



Opportunity for Development and Promotion of Digital IEC Product on Protection from Sexual Exploitation and Abuse (PSEA)

Disabled Child Foundation (DCF) is seeking consultancy services for the development and promotion of digital IEC (Information, Education, and Communication) materials to raise awareness on Protection from Sexual Exploitation and Abuse (PSEA). The consultant will be responsible for creating and disseminating engaging digital content, including videos, memes, and audio materials, ensuring maximum outreach and impact.

Project Overview:

DCF is committed to promoting awareness on PSEA through digital media. The objective is to develop high-quality and accessible digital content that effectively conveys key messages on PSEA to diverse audiences. The consultancy will focus on content creation and strategic digital promotion to maximize public engagement.

Objective:

The primary objective of this consultancy is to develop and promote engaging digital content on PSEA. The specific objectives include:

- Developing high-quality digital content, including videos, memes, and audio materials.
- Ensuring accessibility features such as sign language interpretation, captioning, and high-contrast visuals.
- Strategically promoting the developed content across various digital platforms.

Scope of Work:

The consultant will be responsible for:

- 1. Content Development:**
 - Creating scripts for video, audio, and memes aligned with PSEA principles.
 - Producing engaging and informative digital content that adheres to accessibility guidelines.
- 2. Production:**
 - High-quality video production, including shooting and editing.
 - Professional audio recording and editing.
 - Designing visually appealing memes that effectively communicate key messages.
- 3. Promotion & Dissemination:**
 - Implementing a digital media campaign to maximize audience reach.
 - Ensuring content optimization for various platforms, including social media and websites.
 - Monitoring engagement and reporting on the campaign's performance.

Qualifications and Experience:

Interested companies should have:

- Proven experience in multimedia content development and promotion.
- Expertise in video production, audio recording, and graphic design.
- Prior experience in developing PSEA-related or similar awareness content.
- A strong understanding of accessibility requirements for digital content.

How to Apply:

Interested companies should submit:

- A company profile detailing past experience.
- A technical proposal outlining the creative approach and execution plan.
- A financial proposal, including a detailed budget breakdown.
- Samples of previous relevant work.

Submission Deadline:

Applications must be submitted by **16 February 2025** to **dcf05@gmail.com**.

Evaluation Criteria:

Proposals will be evaluated based on:

- Technical expertise and experience (40%)
- Creativity and approach to content development (30%)
- Financial proposal (20%)
- Previous experience working on PSEA or social impact projects (10%)

Timeline:

The contract will run from **March 05, 2025**, with key milestones as follows:

- **Content Development:** 15 February 2025
- **Production & Editing:** 20 February 2025
- **Promotion & Dissemination:** 25 February 2025
- **Final Reporting:** 25 February 2025

For More Information:

For detailed information on the Terms of Reference and application process, please contact Disabled Child Foundation at **dcf05@yahoo.com**.

We look forward to receiving your proposals.

Sincerely,
Nasrin Jahan
Executive Director
Disabled Child Foundation (DCF)

Annexure: ToR