

Terms of Reference (ToR) for Hiring an Education Expert for Developing Information Education Communication (IEC) Materials

Project Title: Sustainable Accessibility, Quality, and Governance in Education through Community Engagement

Project Location: Paroha Municipality, Madhav Narayan Municipality, and Durga Bhagwati Rural Municipality of Rautahat, Madhesh Province

Issued by: Abhiyan Nepal

Date of Publication: 27 November 2024

1. Background

Abhiyan Nepal, established in 2008, is a non-governmental organization dedicated to fostering sustainable community development in hard-to-reach areas. The organization is implementing the project “*Sustainable Accessibility, Quality, and Governance in Education through Community Engagement*” to enhance the quality, accessibility, and governance of education in Paroha Municipality, Madhav Narayan Municipality, and Durga Bhagwati Rural Municipality of Rautahat district.

The project focuses on raising community awareness of critical educational policies, empowering citizens to actively engage in and advocate for improved municipal education systems. To achieve this, the organization seeks to develop three types of informative materials: a short video, stickers, and leaflets.

2. Purpose of the Assignment

The primary purpose of this assignment is to develop high-quality, informative materials to:

- Raise awareness among community members about the importance and impact of local education policies.
- Explain legislative processes in an accessible manner, enabling community members to advocate for policies that meet their needs.
- Promote community engagement in local education governance.

The materials should be visually engaging, contextually relevant, and easily understandable for diverse audiences within the project locations.

3. Scope of Work

The education expert will be responsible for designing and developing the following materials:

3.1. Short Video

- Duration: 3–5 minutes.
- Content: Educational and advocacy-focused, explaining the importance of local education policies and the legislative process.
- Language: Simple and inclusive, tailored to the local audience.
- Format: High-quality visuals and engaging narration.

3.2. Informative Stickers

- Design: Simple, colorful visuals with concise and impactful messages.
- Purpose: Promote awareness of critical educational issues.
- Distribution: Designed for broad dissemination within the community.

3.3. Informative Leaflets

- Content: Detailed information about local education policies, legislative processes, and how community members can engage and advocate for their rights.
 - Layout: Reader-friendly, with a balance of text and visuals.
 - Language: Nepali and Bajjika (local language), with culturally relevant examples and illustrations.
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4. Deliverables

The education expert will deliver the following:

1. A draft script and storyboard for the short video.
 2. Content and design for stickers, including prototypes for review.
 3. Draft content and design layout for the leaflet.
 4. Finalized materials, incorporating feedback from Abhiyan Nepal's team.
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5. Timeline and Activities

The following table outlines the activities and timeline for the development of the materials:

SN	Month and Date	Activities	Responsibility
1.	December 5–10, 2024	Prepare contents for the short video, stickers, and leaflets	Education expert
2.	December 10–14, 2024	Review the contents	Procurement, management, and project staff review
3.	December 15–20, 2024	Finalize the contents and develop the IEC materials	Education expert
4.	December 20–23, 2024	Review the products	Procurement, management, and project staff review
5.	December 23–25, 2024	Approve the final materials	Procurement, management, and project staff approval

Note: The materials must be completed by **25 December 2024**.

6. Required Qualifications and Experience

The education expert(s) must meet the following criteria:

- Proven experience in content development, media production, or educational advocacy.
 - Strong understanding of education policies and governance in Nepal.
 - Experience in developing community-focused educational materials.
 - Proficiency in Nepali and English; knowledge of local language (Bajjika) is a must.
 - Creative skills in developing visually engaging and contextually relevant content.
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7. Selection Criteria

Proposals will be evaluated based on the following criteria:

- **Technical Proposal (40%):** Relevance of qualifications, experience, and approach to developing materials.
 - **Financial Proposal (30%):** Cost-effectiveness of the proposal.
 - **Work Plan (20%):** Feasibility and alignment with the provided timeline.
 - **Past Experience (10%):** Examples of similar assignments completed.
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8. Submission Guidelines

A complete set of bid documents and submission guidelines can be obtained from Abhiyan Nepal's official website or via email during office hours starting from **27 November 2024**.

Submission Deadline:

Complete bid documents, including a CV and price list, must be submitted by **4 December 2024 (17:00 NST)**.

Required Documents:

- A cover letter and detailed CV.
- A technical proposal describing the approach and methodology.
- A financial proposal with a detailed cost breakdown.
- Samples of previously developed materials (if available).

Legal Documents:

- Company registration and updated renewal certificate (for firms).
 - VAT/PAN registration certificate.
 - Recent tax clearance certificate.
 - Self-declaration letter confirming eligibility to work on this assignment.
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9. Payment Terms

Payments will be made in three installments:

1. **30%** upon approval of the initial draft materials.
 2. **40%** upon submission of the finalized materials.
 3. **30%** after the review and final approval by Abhiyan Nepal.
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10. Submission Details**Address for Submission:****Abhiyan Nepal**

Gaur-05 (Near Om Shanti Bhawan), Rautahat, Nepal

Phone: +977-55-521576

Email: documents.abhiyanepal@gmail.com

Website: www.campaignnepal.org

11. Terms and Conditions

- Abhiyan Nepal reserves the right to accept or reject any proposal partially or fully without assigning reasons.
- All materials developed under this assignment will remain the property of Abhiyan Nepal.
- The expert(s) must ensure compliance with ethical standards and safeguard sensitive information throughout the assignment.

For further queries, please contact:

Email: documents.abhiyanepal@gmail.com

Phone: +977-55-521576