

## **Terms of Reference (TOR) for Conducting a Knowledge, Attitudes, and Practices (KAP) Study for SOS Children's Village International in Bangladesh**

### **1. Background**

SOS Children's Villages International is a globally recognized child-centered development organization dedicated to ensuring children's rights and care since 1949. Adhering to the principles of the United Nations Convention on the Rights of the Child (UNCRC), SOS Children's Villages works to protect children from abuse, exploitation, violence, and discrimination. The organization is committed to promoting the optimal education, development, and well-being of children, while also supporting the professional growth of caregivers, educators, and other stakeholders dedicated to children's needs.

In Bangladesh, SOS Children's Villages International has been implementing various programs to safeguard vulnerable children, including orphans and abandoned children, and enhance their life prospects through positive parenting and other educational interventions.

Based on these initiatives, the organization has implemented various educational interventions to change the mothers' Knowledge, Attitudes, and Practices (KAP). These interventions include training and awareness sessions, as well as the dissemination of key messages.

SOS Children's Villages International in Bangladesh now seeks to recruit a consultant to conduct a KAP study to measure the changes in the KAP of the same mothers. This study will help evaluate these interventions' effectiveness and identify improvement areas.

### **2. Objective of the KAP Study**

The primary objective of this KAP survey is to assess the Knowledge, Attitudes, and Practices of mothers regarding positive parenting. The findings from this survey will help SOS Children's Village International in Bangladesh to evaluate the effectiveness of its training programs and identify areas for improvement.

### **3. Scope of Work**

The consultant will be responsible for the following tasks:

1. **Literature Review:** Conduct a comprehensive review of existing literature, Training Manuals, and
2. **Survey Design:** Develop a detailed KAP survey framework, methodology, and data collection tools.
3. **Data Collection:** Implement the survey by coordinating with SOS Children's Villages International in Bangladesh staff, caregivers, and target respondents.
4. **Data Analysis:** Analyze the collected data.
5. **Report Writing:** Prepare a detailed report outlining the findings, conclusions, and recommendations.

### **4. Deliverables**

1. **Inception Report:** Detailed plan and timeline for the survey.

2. **Survey Instruments:** Developed and validated data collection tools.
3. **Interim Report:** Preliminary findings from the data collection.
4. **Final Report:** Comprehensive report with analysis, conclusions, and recommendations.

## 5. Timeframe

The consultancy is expected to be completed within 30 days from the date of signing the contract.

## 6. Qualifications and Experience

The consultant should have the following qualifications:

1. Advanced degree in Social Sciences, Education, or a related field.
2. Proven experience in positive parenting, Early Childhood Development, conducting training, and program evaluation, particularly in the context of child development and education.
3. Strong analytical and report-writing skills.
4. Excellent communication skills in Bangla and English.

## 7. Payment condition

1. The payment will be in BDT.
2. 40% on the contract signature, and 60% on the delivery of the final report.
3. VAT and Tax will be deducted as per existing government law

## 8. Application Process

Interested candidates should submit the following documents:

1. Cover letter explaining suitability for the assignment.
2. Detailed CV highlighting relevant experience.
3. Technical proposal outlining the methodology.
4. Financial proposal detailing the costs.

## 9. Evaluation Criteria

The proposals will be evaluated based on the following criteria:

1. Relevant experience and qualifications.
2. Understanding of the scope of work.
3. Quality and feasibility of the proposed methodology.
4. Cost-effectiveness of the financial proposal.

## 10. Contact Information

Applications should be sent to [national.office@sos-bangladesh.org](mailto:national.office@sos-bangladesh.org) with the subject line: Consultancy for KAP Study. No later than **22 September 2024**.

10. SOS Children's Villages International in Bangladesh has the right to amend, add, or delete any contents of the TOR without showing any reason at any time.