

Terms of Reference (ToR) for Assessing Current Knowledge, Attitudes, and Practices (KAP) Related to Menstrual Hygiene Management (MHM).

About ActionAid:

ActionAid is a non-profit organization that was established in the early 1970s to achieve social justice and eradicate all forms of inequality. In Bangladesh, ActionAid Bangladesh (AAB) is part of this global movement with the goal to strive for social justice whereby inequality is eradicated by applying Human Rights Based Approach (HRBA). The Mission of AAB is to achieve social justice, gender equality, and poverty eradication by working with people living in poverty and exclusion, their communities, people's organizations, activities, social movements, and supporters. Where the Vision is a just, equitable and sustainable world in which every person enjoys the right to a life of dignity, freedom from poverty and all forms of oppression.

Purpose of the Consultancy:

The study area covers one ActionAid Bangladesh Local Rights program (LRP-55-Khilgaon) works in two long-established urban slum communities of Dhaka—Nandipara and Goran. Nandipara mainly consists of families living on government (khas) land, while Goran is predominantly made up of households renting private land. Both communities face urban vulnerabilities, including limited access to essential services, socio-economic insecurity, and environmental and public health risks, which can affect access to health information and services.

Despite ongoing MHM awareness efforts, many adolescents, young people, and women in these communities continue to have gaps in knowledge and understanding of menstrual hygiene. Misconceptions, social stigma, cultural beliefs, and restrictive gender norms can affect menstrual hygiene practices, open discussion, and informed decision-making. Limited access to appropriate menstrual hygiene materials, safe facilities, and relevant health services may further affect their ability to manage menstruation safely and comfortably.

LRP-55 currently has limited systematic evidence on MHM-related knowledge, attitudes, practices, and barriers among different groups in Nandipara and Goran. The consultancy will therefore conduct a perception based study to generate reliable community-level evidence on these areas.

The study will identify key gaps in knowledge, attitudes, practices, misconceptions, and barriers related to MHM among adolescents, young people, and women. The findings will support LRP-55 in identifying priority areas for intervention, improving MHM education and community engagement, strengthening service linkages, and informing future programme planning and advocacy.

Objective of the Research:

General Objective:

To assess the behaviour of adolescents, young people and women towards MHM and identify underlying causes and barriers related to accesses to MHM in the targeted communities

Specific Objectives:

- Assess the level of knowledge on SRHR and MHM among adolescents, young people, and women.
- Understand community behavioural perceptions related to SRHR and menstrual hygiene management.
- Examine current practices and health-seeking behaviors related to SRHR and MHM.
- Identify knowledge gaps, misconceptions, and barriers to accessing SRHR and MHM information and services.
- Generate evidence to inform future programmes, service improvements, and advocacy efforts.

Scope of Work:**Geographical Scope:**

The study will focus on the urban slum communities of LRP-55 Khilgaon, specifically Nandipara and Goran, where adolescents, young people, and women continue to experience gaps in knowledge and understanding of Menstrual Hygiene Management (MHM).

Population:

The study will cover community-based adolescents, young people, and women, with attention to their knowledge, attitudes, and practices related to MHM.

Aspects of Vulnerability:

The assessment will consider factors that may influence MHM knowledge and practices, including physical and mental health, socio-economic status, access to education, access to health and other essential services, legal and protection concerns, and discrimination or social stigma related to menstruation.

Specific tasks to be completed by the Consultant:

- Based on this ToR, key responsibilities of the Consultant include, i) conducting literature review, (ii) data management and analysis (iii) finalizing methodology and developing tools in consultation with AAB project team (iv) leading the research process and assigning responsibilities to team members, if any, (v) ensuring adherence to the Terms of Reference, and (v) ensuring overall coherence of the report writing, (vii) ensuring that all deliverables are submitted to AAB on a timely manner.

Time frame of the contract:

The duration can be decided upon discussion between both parties, but it is expected that the consultant will work for 30 days from the date of commencement.

The consultant will work under the overall supervision of the **Manager –Local Rights program (LRP)**, under the directorate of Programme, Policy and Campaign.

Budget

BDT 140000 (One lac forty thousand taka) including VAT & Tax as per Government of Bangladesh (GoB) rules.

Education & Training:

Master's Degree, preferably in public health/Gender studies/Anthropology/Sociology or relevant discipline.

Experience:

At least 5 years(s)

Professional competencies:

- Experience in conducting research studies involving various methodologies.
- Ability to prepare concise and comprehensive research reports.
- Contextual understanding, specifically on Human Rights Based Approach, gender sensitivity is mandatory.
- Proven skills in developing tools for data collection and for quality assurance.
- Excellent data analysis skill, documentation and report writing skills are essential.
- Excellent written skills in English, as well as computer skills, including MS Office.
- Willingness to undertake extensive community visit for data collection and field observation.

Deliverables:

The research consultant will be responsible for the quality and timely submission of his/her specific deliverables, as detailed below. All products should be well written (reader friendly and communicative), inclusive and have a clear analysis process.

1. Inception report including detailed methodology, tools, and work plan.
2. Raw and clean data set with consent collected for this study.
3. A draft research report for feedback and review from the AAB project team.
4. Final research report incorporating all feedback and suggestions.
5. A PowerPoint presentation highlighting the research findings.

Deadline for Proposal Submission by 15 September 2026

- Please click below the link to submit your proposals

Link: <https://consultancy.actionaidbd.org/>

Disclaimer: ActionAid Bangladesh reserves the right to accept or reject any or all applications without assigning any reason thereof