

Bangladesh Red Crescent Society

National Headquarters

684-686, Red Crescent Sarak, Bara Moghbazar, Dhaka-1217



Terms of Reference (ToR)

For Hiring a consultant to Produce a Booklet on Stories from the Photovoice Initiative

BACKGROUND

The Bangladesh Red Crescent Society (BDRCS) is an auxiliary organization to the Government of Bangladesh that aims to alleviate human suffering, promote community resilience, and enhance social cohesion. BDRCS was constituted on 31 March 1973 by the President's Order No. 26 of 1973, with retrospective effect from 16 December 1971. The Society was recognized by the International Committee of the Red Cross (ICRC) on 20 September 1973 and admitted to the International Federation of Red Cross and Red Crescent Societies (IFRC) on 2 November 1973. The collaboration between the Swedish Red Cross (SweRC) and BDRCS dates back to the early 1970s. Since then, SweRC has continuously maintained its partnership with BDRCS, primarily through multilateral support.

The Bangladesh Red Crescent Society (BDRCS), through its Health Department, is implementing the Pathways to Healing (P2H) project with financial support from the European Union (EU), in collaboration with the International Federation of Red Cross and Red Crescent Societies (IFRC), the Danish Red Cross (DRC), and the Swedish Red Cross (SweRC).

The "Pathways to Healing (P2H): A Survivor-Centred Approach to Address Violence and Human Rights Violations in Bangladesh" project is led by the IFRC in partnership with the Danish Red Cross (DRC) and the Swedish Red Cross (SweRC), and implemented by BDRCS in close collaboration with the Government of Bangladesh (GoB) and other relevant stakeholders. The project aims to address the multifaceted impacts of the July–August 2024 civil unrest in Bangladesh.

The project commenced in June 2025 and will continue until November 2026. It adopts an integrated, comprehensive, and community-based approach, with all activities designed to mainstream Community Engagement and Accountability (CEA), Protection, Gender and Inclusion (PGI), and Green Response (GR).

As part of the P2H project, BDRCS plans to document the impact of project interventions on affected communities through the Photovoice approach. Photovoice is a participatory action research method that enables participants to document and reflect on their experiences and perspectives through photography.

Trained Red Crescent Youth (RCY) volunteers from BDRCS units are collecting stories and photographs from project participants who have received services under the P2H project. These stories capture participants' experiences, the challenges they have faced, the changes resulting from project support, and their hopes for recovery. All stories and photographs are collected with informed consent and in accordance with ethical storytelling principles.

The purpose of this assignment is to support the Bangladesh Red Crescent Society (BDRCS) in selecting, editing, translating, designing, and producing a bilingual Photovoice booklet. The booklet will present at least 50 participant stories in both Bangla and English, accompanied by high-quality colour photographs. The final publication will document participants' lived experiences and demonstrate the outcomes of the P2H project in a visually engaging and professionally designed format.

OBJECTIVES OF THE ASSIGNMENT

The consultant is expected to undertake the following specific duties:

- Select and compile **at least 50** compelling stories from the Photovoice Initiative.
- Edit and improve the stories to make them clear, easy to read, and consistent while keeping the participants' original voices and experiences.
- Edit sensitively so that the stories remain participant-led and survivor-centred, avoiding language that sensationalises injury, suffering, or vulnerability.
- Ensure that story selection reflects appropriate diversity in experiences, gender, age, disability, geographic location, and types of project support received, where relevant.
- Translate the stories from Bangla to English or from English to Bangla, as needed.
- Prepare a bilingual booklet with each story presented in both Bangla and English.
- Design the booklet with an attractive layout and colorful illustrations to make the stories more engaging.
- Prepare a high-quality, print-ready version of the booklet in **CMYK** color mode for professional printing.
- Prepare a digital e-book version of the booklet in **RGB** color mode for online viewing, downloading, and sharing.
- Ensure compliance with applicable EU, IFRC and BDRCS communication, visibility and branding requirements throughout the booklet.

SCOPE OF WORK

The consultant's responsibilities will include, but are not limited to:

- Review and select stories submitted through the Photovoice Initiative and make necessary edits and revisions to capture the **recovery journeys and meaningful changes experienced by project participants**
- In coordination with the project team, visit or contact beneficiaries, where necessary, to verify story content, collect additional photographs, gather supplementary information, and obtain any missing details required for the booklet.
- Obtain all necessary permissions and informed consent for the publication of selected stories and accompanying photographs.
- Edit, proofread, and translate the selected stories into both Bangla and English, as required.
- Develop a compelling and visually appealing cover design for the booklet with appropriate illustrations.
- Design the booklet layout, incorporating high-quality photographs, illustrations, and other visual elements.
- Prepare a concise and engaging preface and a clear, user-friendly table of contents.
- Prepare a postface highlighting the Pathways to Healing (P2H) project, Community Engagement and Accountability (CEA), Protection, Gender and Inclusion (PGI), and the Bangladesh Red Crescent Society (BDRCS) Feedback, Complaint, and Response Mechanism (FCRM) in an engaging and informative manner.
- Ensure that the booklet meets professional printing standards and specifications for high-quality production.
- Review and proofread the final booklet to ensure it is free from grammatical errors, factually accurate, and consistent in style and formatting.
- Prepare a high-resolution, print-ready version of the booklet in **CMYK** color mode.
- Develop a digital e-book version of the booklet in **RGB** color mode, optimized for online viewing, downloading, and electronic distribution.
- Submit all editable source files, design files, and production materials to BDRCS upon completion of the assignment.
- Share the final digital version of the booklet through a secure online storage link that remains active and accessible until otherwise instructed by BDRCS.
- Deliver **50 printed copies** of the final approved booklet to BDRCS.
- Willingness and flexibility to work on weekends and public holidays, as required to meet the project completion timeline.

DUTIES AND RESPONSIBILITIES

The Consultant will be sharing these Deliverables:

- An **Inception Report** outlining the proposed methodology, work plan, timeline, and key milestones.
- A curated collection of **50 Photovoice stories**, edited and presented in both **Bangla and English**.
- A professionally designed bilingual booklet with an attractive layout, colorful illustrations, and high-quality photographs.
- A high-resolution, print-ready version of the booklet in **PDF (CMYK)** format, suitable for professional printing.
- A digital e-book version of the booklet in **RGB** format, optimized for online viewing, downloading, and electronic distribution.
- All editable source files and production materials used to develop the booklet, including design files, illustrations, photographs, fonts (where licensing permits), and other related assets.
- The original digital version of the booklet and all related files shall be shared through a secure online storage link (e.g., Google Drive, OneDrive, or equivalent). The link must remain active and accessible and shall not be deleted, modified, or expire without prior written approval from the Bangladesh Red Crescent Society (BDRCS).
- **Fifty (50) printed copies** of the final booklet, produced using the approved print-ready design and delivered to the Bangladesh Red Crescent Society (BDRCS).
- Willingness and flexibility to work on weekends and public holidays, as required to meet the project completion timeline.

DURATION AND WORKING SCHEDULE

The Consultancy will commence upon contract signing and will be completed in accordance with the milestone timelines set out below.

Tasks/Milestone	Deliverables/Outputs	Tentative Timeline	Estimate Budget
1. Work briefing to Plan and gather all required information to understand the assignment	Introductory Meeting	Within 3 days of contract signing	-X-
2. Inception Report Submission	Inception Report. The report should include detailed outlines, resource material, methodology, milestones, and timeline	Within 5 days after the previous meeting/submission	-X-
3. Develop draft booklet	Collection of stories and photographs, completion of the necessary editing, and submission of the first draft of the booklet (both print-ready and e-book versions).	Within 20 days after the previous submission	30%
4. Feedback collection & incorporation	Feedback collection of the 1 st draft from BDRCS & other technical partners	Within 7 days after the previous submission	-X-
5. Submission of Final Draft & printed version (both print-ready and eBook versions)	Incorporation of feedback and submission of the final approved version of the booklet (both print-ready and e-book versions), along with submission of 50 printed copies of the booklet.	Within 15 days after the previous submission	70%

REQUIRED SKILLS AND EXPERIENCE

- At least 5 years of professional experience in curating and producing publications, preferably with a focus on storytelling and community engagement and accountability.
- Proficiency in both Bangla and English, including translation skills.
- Strong graphic design skills and proficiency in layout software (e.g., Adobe InDesign).
- Familiarity with printing standards and requirements for high-quality production.
- Ability to create accessible and user-friendly e-book formats for online distribution.
- Able to work in a multi-cultural team environment.
- Displays cultural, gender, religion, race, nationality, age sensitivity and adaptability.
- Experience working with INGOs, NGOs and UN organization. Prior experience working with BDRCS.

APPLICATION PROCESS

Interested individual consultants and consulting firms must submit the following documents/information in hard copy, with the Technical Proposal and Financial Proposal submitted separately in two sealed envelopes, as per the attached **"Request for Proposal"**

- **Technical Proposal** (hard copy, in a separate sealed envelope), including a detailed work plan, resume(s) with contact details of references, five samples of similar work, and copies of purchase orders (POs) or work contracts. Following the review of the technical proposals, only shortlisted applicants who meet the required qualifications will be invited for an interview for the final evaluation and selection.
- **Financial Proposal** (hard copy, in a separate sealed envelope).

MODE OF PAYMENT:

Payment shall be made against accepted deliverables and submission of invoice/bill with the required supporting documents, normally within thirty (30) days, subject to satisfactory acceptance by Bangladesh Red Crescent Society (BDRCS). Deduction of applicable VAT and Tax at source shall be made as per government rules. The fees will be paid by cheque/bank account transfer upon agreement with the Consultant/Firm.

- If the first draft version of the booklet is not satisfactory, the Work Order/Agreement may be cancelled.

EVALUATION/SELECTION PROCESS



Applications will be evaluated based on a **Technical review (Proposal review & Interview 70 points)** and a **Financial Proposal (30 points)**. The total obtainable score is **100 points**.

Evaluation Criteria	Description	Maximum Points
Technical Evaluation (Based on the Interview and Submitted Proposal)		
Understanding of the assignment	Demonstrated understanding of the objectives, scope of work, expected deliverables, and proposed approach during the interview.	15
Presentation and communication skills	Ability to present ideas clearly, respond to questions confidently, and communicate effectively during the interview.	10
Relevant qualifications and experience	Assessment of the CV, educational background, and relevant professional experience as defined in the ToR. Applicants with the highest level of relevant experience will receive the highest score.	20
Relevant experience in similar assignments	Experience in similar assignments, including story editing, translation, booklet/publication development, graphic design, and production, supported by previous work samples and contracts/POs.	15
Work plan and timeline	Feasibility and quality of the proposed work plan and timeline for completing the assignment.	10
Financial Proposal	Only the financial proposals of individual consultants/firms that are determined technically qualified following completion of the Technical review (Proposal review & Interview) will be evaluated. The financial proposal shall be assessed based on cost-effectiveness and value for money in accordance with BDRCS procurement procedures.	30

SUBMISSION PROCESS

- Please submit your proposal application in English in hard copy no later than **02:30 PM on 20 September 2026** to the Director, Logistics, Bangladesh Red Crescent Society (BDRCS), National Headquarters, Bhaban-1 (1st Floor), 684-686, Red Crescent Sarak, Bara Moghbazar, Dhaka-1217, Bangladesh. The Technical Proposal and Financial Proposal shall be placed in two separate sealed envelopes, clearly marked "Technical Proposal" and "Financial Proposal", and submitted together in one outer sealed envelope. The outer envelope shall be clearly marked **"Proposal for Hiring a Consultant/Firm to Produce a Booklet on Stories from the Photovoice Initiative"**. Applications received after the deadline or incomplete applications will not be entertained. Bangladesh Red Crescent Society reserves the right to accept or reject the offer in part or whole without assigning any reason.

PERFORMANCE SECURITY

The successful consultant/firm shall provide **Performance Security equivalent to 3% of the Contract Price** for intellectual/consulting services within seven (07) calendar days of issuance of the Notification of Award (NOA), in accordance with applicable BDRCS policy. The Performance Security shall be released after satisfactory completion of the contractual obligations, subject to the terms of the contract.

PROPOSAL OPENING

Technical Proposals will be opened and recorded by the Proposal Opening Committee at **02:45 PM on 20 September 2026** at the BDRCS Logistics Meeting Room, NHQ, Dhaka. Financial Proposals shall remain sealed until completion and approval of the technical evaluation. No public opening of the Technical Proposals is required.

CONFIRMATION AND GENERAL CONDITIONS

By signing and submitting the RFP documents, the Applicant confirms acceptance of the terms and conditions of this RFP and certifies that the information and documents submitted are true and complete. BDRCS reserves the right to accept or reject any or all proposals, seek clarification, cancel/reprocess the procurement or take other action in accordance with applicable BDRCS procedures. The lowest financial proposal will not necessarily be selected.

N.B.: Applicants are requested to submit their best firm proposal.