

## Terms of Reference (ToR) Publishing a Most Significant Case (MSC) Story Book

### Introduction

The Centre for Policy Dialogue (CPD) is a leading independent think tank in Bangladesh committed to advancing inclusive policymaking through rigorous research, dialogue, and civic engagement. Since its establishment in 1993, CPD has contributed to evidence-based policy reforms, strengthened democratic governance, and supported marginalised communities through knowledge generation and multi-stakeholder engagement.

CPD is currently implementing the programme titled "**Achieving a Peaceful, Just and Inclusive Society through Enhanced Engagement of Civil Society and Citizens in Bangladesh**", commonly known as the Nagorikata (Civic Engagement Fund – CEF) Programme. The initiative is supported by the Embassy of Switzerland, Global Affairs Canada (GAC), and the European Union, facilitated by GFA Consulting Group, and implemented by CPD.

The Nagorikata: Civic Engagement Fund (CEF) Programme aims to empower marginalised communities—including women, youth, and ethnic minorities—strengthen local governance, and promote evidence-based policymaking in line with Sustainable Development Goals (SDG) 5: Gender Equality and SDG 16: Peace, Justice and Strong Institutions.

More information on the programme is available at: <https://www.nagorikata-cef.org/en>

### Background

The Nagorikata-CEF is a multi-institutional and multi-year project that employs four interactive strategies to achieve its goal and outcomes:

- Social mobilisation of citizens at all levels and increased outreach
- Expanded cooperation, partnership and networking among Civil Society Organisations (CSOs) and actors
- Increased interaction and dialogues among civil society organisations, individuals, and the representatives of government and Local Authorities (LAs)
- Increased capacities of the CSOs and community leaders

The programme has planned and implemented several activities under the four outcomes with local implementing partners (GUK, IDPS, ERA and PRAAN) and 16 Citizens Groups (CGs) in four project districts. The project intends to identify important activities that have been completed with communities and actors—including local government—which have significant impacts on people, CGs, institutions, and processes toward achieving the long-term goal and objectives of Nagorikata-CEF.

The Most Significant Case (MSC) is a highly effective means of documenting best cases as well as assessing the progress and learning of field implementations. These documented cases can be used for influencing policy and practices at various levels. A total of 15–20 stories will be collected from four districts, covering processes, individual achievements and leadership (Community Volunteers and CG members), as well as events such as project orientations, social audits, and consultation meetings with Local Authorities. These stories will capture changes in the light of the Theory of Change (ToC) of the programme. The selected cases will be compiled and printed as a Story Book for wider dissemination and outreach at different levels, including national dialogues and conclaves.

### Purpose of the Assignment

CPD intends to engage a professional agency to collect, document, and publish a **Most Significant Case (MSC) Story Book** under the Nagorikata (CEF) Programme. The Story Book will serve as a qualitative and participatory documentation tool to capture human dimensions, lived experiences, and key learnings, and to share these with a wide range of stakeholders including policymakers, CSOs, and development partners.

The specific objectives of this assignment are to:

- Collect and document 15-20 Most Significant Cases from four programme districts capturing social mobilisation, capacity building, and changes at the community and institutional levels
- Capture the engagement of women, youth, and marginalised communities in relation to leadership, social audits, and engagement with Local Authorities
- Document changes in relation to Outcomes 1, 3 and 4—including participatory decision-making, increased interaction between civil society and government, and social audit processes
- Compile, design, and print the MSC stories as a professionally produced Story Book for dissemination at local, district, and national levels
- Contribute to influencing policy and practice in civic engagement, SDG implementation, Leave No One Behind (LNOB), Human Rights-Based Approach (HRBA), and Gender Equality and Social Inclusion (GESI)

## Scope of Work

The assignment covers field documentation and professional publication activities in four districts and sixteen upazilas of the Nagorikata (CEF) Programme. The selected agency/consultant will undertake the following tasks:

### **1. Development of MSC Data Collection Framework**

Develop a detailed field data collection framework, story collection guidelines, and an interview/discussion guide in close consultation with CPD. The framework should reflect programme objectives, citizen engagement processes, the Theory of Change, and key implementation activities. The framework must incorporate gender and inclusion sensitivity.

### **2. Field Story Collection and Documentation**

Conduct field visits in the 16 upazilas of four programme districts to collect MSC stories. Local Implementing Partners (IPs) and Field Coordinators (FCs) will support the field team in selecting appropriate cases. Story collection will cover the following programme areas:

- Bogura District: Gabtali, Sariakandi, Shibganj, Shajahanpur
- Sherpur District: Jhenaigati, Nalitabari, Sherpur Sadar, Nakla
- Sunamganj District: Tahirpur, Sunamganj Sadar, Bishwambarpur, Dowarabazar
- Noakhali District: Noakhali Sadar, Subarnachar, Begumganj, Sonaimuri

A total of 15–20 MSC stories will be collected, with a focus on:

- Engagement and leadership of women and youth in Citizens Groups (CGs)
- Community Volunteer and CG member achievements
- Social audits, project orientations, and consultation meetings with Local Authorities
- Changes related to social mobilisation, local institution building, and CSO capacity
- Inclusive participation of marginalised and underserved communities

### **3. Preparation of MSC Story Drafts**

Based on field documentation and approved collection guidelines, prepare draft MSC stories in accessible narrative format. Each story should clearly capture the case context, process, actors involved, key change demonstrated, and lessons learned. All draft stories must be submitted to CPD for review and approval before finalisation.

### **4. English Narrative Writing and Translation**

Prepare the final narrative write-ups of all MSC stories in English. Ensure stories are written in clear, accessible language suitable for community audiences as well as policymakers and development partners.

### **5. Story Book Design and Layout**

Develop a professionally designed Story Book layout incorporating the collected MSC stories. The design should:

- Reflect the visual identity and branding guidelines of CPD and the Nagorikata-CEF Programme
- Include photographs from field activities (to be collected during field visits)
- Feature a foreword, introduction, thematic sections, and acknowledgements as agreed with CPD
- Be suitable for both print and digital (PDF) dissemination

## **6. Printing and Delivery**

Arrange professional printing and delivery of the final Story Book as per specifications agreed with CPD, including paper quality, binding, and quantity. Provide a digital version (print-ready PDF) along with editable source files.

### **Key Deliverables**

The selected firm/consultant will be required to deliver the following:

- MSC data collection framework and story collection guidelines (approved by CPD)
- 15–20 documented MSC stories in draft form (submitted for CPD review)
- Final MSC stories in English
- Professionally designed and layouted Story Book (print-ready)
- Printed copies of the MSC Story Book (quantity as per CPD specifications)
- High-resolution photographs from field activities
- Digital version of the Story Book (PDF) suitable for online dissemination
- Social media-friendly adapted content (short story excerpts/graphics)
- All raw field notes and interview records submitted to CPD for archival
- Editable source/design files and master copy

### **Methodology and Approach**

The selected agency/consultant will be responsible for:

- Developing the MSC collection framework and story guidelines in consultation with CPD
- Conducting participatory and qualitative field documentation across selected upazilas
- Engaging Citizens Group members, Community Volunteers, and local stakeholders as story subjects and contributors
- Coordinating with Local Implementing Partners (GUK, IDPS, ERA, PRAAN) and Field Coordinators for case selection and field access
- Ensuring gender and inclusion sensitivity throughout the collection, documentation, and design process
- Incorporating a Human Rights-Based Approach (HRBA) and GESI lens in story framing
- Providing draft stories for CPD review and incorporating feedback before finalisation
- Ensuring high-quality narrative writing, photography, graphic design, and printing suitable for institutional dissemination

### **Working Language**

- Primary narrative: English
- All story must be prepared by the selected team and approved by CPD prior to finalisation

### **Target Audience**

The MSC Story Book will be developed for the following audiences:

- Development partners and international stakeholders
- National and international NGOs, programme partners, and Civil Society Organisations
- Government officials and Local Authorities
- Political leaders and policymakers
- Academics and researchers
- Citizens Groups, Community Volunteers, and general public

### **Ownership and Usage Rights**

All MSC stories, photographs, design files, and the Story Book will be the exclusive property of CPD, with unrestricted usage, reuse, reproduction, and sharing rights. The contracting individual/firm will not claim legal ownership or copyright over any of the produced materials, nor will they use, share, sell, exhibit, or barter any of the content for any purpose, commercial or otherwise.

### **Timeline of Activities**

The assignment is expected to be completed within approximately two months, from 1 August 2026 to 30 September 2026, following the indicative timeline below. The selected firm/consultant will submit each deliverable to CPD for review and approval, as applicable.

Activities	Deadline
To design a plan of activities and finalise the contract agreement	1 August 2026
Development of MSC data collection framework, story collection guidelines, and interview/discussion guides	4-8 August 2026
Finalisation of tools and orientation/training of the field documentation team	9-10 August 2026
Coordination with Local Implementing Partners (IPs) and Field Coordinators (FCs) for preliminary case selection	11-14 August 2026
Field visits and MSC story collection in Bogura District: Gabtali, Sariakandi, Shibganj, and Shajahanpur	15-21 August 2026
Field visits and MSC story collection in Sherpur District: Jhenaigati, Nalitabari, Sherpur Sadar, and Nakla	22-28 August 2026
Field visits and MSC story collection in Sunamganj District: Tahirpur, Sunamganj Sadar, Bishwambarpur, and Dowarabazar	29 August-4 September 2026
Field visits and MSC story collection in Noakhali District: Noakhali Sadar, Subarnachar, Begumganj, and Sonaimuri	5-11 September 2026
Follow-up validation, completion of any remaining interviews and photography, and consolidation of 15-20 MSC stories from all four districts	12-19 September 2026
Submission of draft MSC stories, field photographs, raw field notes, and interview records	23 September 2026
CPD review, incorporation of feedback, and finalisation of all MSC stories in English	26 September 2026
Story Book design, layout, and submission of print-ready PDF for CPD approval	28 September 2026
Printing and delivery of printed copies, digital PDF, editable source/design files, master copy, and social media-friendly content	30 September 2026

### Eligibility Criteria

Interested firms/agencies/consultants must meet the following criteria:

- Minimum 3 years of proven experience in qualitative documentation, storytelling, publication development, communication, or related assignments
- Demonstrated experience in producing case studies, impact stories, publications, annual reports, or story books for development organisations, NGOs, think tanks, or donor-funded programmes
- Proven capacity in field documentation, including interviews, photography, and stakeholder engagement
- Strong expertise in English narrative writing, editing, graphic design, and publication layout
- Experience working with gender, inclusion, governance, civic engagement, or development-related projects will be considered an advantage
- Ability to deploy a qualified multidisciplinary team including researchers/documenters, writers/editors, photographers, and designers
- Valid trade licence, TIN, VAT/BIN registration (for firms), and relevant legal documents

### Assessment Criteria

CPD's procurement committee will evaluate the technical and financial proposals separately based on the following criteria—

### Assessment Criteria of the Proposal

Criteria	Allocated Marks
Understanding of the ToR and assignment objectives	15
Relevant experience in similar assignments	10
Profile and expertise of the proposed team	10
Proposed methodology, workplan, timeline and creative approach	20
Quality of previous work samples	10
Financial proposal	35
<b>Total marks</b>	<b>100</b>

### Application Requirement

All applications submitted in response to this ToR will be evaluated using a **double-blind process**, meaning that members of the Technical Committee will not know the identities of the applicants, and applicants will not know the identities of the committee members.

To facilitate this process, applicants must ensure that their Technical Proposal contains no identifying information, such as:

- Personnel names
- Company name
- Address
- Logo
- Contact details
- Any other identifying information

**Technical Proposal:** The technical proposal should clearly demonstrate the applicant's understanding and approach to delivering the assignment.

It should include:

- a. Understanding of the assignment and context (maximum 2 pages)
  - b. Proposed methodology for story collection, documentation, and publication (maximum 3 pages)
  - c. Detailed workplan and timeline (maximum 1 page)
  - d. Team composition and roles (maximum 1 page)
  - e. Relevant experience in similar assignments with work samples (maximum 3 pages)
- To facilitate quick evaluation, bidders are requested to keep their proposals within the suggested page limits.

**Financial Proposal:** The financial proposal should include:

- Professional fees
- Field visit costs
- Photography/documentation costs
- Design and layout costs
- Printing and delivery costs
- Any applicable taxes/VAT

Financial proposals will only be assessed if the corresponding technical proposal is shortlisted by the evaluation committee.

### 3. Supporting Documents

Applicants must submit the following supporting documents separately:

**For firms/agencies:**

- a. Company profile (maximum 2 pages) highlighting relevant assignments with client references
- b. CV of Lead Consultant/Team Lead (maximum 2 pages)
- c. Short CVs of other team members relevant to the assignment
- d. Trade license
- e. TIN and VAT/BIN registration

- f. Annual Tax Acknowledgement Receipt (2025–26)
- g. Bank account details and bank solvency certificate

**For individual consultants:**

- a. Updated CV
- b. National ID copy
- c. TIN certificate
- d. Annual Tax Acknowledgement Receipt (2025–26)

**Confidentiality and Data Ownership:**

The selected firm/consultant must ensure confidentiality and secure handling of all collected materials, including:

- Interview notes
- Audio/video recordings
- Photographs
- Draft stories
- Field documentation

The privacy and dignity of all story participants must be protected throughout the assignment. All collected materials and final outputs shall remain the exclusive property of CPD.

**Health measures (For Office Check)**

CPD will not be liable for any health hazard and/or accident of the primary surveys' consultants and/or participants.

**Submission and Contact Details**

No hard copies will be accepted.

Applicants must submit **three separate zip files** via email:

1. Technical Proposal (without identifying information)
2. Financial Proposal
3. Supporting Documents

Failure to comply with these submission requirements may result in disqualification.

All applications should be emailed to: [procurement@cpd.org.bd](mailto:procurement@cpd.org.bd)

**Application Submission Deadline: 15 July 2026**

For further information, please contact:

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