

# TERMS OF REFERENCE

## **Call for an individual IEC (Information, Education & Communication) developer and/or organisation to produce RISE Foundations program posters for Bangladesh & India**

**July 2025**

### **BACKGROUND**

RISE - Reimagining Industry to Support Equality<sup>1</sup> - is an initiative to support collaborative industry action at scale to advance gender equality in global garment, footwear, and home furnishings supply chains. RISE brings together the four largest women's empowerment programs in the apparel industry – from BSR's HERproject, Gap Inc. P.A.C.E, CARE International, and Better Work—to build from proven approaches, scale impact and improve efficiency.

RISE focuses on three interrelated pillars of action to tackle both immediate barriers and medium/long term structural improvements for women workers.

**Pillar 1: Capacity Strengthening:** Working in factories in key countries, RISE achieve impact with a network of local civil society partners and organizations working on gender equality to deliver workplace-based capacity building programs at the garment, footwear and textile factories.

**Pillar 2: Market Transformation:** RISE works with and encourage leadership from industry actors (brands, buyers, suppliers, and worker representatives) to improve operating practices at all levels in global value chains to support greater gender equality outcomes.

**Pillar 3: Influencing:** RISE identifies opportunities to work in partnership to influence employer/company/factory policies, programs, and budgets, as well as government policies that impact workers, in particular women workers, and support the breaking down of harmful social and gender norms.

These three workstreams are supported by two cross-cutting pillars. One on data, evidence and learning and one on women worker voice and representation.

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<sup>1</sup> [RISE: Reimagining Industry to Support Equality](https://riseequal.org)

**RISE Foundations** is a capacity strengthening program that promotes gender equality, develops confidence, communications and basic life skills of women and men workers in the global supply chain. The program also increases workers' awareness and knowledge on basic health, Sexual & Reproductive Health (SRHR) and financial literacy. The program was launched in 2023 and is now active in 6 countries reaching more than 180 thousand workers (69% women).

**This TOR calls out for an individual or an organization to develop posters for Bangladesh and India Foundations program.**

## SCOPE OF WORK

RISE is aiming to develop posters for Foundations program in two countries – Bangladesh and India. RISE Foundations program has 6 CORE modules, and 10 supplementary health modules and RISE wants to develop a set of **17 posters** that are aligned with the content of the modules. CORE module topics are related to self-management, gender, communication, problem solving, time and stress management, worker rights and responsibilities etc. and supplementary are on basic health and hygiene, nutrition, mental health, sexual and reproductive health, breast and cervical cancer, STIs/HIV etc.

Working together with the RISE Foundations team, the developer will design good quality posters based on the content provided, following the **RISE branding and colour codes**. RISE will oversee the content, and the developer will be designing the posters based on the suggested content that are **gender sensitive and are appropriate to the local context and audience (women and men garment workers)**.

The posters will be developed in English first. Then RISE and the developer will work together to translated them in **4 local languages – Bangla for Bangladesh and Hindi, Tamil and Kannada for India**. RISE will be reviewing and approving the posters and developers need to expect at least two rounds of review before finalizing them. The developers will share the raw/editable versions with RISE.

### Timeline and Deliverables

Deliverables	Timeline
7 posters on CORE module topics in English (pdf, image/.jpeg and raw/editable version)	October 2025
10 posters on the supplementary health module topics in English (pdf, image/.jpeg and raw/editable version)	Dec 2025
Translated version of the 17 posters in Bangla, Hindi, Tamil and Kannada	Jan 2026

**Examples of sample posters:** [Financial Health Arabic Posters](#), [Financial Health Hindi Posters](#), [Respect Bangla Posters](#).

## QUALIFICATION

- The individual or the organization should have a minimum of 5 years of experience producing IEC (Information, Education and Communication) materials for international non-profit organizations
- They have experience of working on timely delivery of the outputs
- They maintain professionalism, gender sensitivity and follow ethical standards
- Good at communication and quick response

## PROPOSAL

Please share a brief proposal (5 – 6 pages) including but not limited to the following list -

1. Demonstration of individual consultant/organisation's capacity in:
  2. developing good quality posters for international non-profit organizations
  3. experience to produce learning materials for the marginalized communities in Bangladesh and India
  4. knowledge and experience in the areas of gender equality/women's empowerment
5. Key steps and timeline to achieve the deliverables of the assignment.
6. Budget
7. Poster samples of previous work

Please send a proposal (including two references) detailing the experience and expertise of the organization and the relevant project team to deliver the work.

Provide the following along with the proposal and budget by **5th August 2025** to Smita Nimilita at [snimilita.ic@bsr.org](mailto:snimilita.ic@bsr.org) and Sreya Nath at [snath@bsr.org](mailto:snath@bsr.org).

## REPORTING

The consultant will report to the RISE Foundations Lead and work closely with the Bangladesh Country Coordinator and India Country Lead. The content will be finally signed off by the RISE Program Director.

## PAYMENT

The fees will be agreed in advance and payment will be made upon satisfactory completion of the deliverables. The organization will be responsible for its own taxes and other statutory obligations.

## CONFIDENTIALITY & INTELLECTUAL PROPERTY

The organization is expected to maintain the confidentiality of all programs related information. All data and information gathered by the organization for RISE will be the property of BSR.