

Request for Proposal (RFP) for Hiring Consultant/Consulting Firms for English to Bangla translation and context-appropriate graphical design of Soft Skills Curriculum Documents for the USAID Bijoyee Project

Background

Bangladesh Youth Leadership Center (BYLC) is seeking proposals from qualified consultants/consulting firms for English to Bangla translation and context-appropriate graphical design of Soft Skills Curriculum Documents for the USAID Bijoyee Project. The objective of the assignment is to solicit qualified consultants or consulting firms capable of providing English to Bangla translation and developing context-appropriate graphic designs for the Soft Skills Curriculum Documents as part of the USAID Bijoyee Project managed by the Bangladesh Youth Leadership Center (BYLC). The selected consultant/consulting firm will translate from English to Bangla and develop context-appropriate graphic design curriculum modules for NEET Youth, EET Youth, On-the-Job Training, and Training of Trainers.

About Bangladesh Youth Leadership Center (BYLC)

Bangladesh Youth Leadership Center (BYLC), the country's first leadership institute, exists to build connections among youth from diverse backgrounds, equip them with leadership skills, and enable them to have a high impact in public, private, and civil sectors. All our efforts aim to strengthen prosperity, justice, and inclusiveness in societies worldwide.

About USAID Bijoyee Project

The USAID Bijoyee project is a five-year initiative grounded in Positive Youth Development (PYD) principles, and aimed at enhancing inclusive and locally-led development in Bangladesh. The Bijoyee project will provide soft skills training to 250,000 youth (within 18 – 35 years of age) of which 82% will be among those not in education, employment, or training (NEET) and 18% will be from among youth in education, employment, or training (EET). Within the total numbers, 60% will be women; 6% from host communities in/around Cox's Bazaar; 1-3% youth with disabilities; and 1-7% youth from indigenous communities, with diverse sexual orientations and gender identities (SOGI), Dalits or gig economy workers. 60% of the participants are expected to be engaged in new employment through the project, including 10,000 entrepreneurs. The project is being implemented in urban and peri-urban areas of Dhaka, Chattogram, Khulna, and Rangpur. The Bijoyee project will also develop the capacity of 300 grassroots Youth-led Organizations (YLO)/ Youth Serving Organizations (YSOs), and develop the capacity of 4000 human resource management officials in the private sector. The Bijoyee project is being implemented by a consortium led by CARE Bangladesh. The consortium partners include the Bangladesh Youth Leadership Center (BYLC), the JAAGO Foundation, and UCEP Bangladesh. The Dhruvotara Youth Development Foundation / DYDF and The Earth Society are UCEP Bangladesh's downstream partners in this project. The Bijoyee Project will also work closely with the Directorate of Youth Development (DYD)) and the National Youth Council to build an enabling environment for youth by reinforcing effective local youth systems.

Objective

The objective of this Request for Proposals (RFP) is to solicit qualified consultants or consulting firms capable of providing English to Bangla translation and developing context-appropriate graphic designs for the Soft Skills Curriculum Documents. As part of the USAID Bijoyee Project, BYLC is developing the curriculum modules for NEET Youth, EET Youth, On-the-Job Training, and Training of Trainers. This assignment aims to create presentable and reader-friendly materials for the above-mentioned 4 soft skill curriculum modules for the beneficiaries to achieve an effective implementation process.

Scope of Work and Deliverables

The consultant/consulting firm will translate (from English to Bangla, for both the Training Module and PowerPoint slides) and develop context-appropriate graphic designs (English and Bangla, for both the Training Module and PowerPoint slides) for the following soft skills training modules:

1. Soft Skills Training Module for NEET Youth
 - Learning module: 15 sessions in 180 pages, with approximately 45,000 words.
 - PowerPoint slides: 15 sessions approximately in total 180 slides
 - 1 workbook of 60 - 70 pages.
2. Soft Skills Training Module for EET Youth
 - Learning module: 13 sessions in 152 pages, approximately 35,000 words, and 3 tables
 - PowerPoint slides: 13 sessions, approximately a total of 160 slides
 - 1 workbook of 50 - 60 pages.
3. Soft Skills Module for On-The-Job Training for Youth
 - Learning module: 15 sessions in 250 pages, approximately 45,000 words
 - PowerPoint slides: 15 sessions, approximately a total of 180 slides
 - 1 workbook of 70 - 80 pages.
4. Training of Trainers (ToT) Module for Trainers and Master Trainers
 - Learning module: 10 sessions in 216 pages, approximately 50,000 words
 - PowerPoint slide: approximately 120 slides
5. The overall assignment will also include illustration work, infographics, table creation, and icon development for materials of the above-mentioned modules.

Translation and Design Requirements:

The consultant/consulting firm is responsible for translating and creating visuals that are easy to understand for people with limited reading skills. All translated materials, including documents, pictures, and designs, must meet the following criteria:

- Language:
 - Use clear and simple Bangla that is appropriate for the local context.
 - Avoid complex sentence structures and unfamiliar vocabulary.

- Visuals:
 - Include pictures, icons, infographics, and other culturally relevant visuals that are easy to understand.
 - Ensure the visuals are attractive and engaging.
- Respectful and Inclusive:
 - All materials should portray the USAID Bijoyee project audience with dignity and respect.
 - Recognize the diversity of the audience.
- Branding:
 - Strictly adhere to the established branding guidelines for the USAID Bijoyee project.

Methodology, Duration, and Timeline

Proposal and Approval:

Before being hired, the consultant/consulting firm will submit a draft methodology outlining their approach to delivering the project requirements. This draft will be reviewed and approved by USAID Bijoyee before onboarding.

Communication and Delivery:

Communication and submission of work will primarily take place online for efficient collaboration.

Project Schedule:

The project will follow a rolling schedule with specific deadlines:

- **Draft Materials:** You (the consultant) will submit drafts of all materials listed in point 3 of this RFP within 7 working days after receiving the official work order.
- **Final Materials:** You will submit the final versions of all materials within 15 working days after receiving the work order. Alternatively, you can propose a more realistic timeline based on the project's complexity.

Collaboration and Feedback:

- You will collaborate with the USAID Bijoyee project curriculum team throughout the process to ensure your work aligns with their requirements.
- All your deliverables will be reviewed by relevant stakeholders within the USAID Bijoyee project. Their feedback must be incorporated into the final versions of the materials.

Project Management and Reporting:

The consultant/consulting firm will be responsible for developing and maintaining a detailed work plan with clear timelines. This plan will be used to track progress and ensure deliverables are met on time. Additionally, the consultant will keep track of their time spent on the project through timesheets.

Regular progress reports will be submitted directly to the Youth Skills Specialist, USAID Bijoyee Project. These reports will keep the project lead informed of the work's progress and allow for any necessary adjustments.

Requirements and Experience

The consultant/consulting firm must possess the following:

- Technical skills: Extensive demonstrated experience in translation and design especially graphics design of training documents, session plans, and PowerPoint slides especially for NEET groups.
- Soft skills: Strong planning, working within deadlines, working under pressure, being open to feedback, and demonstrating universal values including empathy and respect towards diversity.
- Experience: At least five years of specific experience translating and designing curriculum-related documents relevant to this RFP. Knowledge of soft skills will add an advantage.

Application Procedure & Documentation Required

Interested consultant/consulting firms must submit a Technical and Financial Proposal based on the RFP above clearly marked **“Request for Proposal (RFP) for Hiring Consultant/Consulting Firms for English to Bangla Translation and context-appropriate graphical design of Soft Skills Curriculum Documents for the USAID Bijoyee Project”**. The package should include:

Scoring Criteria	Descriptions	Scores
Technical Proposal (maximum 10 pages)	<ul style="list-style-type: none"> • Consultant/Consulting Firm profile. • Understanding of the assignment. • Sample of previous work experience (illustration, graphic design, layout, translation, design of slides & workbook) • An overview of the management structure, financial capacity, and governance system of the organization. 	40

	<ul style="list-style-type: none"> CVs of the key personnel/proposed staff highlighting the experience of similar work Proposed methodology including detailed activity plan, day-wise work plan (Gantt Chart preferred) with corresponding timesheet 	25
Financial Proposal	Financial Proposal setting out a detailed budget	35
Total		100
<p>The application will be evaluated based on experience, sample work, and the budget that is attached to the application.</p> <p>The top bidders will be communicated with and based on BYLC's evaluation, one bidder will be selected.</p> <p>Please note that the full payment will be made upon the submission and approval of the final version of the deliverables.</p>		

Application Procedure

Interested candidates should submit their profile (designer profile and translator profile separately) strictly following the guidelines provided in point 7 of this RFP with a cover letter, to career@bylc.org, mentioning the topic in the subject line. The deadline for applications is May 22, 2024. Only shortlisted candidates will be contacted for further discussion.

Additional Notes

- BYLC aims to attract and select a diverse workforce ensuring equal opportunity for everyone, irrespective of race, age, gender, HIV status, class, ethnicity, disability, location, and religion. In the case of individual consultants, women are particularly encouraged to apply.
- Any personal persuasion/phone call will result in disqualification.
- BYLC has a non-negotiable policy of ZERO TOLERANCE towards discrimination, harassment, and abuse. All employees/vendors are expected to abide by the Protection from Sexual Exploitation and Abuse & Child Protection Policy of Bangladesh Youth Leadership Center (BYLC).
- There is no cost involved with applying for positions or tenders BYLC. Any solicitation of costs should be regarded as fraudulent.