Terms of Reference

Hiring of a Service Provider for Event Management, Multimedia Production and Print & Online Media Coverage of a National-Level Dialogue on Violence Against Women and Girls

Oporajita Phase-II: Just Transition for Women in the RMG Ecosystem | WYP Program, CARE Bangladesh

CARE Bangladesh is seeking the services of a reputed national media house to organize a half-day national-level dialogue (roundtable) on violence against women and children in Dhaka, and to provide event management, photography and multimedia production, and news coverage in print and online media, including a full-page colour supplement, as described in this Terms of Reference (ToR).

1. About CARE

CARE is a leading international humanitarian organization fighting global poverty and injustice, with a special focus on working with women and girls. Founded in 1949, CARE Bangladesh is one of CARE's oldest and largest country offices.

Placing women and girls at the center of our work enables us to tackle the root causes of poverty and inequity amongst Bangladesh's rural and urban populations. Working with over 100 partners and reaching millions of beneficiaries, CARE Bangladesh creates lasting change by strengthening marginalized, excluded, and extremely poor communities, building their resilience to shocks, and amplifying their voices to influence governance, public policy, and development planning practices. We work with the government, civil society, and the private sector to implement a holistic program that encompasses livelihoods and household security, health and hygiene, nutrition, governance, small enterprise development, disaster and climate risk reduction, and emergency response. This is underpinned by the empowerment of women and girls because when they are equipped with the proper resources, they have the power to lift whole families and communities out of poverty.

CARE Bangladesh is implementing Oporajita Phase-II: Just Transition for Women in the RMG Ecosystem, which aims to ensure women's economic resources and opportunities by addressing systemic discrimination, harassment, unfair treatment, and climate and environmental impact in Readymade Garment (RMG) industries and communities.

2. Background of the Assignment

Violence against women and children remains one of the most persistent barriers to gender equality and inclusive development in Bangladesh. Reports of rape, domestic violence, harassment, child abuse and workplace violence appear in the media throughout the year, yet survivors continue to face social stigma, limited access to protection and legal services, and slow justice processes. Impunity weakens trust in institutions and discourages reporting.

The 16 Days of Activism against Gender-Based Violence (25 November – 10 December) is a global campaign that offers a timely opportunity to bring stakeholders together. CARE Bangladesh, through the WYP Program, will observe the campaign in 2026 with multiple stakeholders and activities, leading up to International Women's Day on 8 March 2027.

As the first activity of the campaign, CARE Bangladesh will organize a national-level dialogue in Dhaka jointly with a media partner. The dialogue will use media reports, available statistics and year-round trend analysis to ground the discussion in evidence and turn it into practical recommendations for action. The recommendations will be consolidated into an advocacy brief for International Women's Day (8 March 2027) and shared with relevant government authorities.

3. Purpose and Objectives of the Assignment

The purpose of this assignment is to engage a media house that will co-host and professionally manage the dialogue and ensure wide public visibility of its discussions and key messages through print, online and multimedia channels. Specific objectives are to:

- Provide a well-organized platform (venue, food, logistics and event management) for an open, evidence-based discussion among about 25–35 participants.
- Present an evidence-based overview of reported incidents of violence against women and children in 2026, based on media monitoring and available data.
- Document the event through professional photography and multimedia.
- Raise public awareness through news coverage in online and print media and a full-page colour inner supplement featuring key messages and insights from the panelists.

4. Event Summary

Item	Details
Event	National-level dialogue (roundtable) on violence against women and children
Date and time	29 November 2026 (tentative) | 09:30 – 14:00 (half day, followed by lunch)
Venue	Conference room of the service provider (or an equivalent venue approved by CARE Bangladesh), Dhaka
Participants	Approximately 25–35 persons (final list agreed with CARE Bangladesh): government representatives, service providers (psychologists, lawyers, judges, academia, police, religious leaders), development partners, UN agencies, INGOs/NGOs, youth, RMG/private-sector representatives and activists
Format	Opening session; presentation of media-monitoring findings; moderated panel discussion; facilitated group discussions (three groups); plenary and open floor; closing remarks; lunch and networking

5. Scope of Work and Key Deliverables

The service provider will be responsible for the following deliverables:

- **Event management (25–35 persons):** Planning and management of the whole event as co-host, including programme coordination with CARE Bangladesh, speaker and moderator coordination, registration desk, sound system, projector/screen, stage and seating arrangements, and on-site management team.
- **Guest Invitation:** The guest list will be finalized jointly by CARE and TBS. Both organizations will facilitate the invitation process using the approved invitation card. TBS will be responsible for

designing and sharing the draft invitation card with CARE for review and feedback before finalization and dissemination

- **Venue, food and refreshment:** Provision of the venue (conference room) in Dhaka, with lunch and refreshments (registration tea, mid-session tea break and lunch) for all participants and organizers.
- **Logistics:** Design and printing of event banner/backdrop: printed materials (programme schedule, folders/handouts, name cards/badges, signage) and stationery items (pads, pens, etc.), all as per CARE Bangladesh branding and visibility guidelines.
- **Media-monitoring presentation:** Preparation and presentation of an evidence-based overview of violence against women and children in 2026 (incidents, trends and emerging patterns) based on media monitoring and available data, as a session of about 30 minutes. Thematic structure/topics should be shared and agreed upon. A draft of the presentation must be shared with CARE Bangladesh for review before the event.
- **Photography and multimedia:** Professional photography of the full event, and multimedia production (event video/highlights and short social-media clips of key messages). Edited high-resolution photographs and final videos must be delivered to CARE Bangladesh.
- **News in online and print media:** News coverage of the dialogue in the service provider's print edition and online platform(s), and promotion of the coverage through the provider's social media channels.
- **Full-page color supplement:** One full-page colour inner supplement, printed in the service provider's daily newspaper (and made available in digital form), featuring key recommendations and insights from the panelists. The content and layout will be shared with CARE Bangladesh for review and approval before publication.

- **Documentation support:** Support to rapporteurs/documentation of the discussions so that CAREBangladesh can finalize the event summary and advocacy brief.

6. Technical Specification / Scope Details

Sl.	Item	Specification	Quantity
1	Event management	Co-hosting and end-to-end management of the half-day dialogue (09:30–14:00); registration, MC/moderation/facilitation support, sound, projector, stage and on-site team; coordination with CARE Bangladesh focal persons.	1 event (25–35 persons)
2	Venue, food and refreshment	Air-conditioned conference room in Dhaka with seating for participants; registration tea, mid-session tea break and lunch with networking time; hygienic, good-quality food.	25–35 persons
3	Logistics	Banner/backdrop (size and design approved by CARE, fitting the venue measurements); printed programme, handouts/folders, name cards and 2-3 X Banners; stationery items. Bangla/English as required.	As per approved list
4	Media-monitoring presentation	Presentation (slides) on incidents, trends and patterns of violence against women and children in	1 presentation (approx. 30 min)

Sl.	Item	Specification	Quantity
		2026; anonymized data; sources cited; shared in draft with CARE for review.	
5	Photography and multimedia	Full-event photography (edited, high-resolution); event video/highlights (2–3 minutes) and short social-media clips; raw and final files delivered.	1 event
6	News online and print	News reports of the dialogue in print and online editions; social-media promotion; copies/links shared with CARE.	Print + online
7	Full-page colour inner supplement	One-page, full color, inner page of the daily newspaper; key messages and insights from panelists (max 12-14); draft layout approved in writing by CARE before publication; digital copy (PDF) and 10 printed copies delivered to CARE.	1 page

7. Minimum Eligibility and Expertise Requirements

The service provider must be a legally registered media house with demonstrated experience of organizing national-level events, roundtables or dialogues on development and social issues. The minimum requirements are:

- At least 3–5 years of demonstrated capacity in event management, print and online news publishing, and multimedia production.
- An established national newspaper (print and online) with wide readership, capable of publishing a full-page colour supplement.
- An in-house or contracted media-monitoring/research or data team able to prepare and present trend analysis on violence against women and children.
- Own or accessible conference venue in Dhaka suitable for 25–35 participants, with required audio-visual facilities.
- Professional photographers, videographers and editors; and journalists/editors with experience in gender-sensitive reporting.
- Valid trade license, TIN certificate and VAT registration (BIN) certificate.

The service provider must ensure that sensitive issues are reported ethically, following a survivor-centered and “do no harm” approach.

8. Methodology and Work Plan

The assignment will be implemented following CARE Bangladesh’s procurement, quality assurance, gender, safeguarding and branding standards. Indicative steps and timeline are given below (dates are indicative and will be confirmed at the inception meeting).

Sl.	Activity / Step	Description of Activities	Timing
1	Inception and alignment	Inception meeting with CARE Bangladesh to reconfirm scope, deliverables, programme,	Within 3 days of contract signing

Sl.	Activity / Step	Description of Activities	Timing
		participant list, branding, safeguarding and approval processes.	
2	Event design and logistics planning	Finalize programme, venue layout, food menu, banner/print designs and stationery list; submit drafts for CARE approval.	By 20 Nov 2026
3	Media-monitoring presentation	Prepare draft presentation on incidents and trends of 2026; CARE reviews and provides consolidated feedback; finalize.	By 25 Nov 2026
4	Pre-event arrangements	Printing of materials, venue and sound-system setup, briefing of the on-site team, photographers and videographers.	By 28 Nov 2026
5	Event day	Management of the dialogue, photography, video recording and on-site news collection.	29 Nov 2026
6	News coverage	Publication of news of the dialogue in print and online; social-media promotion. 4 to 5 channels.	Within 2 days after the event
7	Supplement	Submit draft supplement content/layout for CARE review (in writing); incorporate feedback; publish the full-page colour supplement. One Paper.	Draft within 3 days after the event; publication within 7 days after the event
8	Multimedia delivery	Submit edited photographs, highlight video and social-media clips for CARE approval and final delivery.	Within 7 days after the event
9	Final submission and invoice	Submission of copies/links of all published materials, all files in digital form, and invoice.	Within 10 days after the event

9. Safeguarding and Ethical Considerations

- **Survivor-centered approach:** no survivor testimony or identifying details (name, face, family details) will be recorded, photographed, published or shared without informed consent; case data must be anonymized.
- Sensitive language and imagery must be used in all presentations, news reports, supplement content and multimedia, consistent with CARE's safeguarding and Protection from Sexual Exploitation, Abuse and Harassment (PSEAH) policies.
- Photographs and videos of participants will be taken and used only with their knowledge and consent; no use for any purpose other than this assignment without written approval from CARE Bangladesh.
- The service provider's staff must follow CARE's code of conduct and event ground rules, and a designated focal person must be available to support any participant who needs help.

10. Quality Assurance and Compliance

- All approvals will be obtained in writing from CARE Bangladesh.
- Printing and publication (banner, printed materials and supplement) will commence only after final written approval by CARE Bangladesh.

- All deliverables will comply with CARE Bangladesh procurement, branding, visibility and quality standards.
- Any deviations in scope, programme or timeline will require prior written approval from CARE Bangladesh.

11. Key Role of CARE Bangladesh

- Provide the programme outline, participant list, logos, logo guidelines, key messages and branding/visibility guidelines.
- Coordinate invitations and RSVP of participants, speakers and moderator.
- Review and provide consolidated feedback on drafts (presentation, designs, supplement and multimedia) and give final approval.
- Facilitate the group discussions together with the service provider and collaborating partners and finalize the event summary and advocacy brief.

12. Expected Timeline and Place of Delivery

The dialogue will be held on **29 November 2026 (tentatively)**. All deliverables must be completed and submitted by 9 December 2026 (within 10 days after the event), unless otherwise agreed in writing.

Place of event: Dhaka (venue provided by the service provider). Place of delivery of printed materials and digital files: CARE Bangladesh, Dhaka Office.

13. Evaluation Criteria

Weightage score: 100 marks — Technical score: 70% and financial score: 30%. Only bidders scoring at least 70% of the technical marks will be considered for financial evaluation.

Technical evaluation criteria	Score
Relevant experience in organizing national-level events/roundtables on development and social issues, and in gender-sensitive reporting (3 to 5, 5 or above will get higher marks)	20
Reach and quality of print and online media platforms, and samples of previous supplements/event coverage and multimedia work (soft copy) (3 to 5, 5 or above will get higher marks.	10
Quality of approach and methodology, including the media-monitoring presentation and the safeguarding/ethical reporting approach (action plan)	30
Capacity of venue, facilities and team (event, editorial, photography/video)	10
Total	70

Financial score: 30 marks. The lowest evaluated price will receive the full 30 marks; other bids will be scored proportionately.

14. Proposal Submission

Interested media houses should submit a technical proposal (company profile, relevant experience, samples, approach and work plan, team, venue details and required legal documents) and a separate

financial proposal with an itemized cost breakdown against the deliverables in Section 6 (including VAT and taxes separately). Proposals must be valid for at least 30 days from the date of submission.

15. Terms and Conditions for Service Provider

1. CARE Bangladesh reserves the right to cancel/terminate/halt this hiring process without showing any justification to the bidder, even though they have given time and resources for the submission of the proposal.
2. CARE Bangladesh reserves the right to monitor the quality and progress of the work during the assignment.
3. The service provider shall not sub-contract or assign any part of the assignment to a third party without prior written approval from CARE Bangladesh.
4. The service provider shall maintain confidentiality of all information, data and materials shared by CARE Bangladesh and shall not disclose them to any third party.
5. The service provider shall comply with CARE Bangladesh's policies on safeguarding, PSEAH, code of conduct, anti-fraud and anti-corruption, and with all applicable laws of Bangladesh.
6. Editorial independence of the service provider is respected; however, all CARE logos, messages, quotations attributed to CARE and the supplement content related to CARE must be reviewed and approved by CARE Bangladesh before publication.
7. CARE Bangladesh reserves the right to reject any deliverable that does not meet the approved specifications and to request corrections at no additional cost.
8. Any change in the agreed deliverables, date or programme must be approved in writing by CARE Bangladesh.
9. Applicable VAT and income tax (AIT) will be deducted at source from the invoice as per the prevailing laws of the Government of Bangladesh, and VAT/tax deduction certificates will be provided.
10. The service provider shall be liable for any loss or damage caused by its staff or its sub-contractors during the assignment.

16. Mode of Payment

Payment will be made through account payee cheque/bank transfer as per the allocation mentioned in the contract, after completion of the full assignment and duly certified by the project.

17. Terms of Payment

The service provider will be paid as per the following schedule: 100% payment after completion of the work and approval by the project.

Payments in local currency will be made as per standard procedure. The service provider shall provide CARE Bangladesh with periodic and final invoice statements indicating services performed, expenses incurred, past payments made and any other information CARE Bangladesh may reasonably request. The service provider shall provide a final invoice statement whenever requested by CARE Bangladesh up to sixty (60) days after the date set for the completion of the services in this Scope of Work.

CARE standard payment terms are 30 days from receipt of goods or services and an accurate and complete invoice acceptable to CARE Bangladesh.

18. Penalty

If the service provider fails to provide the services, or any part of them, within the period(s) specified in the Contract / Purchase Order, CARE Bangladesh shall, without prejudice to its other remedies under the Contract, deduct from the Contract Price / Purchase Order amount, as penalty, a sum equivalent to the percentage stated below:

Sl. No.	Total delay	% to be deducted on the contracted value
01	First 5 days	2%
02	From 6 to 11 days	4%
03	From 12 to 20 days	6%
05	Above 20 days, the termination clause may also be applicable	–

***Note**: Deduction of the penalty amount will not apply if an extended completion time/period is officially agreed and accepted in writing by CARE Bangladesh after the completion date mentioned in the PO.*

19. Intellectual Property

All drafts and output files (presentation, designs, photographs, videos and supplement files) must be submitted to CARE Bangladesh. The ownership of the logo and the messages/texts produced for this assignment rests with CARE Bangladesh. All logos and information will remain the property of CARE Bangladesh and must not be published or shared with a third party by the service provider, except for the agreed news coverage and supplement. Any change in the agreed deliverables must be approved by CARE Bangladesh. CARE Bangladesh may use the photographs, videos and supplement content for its advocacy, reporting and communication purposes, with due credit to the service provider.

20. Key Contact Information

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