



Swadhinata Project

Call for Proposals

Youth-Led Campaigns

1. About the Swadhinata Project

Swadhinata means Freedom of Expression for Digital Democracy. It is a national project in Bangladesh that works to protect and promote freedom of expression in both online and offline spaces. The project helps people speak safely, access reliable information, identify misinformation, stay safe online, and take part in democratic and civic life with confidence.

The project is supported by the European Union, led by Plan International Bangladesh, and implemented by Manusher Jonno Foundation (MJF). It works across all 8 divisions and 64 districts through 8 Women's Rights Organizations (WROs), youth networks, civil society actors, journalists, human rights defenders, media actors, social media actors, local content creators, community groups, and relevant duty bearers.

The 8 divisional WRO partners are Association of Voluntary Actions for Society (AVAS) in Barishal, PROTTYASHI in Chittagong, Breaking the Silence (BTS) in Dhaka, Badabon Sangho in Khulna, Paribartan Unnayan Sangastha (PUS) in Mymensingh, Barendra Economic Development Organization (BEDO) in Rajshahi, Integrated Social Development Organization (ISDO) in Rangpur, and Reliant Women Development Organization (RWDO) in Sylhet.

2. Purpose of this Call

Through this call, the Swadhinata Project aims to support youth-led organizations to design creative and community-based awareness campaigns that promote digital safety, online harassment, TFGBV, misinformation, disinformation, responsible freedom of expression, critical thinking, and inclusive civic participation.

The campaigns are needed because many people receive confusing, false, harmful, or incomplete information online. Many also do not know how to check information, respond safely to harassment, or seek support. Youth-led campaigns can explain these issues in simple language, use local examples, and reach people through trusted community networks.

The campaign aims to:

- Raise awareness on misinformation and online harm
- Promote safer digital spaces
- Encourage responsible online engagement
- Amplify youth and marginalized voices
- Strengthen digital literacy and civic participation
- Promoting truth over AI and fake news

Campaign ideas, work plans, budgets, key messages, and public materials must be approved by MJF and Plan International Bangladesh before implementation.



3. Who Can Apply

Organizations from all over Bangladesh may apply. The applicant must be youth-led or have strong youth participation. Organizations with women in leadership or with prominent women members are strongly encouraged to apply. Organizations working with or led by minorities, persons with disabilities, indigenous peoples, religious minorities, gender-diverse people, women, girls, and other marginalized communities are highly encouraged to apply.

Who may apply	What this means
Youth-led organizations, youth clubs, youth collectives, or youth networks	The group should be based in Bangladesh and should have the capacity to organize a campaign.
Organizations with women's leadership or prominent women members	Women's participation in planning, decision-making, facilitation, implementation, and public activities will be highly valued.
Organizations working with marginalized communities	This includes ethnic minorities, religious minorities, Dalit communities, persons with disabilities, gender-diverse people, and other underrepresented groups.
Organizations with community work experience	Experience may include youth engagement, rights awareness, social awareness, digital literacy, media literacy, cultural activities, or public campaigns.
Informal youth collectives with expertise on digital literacy	Informal groups may apply if they can show their team structure, focal person, local presence, implementation capacity, and ability to keep bills, vouchers, records, and reports.

4. Proposed Campaign Themes

The campaign should connect with one or more of the themes below. Applicants may also propose creative ideas beyond this list, as long as the idea is safe, factual, inclusive, rights-based, and approved by MJF and Plan International Bangladesh.

Theme	What the campaign may cover
Freedom of expression and responsible speech	Why people should be able to express opinions safely, how to respect different views, and how to avoid hate speech, harassment, threats, or harmful content. This may link to constitutional rights and civic responsibilities in simple language.
Access to quality information	Why people need correct and reliable information to form opinions, make decisions, and participate in public life. This may connect to the Right to Information Act, 2009, and the practice of asking, checking, and verifying information.



Misinformation, disinformation, manipulation, and rumors	How false or misleading information spreads, how AI-generated or edited content can mislead people, how to check sources, and why people should verify before sharing.
Digital safety and privacy	How to protect accounts, passwords, personal information, images, devices, and digital identity. The campaign may discuss cyber and digital safety laws in simple language without giving legal advice.
Online harassment and TFGBV	How online harassment and technology-related abuse affect women, girls, gender-diverse people, youth, journalists, activists, and marginalized groups. The campaign should promote safe help-seeking and non-victim-blaming messages.
Youth voice, inclusion, and civic participation	How youth, women, minorities, persons with disabilities, gender-diverse people, and marginalized groups can participate in public life, community discussion, fact-based dialogue, and peaceful civic action while staying safe and respectful.
Creative local campaign idea	Applicants may propose theatre, street drama, art, music, debate, reels, storytelling, local language messages, campus campaign, community dialogue, poster campaign, digital challenge, or any other safe and relevant idea.

Legal note: Campaigns may explain rights, responsibilities, and relevant laws in easy language. They must not give legal advice, make unverified legal claims, attack anyone, or discuss sensitive cases without approval from MJF and Plan International Bangladesh.

5. Campaign Approach, Reach, and Expected Results

The campaign may use online, offline, or mixed methods. Local language is welcome. The idea should be understandable for ordinary people, including people with limited English proficiency. Each selected organization will implement one approved campaign.

Area	Requirement
Direct participants	Each organization should reach at least 20 direct participants through offline or interactive engagement activities.
Indirect reach	Each organization should aim to reach around 20,000 people indirectly through online dissemination, local networks, peer sharing, and extended community reach.
Inclusion	Women, youth, minorities, persons with disabilities, gender-diverse people, and marginalized communities should be meaningfully included in planning and implementation.

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Evidence	The selected organization must submit a complete event report and all required supporting documents after the campaign. This includes attendance sheets, clear photos, videos where available, approved campaign materials, online post links, screenshots, reach information, short activity notes, procurement documents, quotation papers where required, bills, vouchers, cash memos, proof of payment, VAT and tax documents, and any other documents requested by MJF for verification and final settlement
Broader project target	Across two years, the activity aims to support 20 youth-led organizations, reaching 400 people directly and 400,000 people indirectly.

6. Support Available and Financial Rules

Each selected organization will receive within BDT 60,000 to implement one approved campaign. A total of 10 youth-led organizations will be selected under this call. The final amount, budget heads, payment schedule, and reporting requirements will be confirmed in the **Contribution Agreement** signed with MJF.

Item	Rule
Use of fund	The fund may be used only for approved campaign costs such as content development, outreach, local dissemination, printing, communication materials, transport, venue, or small event costs, and other direct campaign costs approved in the budget.
Bills and vouchers	The organization must keep proper bills, vouchers, cash memos, attendance sheets, quotations where required, proof of payment, photos, links, and other supporting documents.
Tax and VAT	Tax and VAT will be handled as per the Government of Bangladesh rules and MJF financial procedures. Applicable tax and VAT may be deducted at source where required.
Procurement	All purchases must follow proper procurement practice and MJF guidance. The organization must ensure value for money, transparency, and no conflict of interest.
Unallowable costs	Funds cannot be used for personal expenses, political activities, harmful content, unapproved gifts, unapproved entertainment, or any cost not linked to the approved campaign.
Final settlement	Final payment, adjustment, or settlement will depend on approved deliverables, valid financial documents, valid bills and vouchers, and acceptance of the final report by MJF.



7. Safeguarding and Ethical Rules

Safeguarding is mandatory for all campaign activities. Selected organizations must protect the dignity, privacy, safety, and rights of all people involved in the campaign. This is especially important when working with children, girls, women, survivors, persons with disabilities, gender-diverse people, minorities, journalists, human rights defenders, activists, or any person who may face risk.

- Take informed consent before using anyone's photo, video, voice, story, name, location, or personal information. For children, guardian consent and project guidance are required.
- Do not publish phone numbers, addresses, school details, family details, case details, or any information that can expose someone to harm.
- Do not use victim-blaming, hate speech, stereotypes, harmful jokes, discriminatory language, or sensational messages.
- Do not share rumors, false claims, manipulated images, fake screenshots, edited clips, or claims that cannot be checked.
- Do not promote or attack any political party, candidate, public figure, religious group, or community.
- Monitor campaign spaces and quickly report threats, harassment, impersonation, trolling, or other harmful comments to MJF or the assigned focal person.
- If someone discloses harm, harassment, violence, or risk, do not handle the case publicly. Inform the assigned MJF or WRO focal person and follow project referral guidance.
- All sensitive messages, visuals, stories, slogans, scripts, designs, and videos must be reviewed and approved by MJF and Plan International Bangladesh before public dissemination.

8. What Applicants Need to Submit

Applicants should submit a short and clear proposal using the template below. The proposal should be simple, practical, and easy to understand.

Required item	What to include
Organization profile	Name, address, contact person, team members, year of formation, areas of work, and experience.
Campaign concept/Proposal	Campaign title, objective, problem, target audience, location, key messages, and planned activities.
Target reach and inclusion	Estimated direct participants, estimated indirect reach, and how women, minorities, persons with disabilities, gender-diverse people, and marginalized groups will be included.
Safeguarding note	How the organization will ensure consent, privacy, dignity, child protection, do no harm, safe images, and safe communication.
Financial Proposal	Financial proposal within a budget of BDT 60,000, providing a clear activity-wise cost breakdown. The proposal should be competitive and prepared in accordance with a fair bidding process.
Legal Documents	Updated legal documents.


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Supporting documents	Organization profile, focal person ID if required by MJF, bank details if available, previous work examples if available, and any registration document if available.
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9. Proposal Template

A. Organization Information	Response
Name of organization or youth group	
Division and district	
Full address	
Name, phone, and email of contact person	
Is the organization youth-led? Explain briefly.	
Number of active members and number of women members	
Women in leadership or prominent women members	
Work with women, minorities, persons with disabilities, gender-diverse people, or marginalized communities	
Previous campaign or community work experience, if any	

B. Campaign Idea	Response
Campaign title	
Main issue or problem	
Campaign objective	
Target audience and location	
Key message in simple language	
Relevant law, rights, or civic issue to explain in simple language	

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Creative method and local language or culture to be used	
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C. Activity, Reach, and Budget	Response or Amount in BDT
Main activities and timeline	
Expected direct participants	
Expected indirect reach	
How women and marginalized groups will participate	
Expected outputs and evidence	
Content development or creative materials	
Printing or communication materials	
Venue, transport, refreshment, digital dissemination, or other approved costs	
Total within BDT 60,000	
Campaign Duration (For offline and online campaigns, mention the time period it will run for)	

D. Safeguarding and Declaration	Response
How will you take consent before using photos, videos, or stories?	
How will you protect children and at-risk people?	
How will you avoid hate speech, misinformation, and victim-blaming?	


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How will you monitor and respond to online harassment or harmful comments?	
Do you agree to take approval from MJF and Plan International Bangladesh before implementation and public dissemination?	Yes / No
Do you agree to sign a Contribution Agreement with MJF if selected?	Yes / No
Do you agree to keep proper bills, vouchers, and financial documents?	Yes / No

10. Selection Process and Important Conditions

Evaluation Criteria	Percentage
Organizational Profile	20%
Relevant Work Experience	20%
Technical Proposal/Campaign Concept	40%
Financial Proposal/Budget Breakdown	20%
Total	100%

- The campaign idea, workplan, budget, key messages, visibility materials, and public content must be approved by MJF and Plan International Bangladesh before implementation.
- Selected organizations must implement only the approved campaign. Any change in activity, location, budget, timeline, or message must be approved by MJF in writing.
- All campaign materials must follow Swadhinata, MJF, Plan International Bangladesh, and European Union visibility guidance.
- Women's participation, youth leadership, and inclusion of minorities, persons with disabilities, gender-diverse people, and marginalized groups are highly encouraged in planning and implementation.
- MJF may request revision, correction, removal, or non-publication of any content that creates risk or does not follow project standards.
- Incomplete proposals, late submissions, unsupported costs, or proposals that do not follow safeguarding and ethical requirements may be rejected.


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11. Rules After Proposal Submission

Stage	Rule
After submission	MJF will screen proposals. Submission does not guarantee selection.
During review	MJF or the selection committee may ask for clarification, revision, or supporting information.
After selection	Selected organizations must attend an orientation or briefing if arranged by MJF or Plan International Bangladesh.
Before implementation	The organization must sign a Contribution Agreement with MJF and receive approval of the final work plan, budget, key messages, reach plan, and safeguarding plan. The campaign will run for 4 months after the agreement signing. In that time period, the campaign should be implemented.
During implementation	The organization must follow the approved plan, maintain regular contact with the assigned focal person, and immediately report any safeguarding or security concern.
After completion	The organization must submit a final activity report, reach information, photos, links, attendance sheets, bills, vouchers, and other financial documents.
Final settlement	Final approval, payment adjustment, or settlement will depend on satisfactory delivery, valid documents, and acceptance by MJF.

12. Submission Process

- Deadline for submission: **June 15, 2026**
- Submission email: procurement@manusher.org
- Subject line: **Proposal for Youth-Led Campaign under Swadhinata**
- For questions or clarification: nusrat@manusher.org, +8801805-102785
- Only complete applications submitted within the deadline will be considered.


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