

Terms of Reference (ToR)
for
Producing Illustration, Designing and Printing of
“Community-led Action Research Toolkit”

1. Background

ActionAid Bangladesh (AAB) promotes participatory, rights-based development and community-led research to empower marginalized groups and influence systemic change. As part of its ongoing work on just energy transition, climate justice, fossil fuel impacts, and renewable energy promotion, AAB has facilitated community-led action research initiatives in vulnerable coastal regions like Dhankhali Union. Based on these findings, AAB is developing a **Community-led Action Research Toolkit** to support grassroots groups, civil society organizations, and local facilitators to undertake similar processes independently. The toolkit will offer participatory tools, real-life examples, and visual guides to support inclusive research, advocacy, and community mobilization.

To make the toolkit accessible, engaging, and user-friendly, especially for rural and local community audiences in the context of Bangladesh—AAB seeks to hire a vendor with strong expertise in illustration, layout design, and printing.

2. Objective

To produce a visually engaging and user-friendly version of the *Community-led Action Research Toolkit*, through professional illustration, layout design, and high-quality printing, that can be effectively used by grassroots communities and civil society facilitators.

3. Scope of Work

The selected consultant/firm will be responsible for the following:

- Conceptualize and create original illustrations that visualize key steps, tools, and community scenarios described in the toolkit.
- Design the layout of the toolkit, ensuring clarity, readability, and alignment with ActionAid’s branding.
- Incorporate real-life photos, case highlights, and infographic-style content where applicable.
- Print a specified number of high-quality copies (to be confirmed) in full color with durable binding suitable for field-level use.

4. Specific Tasks

1. Participate in an inception meeting with the AAB team to understand the structure, target audience, and content of the toolkit.
2. Review the draft content and identify opportunities for visual enhancement (illustrations, callouts, icons, etc.).
3. Develop draft sketches and layout mockups for feedback and approval.

4. Finalize all illustrations, layout, and infographics in alignment with approved concepts.
5. Translate the finalized digital design into printable files in both Bangla and English.
6. Print the agreed quantity of toolkits using high-quality, eco-friendly paper and binding materials.
7. Deliver both **print and digital versions** of the toolkit, including editable source files.

5. Deliverables

- Full-color illustrated and designed toolkit in Bangla (Print-ready format)
- Minimum 60 Illustrations visualizing key methods, community processes, or tools
- Final printed copies (quantity and specifications to be confirmed)
- Digital toolkit in E-book format suitable for online dissemination
- Editable design files in Adobe InDesign/Illustrator or equivalent

6. Required Expertise

The selected consultant/agency must demonstrate:

- Proven experience in illustration, visual storytelling, and toolkit/manual design, particularly for development, education, or rights-based projects.
- Ability to create clear, accessible illustrations that resonate with rural and coastal communities in Bangladesh—including representation of dress, livelihood, age, gender, and disability.
- Familiarity with community-level settings and visual cues like farmers, fishermen, students, and homemakers; use of traditional Bangladeshi clothing and everyday tools in illustrations, focusing on youth, women, indigenous community members.
- Experience producing visual content in Bangla with space for captions, speech bubbles, and explanatory labels.
- Capacity to develop thematic illustrations for sections such as transect walks, social mapping, focus group discussions, community meetings, advocacy actions, etc.
- Sensitivity to depicting community members as active agents—not passive recipients—and ensuring gender and ability inclusion.
- Ability to prepare visuals in high-resolution formats (300 DPI) and provide both print-ready and vector source files (.AI/.SVG).
- Use of a consistent icon set and warm, earthy colors appropriate for Bangladeshi rural settings.
- Experience with toolkit layout and printing, ensuring durability and readability in field settings.

7. Duration

The total assignment will be conducted between July to August 20, 2025, including design iterations, feedback rounds, and final delivery of printed and digital outputs.

8. Logistics and Support

The consultant/firm will work closely with the AAB project team and will receive:

- Content and draft of the toolkit in Bangla and English
- Visual references and branding guidelines
- Technical support for community story integration and content validation

9. Payment

Payment will be made upon successful completion of deliverables, as per an agreed payment schedule. The final installment will be released after approval of the printed and digital toolkits.

10. Application Process

Interested vendors are requested to submit:

- A brief technical proposal outlining your understanding of the task, design approach, and timeline
- A financial proposal including fees for illustration, layout design, and printing (with per-unit printing cost)
- Portfolio/sample illustrations and book designs of similar files

11. Submission of the Proposal

Interested Consultant(S)/Consultancy Agencies are requested to submit their Proposals as instructions below:

- Last date of Application is **11 August 2025**.
- Please click below the link to submit your proposals

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

For queries and clarifications, please contact:

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