

Term of Reference (ToR)

For

Developing Communication Policy for BNPS

01. Introduction:

Bangladesh Nari Progati Sangha (BNPS) is an activist women organization founded in 1986, working to establish equality for women and marginalized people. BNPS strives to develop women agency at the grass-roots and contribute bringing their voices to national, regional and international levels. BNPS has been advocating and researching for policy reforms aiming at women's emancipation, including ethnic and religious minorities.

The vision of BNPS is to establish a society free from all sorts of discrimination, where nobody is left behind through its mission in engaging women to discover their potential as change agent and driving force for social transformation. BNPS believes in the principles of non-discrimination, diversity and secularism.

BNPS accomplishes its mission via four program areas: 1). Making education gender sensitive; 2). Advocating and researching for policy reforms; 3). Developing women's agency for socio-economic and political empowerment; and 4). Engaging in civic actions against Gender based Violence (GBV) and Violent Extremism (VE).

BNPS focuses on social, economic and political empowerment of women, gender equality, strengthening of local government, electoral reform, education reform, gender budget analysis and women in climate change. In addition, BNPS has been taking up many firm steps on many challenging issues like inheritance laws; women representation in power structure i.e. parliament and local government; Sexual and Reproductive Health and Rights (SRHR); Violence Against Women and Girls (VAW/G); Women, Peace and Security (WPS); Prevention of Violent Extremism (PVE); and issues of women workers.

Apart from other projects and programs, BNPS has been implementing a project titled "Women Peacebuilders Lead Social Cohesion: Enhancing Capacities and Collaboration of Women Civil Society Groups from host Community" at Ukhiya and Teknaf Upazila in Cox's Bazar with the support from UN Women. The objective of the project is: 'Host community women's networks and local women's rights organizations increasingly support crisis affected women and girls in host community and contribute to social cohesion, and social norms change and the advancement of gender equality within the host communities.'

Enhancing capacities of selected 6 CBOs from 2 sub-districts (Teknaf and Ukhiya) for gender sensitive humanitarian response to serve crisis affected women and girls in the host community as well as of lead organization (BNPS) to collaborate with CBOs are two expected results of this project.

Under the result two of the project, recently BNPS organized a day long needs assessment workshop and reviewed its existing policies, strategies and procedures to find whether there is any policy gap which should be removed step by step to keep BNPS always a compliant organization in policy aspect. As per the findings of the assessment workshop, BNPS decided to prepare an organizational comprehensive

Communication Policy in order to strengthen internal and external communication strategies. Based on this ground BNPS intends to hire Consultant/Consulting firm to generate support in this regard.

02. Objectives:

The primary objective to develop Communication Policy for BNPS is to establish a clear guideline for internal and external communication practices to ensure consistency, transparency, and accountability in all kind of communication aspects of the organization. Also, the policy helps to promote BNPS's mission, vision and core values among various stakeholders.

03. Scope of work:

The consultant will–

- Analyze the communication needs, preferences, and expectations of BNPS.
- Review existing communication practices within and outside of BNPS.
- Conduct a comprehensive analysis of BNPS's stakeholders.
- Collect and review the international and national policy papers on organizational communication.
- Meet BNPS Senior Management Team (SMT) and project team to collect opinions and insights.
- Prepare and share a PowerPoint presentation through summarizing outcomes of desk review along with proposed key elements for the policy.
- Develop the draft communication policy and share this with BNPS and UN Women for their feedback.
- Review carefully the feedback received from UN Women and BNPS, and incorporate them into the draft to prepare final version of the policy document.
- Submit the final version of communication Policy.

04. Methodology:

- The methodology of the assignment will be mostly studying and reviewing the existing documents, collecting opinions and insights of the concerned persons of BNPS and UN Women.
- The consultant will work closely with assigned focal person of BNPS from planning to implementation of the entire work.
- Number of formal and informal meetings might be held with BNPS SMT and UN Women concerned official.
- BNPS will extend necessary support on every issue raised to finalize the policy.

05. Deliverables:

The consultant should submit following key deliverables:

- The Communication Policy to be submitted to BNPS no later than 15 days after signing the ToR. The policy should be in English in soft format both in MS Word and PDF.
- A short report on the assignment describing process in detail.

06. Consultant Profile:

The consultant should have at the minimum the following qualifications and experience:

- Proven experience in developing organizational communication policies and/or related documents.
- Clear idea about the current context of communication in AI oriented world.
- Strong research and analytical skills and background.
- Excellent written and verbal communication skills in English.
- Familiarity with the NGO sector, particularly women's rights organizations in Bangladesh.
- Having extensive understanding in Organization Development Process (OD).
- Master's degree or equivalent in communication, journalism, public relations or related areas.
- Independent from BNPS, i.e., not related to BNPS or a beneficiary of BNPS.

07. Task and Duties:

- Submit a proposal including detail methodology, draft outline of the policy, plan of work etc.
- Conduct an initial meeting with BNPS to clarify objectives and expectations.
- Review existing communication materials and practices.
- Collect input from relevant staff of BNPS and UN Women through meetings.
- Prepare a PowerPoint presentation on the findings of desk review with detail outline of the policy.
- Research and analyze best practices in organizational communication.
- Draft the organizational communication policy.
- Present the draft policy to BNPS staff for feedback and revisions.
- Finalize the policy based on feedback received and best practices.
- Submit the final communication policy including assignment report.

08. Timeframe:

The policy preparation is expected to be completed within 20 days, from 10-30 November 2023.

09. Activities and time plan:

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1.	ToR signing, introductory meeting and information/documents collection	10 November 2023
2.	Studying and reviewing existing materials and practices	11-12 November 2023
3.	PowerPoint presentation and collect feedback	13 November 2023
4.	Drafting policy	14-20 November 2023
5.	Sharing draft policy with BNPS and UN Women for collecting feedback	21-25 November 2023
6.	Finalize the policy based on carefully addressing feedback received from UN Women and BNPS	26-29 November 2023
7.	Submit the final version of Communication Policy	30 November 2023