



TERMS OF REFERENCE (ToR) FOR HIRING PR AGENCY/INDIVIDUALS TO DEVELOP A GUIDELINE/MANUAL ON CHILD JOURNALIST

ABOUT PROYASH II

PROYASH (a Bengali word to serve to achieve something) phase II is a five years urban risk reduction project of Save the Children Bangladesh funded by C&A Foundation. It hopes to reach Thirteen Thousand One Hundred sixty Five (13,165) people direct and sixty six thousand six hundred twenty five (66,625) indirect beneficiaries through its activities with the support of its partner, YPSA (Young Power in Social Action) and Social and Economic Enhancement Programme-SEEP, in the disaster vulnerable urban area of Dhaka, Savar and Chattogram. Its overall purpose is to increase preparedness and resilience of urban slum communities in Dhaka, Savar and Chattogram to cope with shocks and stresses. The objective is to enhance capacities of women, children and relevant government institutions to contribute to urban resilience. Proyash Phase II will work to increase the capacity of community-based disaster management committees (DMCs), women, children, youth and other community members. The project's main interventions target women and children, in particular, ensuring their participation in local risk assessments and planning. To sustain the effort, Proyash Phase II will act to build a strong network and liaison with government, NGOs, INGOs, academia, research institutions and the private sector, so as to ensure a combined effort in effective urban risk management. For sustainability and long-term impact, the project will work with the city corporations and municipalities and local government authorities to include risk reduction planning into the annual development plans.

SPECIFIC GOAL

Increased preparedness and resilience of urban slum communities in Dhaka, Savar and Chattogram to cope with shocks and stresses.

TARGETED RESULTS

1. Enhanced capacities of women, children and relevant government institutions to contribute to urban resilience in informal settlements.
2. Scaled up and institutionalized Comprehensive School Safety (CSS), Disaster Risk Reduction (DRR) and Education in Emergencies (EiE) into Primary & Secondary education.
3. Steered policy advocacy to integrate women and children's issues in urban resilience through generated evidence.

BACKGROUND

We are living in a culture where the voices of children are remain unheard, often denied or treated with disgrace. Similar practices are being noticed in the context of Disaster Risk Reduction (DRR) and Disaster Resilience issues even knowing that they are one of the most vulnerable groups during any disaster. Child Journalist will be a group of dynamic, enthusiastic and self-driven entity led by children (aged between 16-18 years) which will capture those unheard, assess the needs and challenges of children in urban issues and address these to the target audience. Initially, three Child Journalist Club/Child Media Club will be formed at three project areas of Dhaka, Savar and Chattogram. This ToR describes advertising agency's roles, responsibilities, service modality, deliverables, payment procedure and objective of developing guideline/manual.

OBJECTIVE

The objective of the assignment is to design and develop a manual/guideline for Child Journalist outlining 6 months activity plan. This manual will emphasize to teach technical know-how and basic of journalism and guide the target group to raise awareness in targeted communities. At the end of the course, we expect the participants will

- Develop a nose for news of the selected participants in the programme
- Understand the methods of collecting information and their means of verification
- Understand know-how on developing source and maintain them for collecting information
- Able to Write a basics of media reports, styles of report writing, editing, sub editing, basic camera operation and video editing;
- Clear understanding on do's and don'ts of a journalist
- Understanding on the behavioral pattern and body language of a journalist, pre, during and post preparation to capture any news event etc.

KEY DELIVERABLES

- PR agency/individuals will develop a guideline/manual covering training content on selection of news, methods of information collection, development of source, do's and don'ts of journalism, etiquettes of journalists, report writing, editing, sub editing, basic camera operation, video editing and other relevant technical issues.
- Agency/individuals will arrange a foundation training at three project areas of Dhaka, Savar and Chattogram on designed manual with duration of five months.
- Agency/individuals will arrange one field test at any project areas of Dhaka, Savar and Chattogram.
- Agency/individuals will host an inception programme in order to main streaming the idea of Child Journalist.
- Agency/individuals will create linkage between child journalists and electronic and print media for internship programme. Internship period will be duration of one month where the interns will intensively work with media personnel in report writing, editing, sub editing and other relevant media works.
- Agency/individuals will support PROYASH II project to arrange field visit of experienced and renowned journalists to motivate, interact and develop a like-minded attitude of journalism among this group.
- Agency/individuals will support PROYASH II project to arrange a convention with experienced and renowned journalists and print/electronic media personnel after successful accomplishment of whole intervention to highlight the strengths and potentials of child journalist group and scopes of proper utilization to the wider audience.
- Agency/individuals will produce both Bengali and English version of guideline/manual.
- Agency/individuals will provide at least 100 (one hundred) hard copies of training manual including soft copies (in pdf, doc & Ai format).

REQUIRED SKILLS AND COMPETENCIES

- The agency must have experience and track record of developing such training manual in country or abroad.
- The agency must have 5 years of relevant professional experience.
- Strong linkage with the key officials of electronic and print media and experience of working with journalists.
- Proven experiences of report writing, communication and documentation.
- Experience with procedures, approaches and operations of development sector.
- Ability to conduct training sessions through participatory way using analytical games, case study analysis along with group works.

- Prior training experiences (preferably with children and youth) with like-minded organizations will be an advantage.

TIMELINE

Engagement should be finalized within six month after signing the agreement. A letter of agreement will be signed between two parties based on a formal hiring process through advertisement (as per the organizational policy of SEEP) where the agencies will submit their technical and financial proposal for the assignment.

PROPOSAL SUBMISSION CHECKLIST

- a. Technical proposal
- b. Time frame
- c. Financial proposal
- d. Experts profile along with agency portfolio mentioning relevant experience of similar task

CONTACT

For any queries of submitting proposal please communicate with Mr. Md. Mohiuddin Mia, Manager-Finance & Admin [mohiuddin8482@gmail.com; +8801677-831353] from Social and Economic Enhancement Programme-SEEP.

PAYMENT MODE

The payment will be in Taka. All payment will be made through account payee cheque. Payment will be delivered after the successful completion of the training complying all the requirements mentioned in the deliverables. Necessary Tax and VAT will be deducted at source as per government policy. Conditions and instalments are as follows-

- At signing the agreement and submission of inception report, 30%
- After sharing the final draft, 40%
- After handing over the final guideline/manual, 30%

PROPOSAL SUBMISSION

Interested agencies are requested to submit hard copy of proposal (both technical and financial) in a sealed envelope to **Social and Economic Enhancement Programme-SEEP**, House-4, Road-4, Block-A Section-II, Mirpur, Dhaka-1216 **on or before 29 July 2019, by 1700 hours**. The Envelop must be marked with the title of the assignment.

SEEP-PROYASH II ROLE AND ACCOUNTABILITY MANAGEMENT

It is the responsibility of the PR agency/individual to plan and deliver the process. It will be directly reportable to the Project Coordinator, Proyash II and SEEP.

CONFIDENTIALITY

All the documents and outputs produced by this assignment will be treated as Proyash II Project of SEEP's property and consequently confidential. So the above-mentioned documents and outputs or any part of it can't be sold, used or reproduced in any manner by the assigned agencies/individuals without prior permission from SEEP.



CHILD PROTECTION & GENDER POLICY

The agency/individual shall comply with the Child Protection and Gender Policy of SEEP. Any violation/deviation in complying with SEEP's child protection and gender policy will not only result in termination of the agreement but also SEEP will initiate appropriate action in order to make good the damages/losses caused due to non-compliance of SEEP's Child Protection and Gender Policy.

DISCLAIMER

SEEP reserves the right to accept or reject any or all proposals without assigning any reason what so ever.