



Terms of Reference (ToR)

Development of Training Manual on

“Capacity Building training for the women and youth TU leaders/activists on Advocacy-Campaign”

1) Background and Justification:

Bangladesh Institute of Labour Studies-BILS has been implementing project on workers’ issues in Chattogram in partnership with DGB-BW since 2016. The first and second phase of the partnership has already been successfully completed and significantly contributed in protecting workers’ rights and promoting decent work in the selected industrial sectors in Chattogram. At present, BILS is implementing the third phase (2022-24) of the partnership titled “Promoting Social justice and decent work through champion role played by Women and Youth TU leaderships”.

The main objective of the running phase (2022-24) is to ensure the progressive role of women and youth TU leaderships to address social justice and decent work in Chattogram region. The project intervention will be carried out in the selected industrial sectors in Chattogram i.e. RMG, Construction, Hotel-Restaurant, Health-Diagnostic, Small Transport, Beauty Parlor and Aluminum goods making industry. The main target groups are the women & youth TU leaders/activists and the workers of the selected sectors. The women & youth TU leaders/activists will be the key instruments in implementing the project activities and they will play their progressive role in promoting social justice and decent work in Chattogram region.

The project is designed to promote social justice and decent work for the working people of Chattogram through champion role played by the women and youth TU leaderships. In this connection, the women and youth TU leaders/activists need to be equipped with skill and knowledge on different aspects related to workers’ rights and DW. Along with others, basic knowledge the women and youth leadership on advocacy-campaign is very much significant to influence the stakeholders in ensuring workers’ rights and promoting decent work for the workers of selected sector of Chattogram. The women and youth TU leaders and activists should play their role in designing and carrying-out necessary advocacy-campaign, so that they can directly contribute in advocacy-campaign alongside the senior leadership. In this regard, it has been decided to carry-out 2-days basic training on advocacy-campaign for the women and youth leaders/activists (advocacy-campaign team). Therefore, a tailor-made training manual need to be developed to carry-out 2-days basic training on advocacy-campaign for the women & youth TU leaders/activists of the selected industrial sectors of Chattogram.



2) Objectives:

The purpose of this Terms of Reference (ToR) is to develop a tailor-made training manual to carry-out 2-days basic training on advocacy-campaign for the women & youth TU leaders/activists of the selected industrial sectors of Chattogram.

3) Scope of Work:

The consultant will develop a tailor-made training manual to carry-out 2-days training on advocacy-campaign. The following issues could be the contents of the training manual, but not limited to;

- Introduction, definition and different aspects of advocacy and campaign.
- Identification of advocacy issues and stakeholders analysis
- Development of advocacy paper/argument formulation
- Strategy to develop advocacy planning
- Campaign to generate public support in favour of the advocacy
- campaign material development
- Campaign planning
- Mock session on advocacy-campaign planning

4) Participants of Training:

Women and youth TU leaders/activists of the selected industrial sectors of Chattogram will be the targeted participants of the training.

5) Step-by-step deliverables:

The consultant have to maintain the following steps to deliver the final output.

- Submission of draft outline of the contents
- Upon approval of the contents and draft outline, a draft manual will be developed and submitted to BILS.
- Upon submission of the draft, it will be reviewed by BILS and BILS will provide with feedback for the improvement of the manual.
- Final submission of the manual incorporating BILS suggestions on the draft.



6. Competencies and Expertise Requirement:

- The Consultant must have very sound, profound and comprehensive knowledge on advocacy-campaign.
- The consultant must have previous experience and expertise of training manual development on advocacy-campaign/ training background on workers' issues focusing TU capacity building.
- The consultant having in-depth knowledge in advocacy-campaign on workers' issues will be preferred.

7. Proposal submission Procedure:

Interested consultants are requested to submit short proposal to **Executive Director, Bangladesh Institute of Labour Studies –BILS, House -20, Road-11 (new) 32(old), Dhanmondi R/A, Dhaka-1209** or through email: bils@citech.net. The individual/firm must submit the following documents along with the Technical & Financial Proposal:

- CV of the consultants who will undertake the assignment.
- Sample training manual relevant to this assignment, if any.
- Work schedule.
- Budget (including applicable VAT & TAX).

8. Deadline for Proposal submission:

On or before 17.30 hrs. 26 August 2022.

X-X-X-X