoom.us/j/99301711142?pwd=mZBm4QGaiBXfGge6vTDWv6HA9vy5wd.1 Meeting ID: 993 0171 1142 Passcode: 342605	

1. Background:

Manusher Jonno Foundation (MJF) is a non-governmental, non-profit organization dedicated to promoting human rights, inclusive governance, and the dignity of marginalized communities in Bangladesh. With over 20 years of experience and a network of 400+ grassroots and national partners, MJF works to amplify the voices of the poor, ensure institutional accountability, and promote social justice.

Despite significant socioeconomic progress, Bangladesh still faces challenges in governance, human rights, and gender equality—hindering the achievement of SDGs, particularly SDG 16 (peace, justice, and strong institutions) and SDG 5 (gender equality).

To address these challenges, the Nagorikata: Civic Engagement Fund (CEF) was established to strengthen civil society engagement with government institutions and promote participatory and accountable governance. Selected as a strategic partner of the Fund, Manusher Jonno Foundation (MJF) is implementing the NAGORIC project across six districts of Bangladesh through twelve Civil Society Organizations (CSOs) to strengthen civic engagement, social accountability, inclusion, and participation of women, youth, Dalits, Indigenous peoples, persons with disabilities, gender diverse individuals and other marginalized communities. The project aims to promote inclusive civic engagement, social accountability, and good governance by empowering Civil Society Organizations (CSOs), Community-Based Organizations (CBOs), and marginalized communities to actively participate in governance processes. It also seeks to strengthen transparency and accountability in public institutions while ensuring that citizens, particularly those from marginalized groups, have meaningful opportunities to influence democratic and policy-making processes. The initiative reflects MJF's broader mission of advancing citizens' rights and promoting inclusive and participatory governance in Bangladesh.

2. Rationale

As part of its communication, advocacy, and knowledge management strategy, Manusher Jonno Foundation (MJF) recognizes the importance of systematically documenting and sharing the changes, achievements, and experiences emerging from the NAGORIC project. While conventional project

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reports and monitoring data provide important evidence of progress, compelling human-centered stories complemented by powerful photographs can more vividly demonstrate how project interventions have influenced people's lives, strengthened community initiatives, and created opportunities for inclusive civic engagement, social accountability, and responsive governance.

A dedicated photostory publication will provide an opportunity to capture authentic experiences and inspiring success stories of project beneficiaries, community leaders, Citizen Platforms, and Network Partners. Through a combination of impactful photographs and engaging narratives, the publication will showcase individual and collective achievements, highlight effective civic engagement and social accountability practices, amplify the voices and perspectives of marginalized communities, and document key changes, challenges, and lessons learned from project interventions.

The publication will serve as a strategic communication and advocacy resource for both NAGORIC project and MJF, translating project achievements into accessible, engaging, and evidence-based content for diverse audiences. It will also contribute to knowledge management and peer learning by sharing practical examples of community-led initiatives, effective approaches, and positive changes that can inform and inspire CSOs, partner organizations, community networks, Citizen (Nagoric) forums/committees/platforms, and other governance actors.

The photostories will be disseminated through MJF's digital and social media platforms and compiled into a printed publication (newsletter/booklet) for wider circulation among project stakeholders, development partners, government institutions, civil society actors, and other relevant audiences. Ultimately, the publication will help preserve the project's experiences and achievements, strengthen public awareness, amplify marginalized voices, and inspire continued engagement in advancing citizens' rights, inclusive governance, and institutional accountability in Bangladesh.

3. Objective of the Assignment

The objective of this assignment is to collect, document, edit, design, print, and share 12 compelling success stories that demonstrate the achievements, outcomes, and impact of the NAGORIC (National Advancement for Governance and Rights Initiatives in Communities) project on marginalized communities across its six project districts.

The publication will capture authentic, real-life experiences and perspectives of project beneficiaries, community leaders, Citizen Platforms, and Network Partners, highlighting positive changes resulting from project interventions, particularly in civic engagement, social accountability, inclusive governance, and meaningful citizen participation. Each success story will be presented through engaging narratives complemented by compelling photographs, illustrating the changes achieved, the people and initiatives behind them, and the lessons learned.

The publication will serve as a strategic communication, advocacy, and knowledge management resource for MJF, providing credible, human-centered evidence of project achievements. It will also support donor reporting and public awareness, amplify the voices of marginalized communities, and

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share inspiring examples of change to encourage peer learning among CSOs, community networks, and other governance actors.

4. Scope of Work

The selected consultant/organization will be responsible for the end-to-end process of developing a success story publication and associated social media content under the NAGORIC project. The assignment will involve identifying and documenting inspiring success stories from project areas, conducting field visits and interviews, collecting photographs and supporting information, developing stories in Bangla and English, designing and printing the publication, and preparing content for digital dissemination.

The success story publication will be developed as a bilingual publication, with all 12 success stories presented in both Bangla and English, ensuring accessibility for diverse national and international audiences.

4.1 Geographical location:

The assignment will cover the following **six project** districts and their respective working areas:

SL	District	Upazilla	CSOs
1	**Satkhira**	Shyamnagar	Nakshikantha
		Tala	UMUS
2	**Bagerhat**	Bagerhat Sadar	Udayan Bangladesh
		Rampal	NSUS
3	**Gaibandha**	Gobindaganj,	Abalamban
		Shaghata	USSB
4	**Rangpur**	Mithapukur	DPUK
		Gangachara	SEED
5	**Patuakhali**	Patuakhali Sadar	SDA
		Dumki	SUVO
6	**Barguna**	Amtoli	CBDP
		Barguna Sadar	Suktara Mohila Samiti

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4.2 Detailed scope of work

4.2.1 Success Story Identification and Collection
The consultant/organization will:

- Develop a success story collection guideline, interview checklist, and informed consent format in consultation with MJF.
- Identify and select representative beneficiaries, community leaders, Citizen Platform members, CSO representatives, youth groups, women leaders, and marginalized community (indigenous, ethnic minorities, persons with disabilities, gender diverse individuals etc.) members from the six project districts.
- Collect **two success stories from each district**, ensuring geographical and thematic diversity.
- Ensure representation of women, youth, persons with disabilities, ethnic and religious minorities, and other marginalized groups.
- Conduct field visits, interviews, and observations to document authentic experiences and changes resulting from project interventions.
- Clearly identify and document the contributions of MJF and its Partner Organizations in achieving the reported changes.
- Coordinate with MJF project staff and Network Partners to verify the accuracy of information, interventions, achievements, and outcomes.

4.2.2 Success Story Development and Documentation

The consultant/organization will:

- Develop 12 compelling success stories (two from each of the six project districts), with each story written and finalized in both Bangla and English. Both language versions will be included in the final publication.
- Write each story in a concise, engaging, and human-centered narrative format, preferably within 350–500 words (may change later)

- Incorporate relevant photographs, direct quotations, personal experiences, relevant project information, and supporting evidence to demonstrate the changes achieved.
- Highlight the background or challenges, project interventions, individual or collective achievements, contributions of MJF and its partner organisations under NAGORIC project, observed changes, and key lessons learned.
- Ensure that the stories clearly demonstrate the link between NAGORIC project interventions and the changes experienced by individuals and communities.
- Propose an appropriate title for each story and the overall publication.
- Ensure that there is written and verbal consent before documentation.
- Submit draft stories to MJF for review and incorporate feedback before finalization.
- Ensure accuracy, originality, appropriate attribution, and compliance with MJF's communication, branding, safeguarding, and ethical storytelling guidelines.

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4.2.3 Publication Design and Layout

The consultant/organization will:

- Develop a creative concept and visual design for the success story publication in consultation with MJF.
- Design and layout the publication as a bilingual document, ensuring that both Bangla and English versions of all 12 success stories are presented in a reader-friendly, visually consistent, and well-organized format.
- Design and layout the publication in accordance with MJF's branding and communication guidelines.
- Incorporate the finalized Bangla and English stories, photographs, beneficiary quotations, captions, and other relevant visual elements.
- Ensure an attractive, reader-friendly, and consistent design that effectively communicates the human stories and project achievements.
- Submit the draft design and layout to MJF for review and approval.
- Incorporate feedback and finalize the publication.
- ISBN – The publication will include an ISBN number
- Provide print-ready PDF files and editable design source files to MJF.

4.2.4 Printing, Quality Assurance, and Delivery

The consultant/organization will:

- Arrange printing of approximately 500 copies of the finalized success story publication, subject to MJF's approval of the specifications.
- Ensure the quality of paper, printing, colour reproduction, binding, and finishing meets the approved specifications.
- Supervise the complete printing process, including proof checking, printing, cutting, binding, and packaging.
- Ensure quality control and address any printing or finishing defects before delivery.
- Deliver the complete printed publication to MJF within the agreed timeline.
- Ensure both digital and printed versions are suitable for dissemination through MJF communication channels.

4.2.5 Social Media Content Development

The consultant/organization will:

- Develop 12 short versions of selected success stories (approximately 150–250 words each) for dissemination through MJF's Facebook page, website, newsletter, and other digital communication platforms.
- Adapt the selected stories into engaging, audience-friendly digital content while retaining the core messages, achievements, and human perspectives.
- Ensure that the social media content is supported by appropriate photographs, captions, and relevant project branding.
- Submit all digital content to MJF for review and approval before publication.

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- Provide the finalized digital content in editable formats for use across MJF's communication platforms.

5. Suggested Themes for Success Story Collection

MJF may revise or add themes during implementation.

Suggested themes:

a) Citizen Platform initiatives that improved access to public services.
b) Community-led social accountability actions (Social Audit/Public Hearing).
c) Women's leadership and participation in local governance.
d) Youth engagement in civic participation and social cohesion.
e) Inclusion of persons with disabilities and marginalized communities in decision-making.
f) Success stories on addressing gender-based violence, child marriage, or discrimination through community initiatives.
g) Network Partner innovations and community mobilization for governance and accountability.
h) Community advocacy resulting in improved government responsiveness or service delivery.
i) Stories demonstrating civic engagement for SDG 5 and SDG 16.
j) Lessons learned and good practices from NAGORIC interventions.

6. Technical Specifications:

1. Book Size – 11"x8" (Subject to further discussion)
2. Page count – 50 Pages Max (inner, both side printing on 25 sheet, all 4 color)
3. Paper Quality – Inner – 170 gsm Art Paper (no lamination)
4. Paper Quality – Cover Page – 300 gsm Art Paper (Matt finish & spot lamination)
5. Binding – Bookbinding with hardcover and thread stitch.
6. Impression – 4 colors
7. Quantity of books – 500* pcs (Subject to change)

7. Financial Offer to cover:

1. Content development Fees:
   a. Data collection (Travel, lodging, and other expenditures to be included)
      – Short Story Writing
      - Photography
   b. Design charge
   c. DTP output preparation
   d. Printing

2. Required company legal documents: TIN, BIN, Trade License, Tax Acknowledgement

8. Timeline:

The assignment is expected to be completed within 8 weeks from the signing of the contract.
- Week 1–4: Collect Photograph and Stories

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- Week 5: Drafting and editing stories.
- Week 6: Feedback from MJF and revisions.
- Week 7: Design and layout.
- Week 8: Final approval, printing, and submission.

9. Qualifications of the Consultant/Organization

- Proven experience in documenting and publishing success stories or similar content.
- Expertise in storytelling, interviewing, and narrative development.
- Strong skills in editing, proofreading, and publication design.
- Familiarity with gender-based violence and women's empowerment projects.
- Ability to deliver high-quality bilingual content in Bangla and English.

10. Reporting Line

The consultant will report directly to Wasiur Rahman Tonmoy, Lead, Youth and Social Cohesion at tonmoy@manusher.org and Tiasha Idrak, Media and Communication Officer at tiasha@manusher.org.

MJF will provide:

- Project brief and communication guidelines.
- List of Network Partners and focal persons.
- Story selection support and field coordination.
- Branding materials, logos, templates, and review feedback throughout the assignment.

11. 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**
1	1st instalment (30%)	Upon signing of the contract and submission and approval of the inception report, detailed workplan, methodology, and story collection tools.
2	2nd instalment (40%)	Upon completion of field-level data and photograph collection, submission of all 12 draft success stories in Bangla and English, and approval of the finalized stories by MJF.
3	3rd and final instalment (30%)	Upon final approval and delivery of the bilingual publication (500* printed copies), print-ready PDF and editable design files, all 12 social media contents, and report.

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12. Apply Procedure - Interested applicants should submit:

12.1. Technical Proposal:

- Understanding of the assignment.
- Methodology and approach.
- Work plan and timeline.
- Relevant legal documents, organizational profile, portfolio, samples of similar work, and CVs of key team members.
- Portfolio: Samples of similar work completed in the past. Proven experience in designing and producing Success Story Books. Strong portfolio demonstrating relevant work. Understanding of gender, social justice, and climate resilience issues. Ability to deliver high-quality materials within the specified timeframe.

12.2. Financial Proposal: Detail budget breakdown including Inclusive of VAT and Tax.

13.Evaluation Criteria

Description	weight
Understanding of the ToR and methodology	**20%**
Relevant Experience, Portfolio and Technical Expertise in Success Story Documentation and Publication Development	**20%**
Capacity to produce high-quality bilingual (Bangla and English) content, including translation and editing	**15%**
Qualifications and experience of the proposed team members	**10%**
Work plan, timeline and capacity to complete all deliverables within the stipulated period	**15%**
Total technical weight	**80%**
Financial Assessment	**20%**
Total	**100%**

14. Target Audience

The publication is intended for:

- Civil Society Organizations under NAGORIC.
- Community members and citizen platforms.
- Marginalised communities including women, youth, ethnic minorities, indigenous people, persons with disabilities, among others.
- Local government institutions.
- Donors and development partners.
- National advocacy stakeholders.

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15. Ownership and Intellectual Property Rights

All data, photographs, stories, interview transcripts, documents, designs, publications, and other materials developed, collected, or produced under this assignment shall remain the sole property of Manusher Jonno Foundation (MJF). MJF shall have the exclusive rights to use, reproduce, publish, adapt, distribute, and disseminate these materials for communication, advocacy, knowledge management, learning, reporting, and other organizational purposes. The consultant/organization shall not reproduce, publish, share, or use any of these materials, in whole or in part, for any other purpose without obtaining prior written consent from MJF. The publication is also intended for wider public circulation and commercial sale in 2027, extending the reach of the documented success stories and ensuring their continued availability to interested readers and stakeholders.

16. 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.
- **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 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.

17. 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.

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Confidentiality of all aspects of the assignment is to be assured by the consultant at all times.

18. 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.

19. 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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