

Terms of Reference For Institutional Consultancy

<i>Title:</i>	<i>Institutional partner to co-create SBC tools, products, and material on inclusive pre-primary education for Tajikistan.</i>
<i>Consultancy Mode:</i>	<i>National</i> <input checked="" type="checkbox"/> <i>International</i> <input type="checkbox"/>
<i>Type of Contract:</i>	<i>Institutional</i>
<i>Mode of Selection:</i>	<i>Competitive</i> <input type="checkbox"/> <input type="checkbox"/>
<i>Location</i>	<i>Tajikistan</i>
<i>Duration of Contract:</i>	<i>8 months</i>

1. Background

Pre-literacy and pre-numeracy skills are particularly weak in Tajikistan, contributing to low educational outcomes in primary education and beyond. Early grade reading assessments (EGRA) conducted in Tajikistan since 2014 note that students in grades 2 and 4 struggle to meet reading comprehension standards, likely in part due to the low pre-primary attendance rates and low quality of education at this level.

Tajikistan falls behind other Central Asian countries, as well as lower-middle income countries, in pre-primary education (PPE) enrolment. Despite PPE enrolment improving from 12.3% in 2015 to 15.6% in 2023, coverage rates have stagnated, without significant change over the past 8 years (2018-2023), with only 45% of enrolled children being girls. Lack of inclusive infrastructure, the poor quality of the existing pre-primary facilities and the user fees charged for attendance cumulatively contribute to low enrolment in preschools, particularly for children from vulnerable groups (children with disabilities and developmental delays, children from poor families, and children from ethnic minority groups). Without a significant intervention or further strategic investment in pre-primary education, the assumption is that these stagnating enrolment rates shall not change significantly soon.

UNICEF is supporting the Ministry of Education in addressing these bottlenecks and in offering solutions to shifting the status for children in pre-primary education. The support is aimed at assisting the Government of Tajikistan to improve School Readiness/Pre-primary Learning Outcomes by providing modern, inclusive, student-centered, Tajik-appropriate early childhood education. The approach will be inclusive of all children, including girls, children with disabilities and developmental delays and/or those from homes where their first language is different from the language of instruction.

2. Purpose and specific objectives

The assignment is aimed at supporting the Ministry of Education in conception, development, pretesting and use of SBC products for promotion of inclusive pre-primary education and supportive parenting, family and community behaviours and norms toward disability, minority languages and ethnic groups and gender. The assignment includes identification of needs, co-creation of communication products, pretesting, prototyping and use for wider reach and engagement, in close collaboration with Ministry of Education, communities, and UNICEF. The assignment also involves capacity building of relevant stakeholders (teachers, civil society organization, parents' associations, on the designing, development, and use of social and behavioural change communication.

3. Scope of Work

Within this context, and to achieve the purpose; and fill the void of institutional capacities, UNICEF has been supporting the conception, development, and use of social and behaviour change communication tools, products, and material, including a) one trainer and one reference manual for parent teacher committee, b) five job aids, c) five audio messages, d) five short videos, e)ten dynamic social media posts, f) ten static social media posts. The agency hired under this ToRs is expected to support the implementation of activities led by both SBC and Education units of UNICEF Tajikistan, in partnership with the Ministry of Education and Science. Focus of the SBC tools, products and material will be on promotion of inclusive pre-primary education, and supportive parenting, family and community behaviours and norms toward disability, minority languages and ethnic groups and gender.

Specifically, the agency shall co-create (conceive, develop, design, and iterate) with relevant stakeholders including participants/beneficiaries SBC tools and materials (a) one trainer and one reference manual for parent teacher committee, b) five job aids, c) five audio messages, d) five short videos, e) ten dynamic social media posts, f) ten static social media posts) on inclusive pre-primary education, using insights from existing literature review, formative assessment, learning from the sector/market and guidance from UNICEF's Global Toolkit on Addressing stigma and discrimination toward children and youth with disabilities through SBC.¹

The assignment is expected to start by early September and needs to be complete by end of December. All tasks and deliverables need to be completed within this time frame.

Key deliverables	Key tasks
Inception report supported by action plan.	Develop and implement methodology, work plan for the assignment
First draft of the SBC materials { a) one trainer and one reference manual for parent teacher committee, b) five job aids, c) five audio messages, d) five short videos, e) ten dynamic social media posts, f) ten static social media posts }	Co-create, translate, and prototype SBC communication tools products and materials.
Pre-tested and translated (English to Tajik/Russian), Kyrgyz, Uzbek) version of the tools, product, and material with feedback from the exercise	Pre-testing of draft SBC tools, products, and material
Final and clear version of tools, products, and material Assignment Report	Finalization of SBC tools, products, and material
	Document the process and learning

4. Methodology

The LLTA Firm is desired to plan and undertake this assignment in close consultation with UNICEF, its partners, and counterparts.

This assignment shall highly rely on the application of human centred design (consultative and collaborative) approaches. The co-creation demands active participation of concerned key government officials (TBD), Social and Behaviour Change Team at UNICEF, and end users including program participants/beneficiaries in the entire process. This involves application of human centred design (co-creation) approaches, consideration to ethical requirement and iteration processes. The selected agency shall be required to travel outside of Dushanbe to 5 regions, cost of which needs to be factored in the cost proposal.

5. Work plan

The detailed workplan and technical proposal to be provided by the potential agency and finalized after the consultations with the UNICEF team.

6. Deliverables and payment schedule

Deliverables	Duration	Tentative schedule	Schedule of payment (% of total contract amount)
Inception report supported by action plan.	15 days	18 th September	20%

¹ [Addressing stigma and discrimination toward children and youth with disabilities through SBC | UNICEF SBC GUIDANCE](#)

First draft of the SBC materials. a) one trainer and one reference manual for parent teacher committee, b) five job aids, c) five audio messages, d) five short videos, e) ten dynamic social media posts, f) ten static social media posts	45 days	1-30 October 2024	20%
Pre-tested and translated (English to Tajik/Russian) version of the tools, product, and material with feedback from the exercise	15 days	1-20 November 2024	30%
Final and clear version of tools, products, and material Assignment Report	45 days	1-20 December 2024	30%
	120 days		
TOTAL			

7. Management and supervision

The SBC Specialist will supervise the assignment. The supervision shall include provision of clarity to the vendors on the scope of work, work planning, review, and approval of deliverables in terms of completeness, quality and relevance and providing in time feedback for improvement. The supervisor shall also coordinate interactions between local partners, stakeholders, and the vendor for quality, timely and effectively delivery of the results.

8. Reporting requirements

The agency hired under this ToRs is required to submit formal report as per deliverable table 4. However, the agency is also required to collaborate with UNICEF and its partner's team on at least bi-weekly basis for a check-in and agreeing way forward. Similarly, UNICEF may also require interim updates, reports and presentations from the partner hired under this ToRs.

Upon completion, the contractor is expected to hand over all accepted products/assets to UNICEF Tajikistan in a hard drive and provide a -written report on the results of the tasks delivered after the completion of the project in the PDF format with photographs, caption texts and description of key achievements.

All products developed under this contract will be sole property of UNICEF and can be re-used, reproduced only after formal consent and approval from UNICEF Tajikistan.

9. Qualification requirements/specialized knowledge/experience required to complete the tasks:

Considering the requirement of specialised skills and expertise and availability of existing pool, a local UNICEF LLTA holder firms is recommended for the assignment.

The Financial Proposal should be presented in separate file and includes the following:

- Budget, with fees listed according to the deliverables outlined in the ToR.

10. Evaluation process and methods

UNICEF will follow standard procedure of secondary bidding for engagement of LLTA firms. Supply team shall circulate these terms of reference to at least three existing LLTA Firms with expertise and experience in the scope of work, solicit their interest, availability, and proposal as per requirement outlined here. Upon receipt of the more than one proposal, UNICEF shall review technical and financial proposal and decide based on completeness, appropriateness of approach, schedule of work and value for money.

11. Technical evaluation:

The proposals will be evaluated against the following technical criteria:

Item	Technical Criteria/Qualifications	Max. Points
1	Overall Response	10
1.1	Completeness of the proposal and responsiveness to the TOR, addressing all technical requirement, section of the ToRs. (10 pts)	
2	Capability and Key Personnel	25

2.1	Academic qualification of the key personnel of the vendor: At least one team member holds a post-graduate degree and rest of the staff members hold master's degree in social sciences, behavioural science, or development studies. (10pts)	
2.2	Proven experience of key five personals in participatory approaches and SBC tools designing and pretesting, interactive methodologies in general and Human Cantered Designed Approach in particular. (10 pts)	
d2.3	Previous experience of staff working with UNICEF or UN System (5 pts)	
3	Proposed Methodology and Approach	35
3.1	Quality of the proposed methodology of undertaking the assignment supported by workplan and detailed timeline broken down phases. The proposal should respond to all requirements given in the TOR and must have a clear focus on human centered, skills transfer and capacity strengthening approaches (30 pts)	
3.2	Assessment of key considerations relevant to each deliverable, potential risks, and threats, and proposed realistic mitigation plans. (5 pts)	
	Total Technical Score	70

Only Proposers obtaining a minimum of 49 points in Technical Criteria evaluation will be considered for the Financial Evaluation.

Technical proposals should provide sufficient information to demonstrate compliance with the requirements set out in these terms of reference. Technical proposals should include as a minimum the following:

1. Institutional Profile, Services and Expertise
2. Executive summary covering key features of the proposal, and the value bidders will bring to the job.
3. Introduction of the technical proposal
4. Detailed approach to and methodology with a clear focus on human centered, skills transfer and capacity strengthening approaches
5. Corporate profile and relevant experience including details on previous works undertaken on human cantered design approaches, training and capacity building, skills transfer, duration of each assignment, and geographic location.
6. Three recent sample of work undertaken. Names and contact information of at least three clients should be provided for reference.
5. Key personnel credentials-
7. Quality assurance mechanisms, either in house or outsourced that ensure that evidence generation processes meet quality and ethical requirements.
8. Appendix (CVs for key staff, letters of commitment, etc.)

Commercial evaluation:

The price/cost of each of the technically compliant proposals shall be considered only after evaluation of the above technical criteria. A maximum 30 point assigned to the financial proposal will be allocated to the lowest financial proposal. All other price proposals will receive scores in inverse proportion according to the following formula:

Score for price proposal A = (Maximum score for price proposal * Price of lowest priced proposal)/Price of proposal A.

As a result of the financial evaluation, the points of each proposal will be taken into further consideration in the final evaluation.

The bidders should ensure that all pricing information is provided in accordance with the following:

- a) The currency of the proposal shall be in USD for international companies and in Tajik Somoni for the local Proposers and invoicing must be in the same currency.
- b) All prices/rates quoted must be exclusive of all taxes as UNICEF is a tax-exempt organization

REQUEST FOR INFORMATION

Any request for information or question should be forwarded to dushanbe@unicef.org