



TERMS OF REFERENCE FOR DEVELOPMENT OF FLIPCHART AND ANIMATED VIDEO ON TUBERCULOSIS (TB) UNDER SANJEEVANI PROJECT

Introduction:

CARE started its operations in Nepal in 1978 and was one of the first international aid agencies to work in the country. During the last 4 decades, CARE Nepal has been supporting the most vulnerable communities of Nepal to change the situation of poverty and social injustice, challenge harmful social practices, while providing capacity to empower livelihoods and build prosperity. CARE Nepal works to address systemic and structural causes of poverty and social inequalities and supports humanitarian action to address vulnerability from climate change and natural disasters. To achieve this, CARE works with a range of partners, including local NGOs and other civil society organizations, government agencies, research and academic institutions, private sector and donors to support the most vulnerable communities and populations.

Tuberculosis (TB) remains one of Nepal's most persistent public health challenges. Despite ongoing efforts to control the disease, many cases remain undiagnosed or untreated. Service access is low, particularly in rural areas, and poverty, low awareness, fear, and stigma delay care-seeking, weakening the treatment continuum and fuelling transmission. Health systems also face limited diagnostic capacity, uneven quality of services, and a shortage of trained healthcare workers.

In this context, CARE Nepal is implementing the TB project “*Sanjeevani*” in Rautahat District of Madhesh Province, in partnership with SPARSHA Nepal, with aim to improving early case detection, early diagnosis, improve treatment adherence and continuity of care and tackling stigma and harmful social norms, and contribute to a sustained reduction in TB incidence and mortality in Madhesh Province, which has the highest national TB incidence rate.

As part of this effort, there is a need for accessible, visual and easy-to-understand communication materials that can support frontline health workers and community engagement on TB prevention, screening, diagnosis, treatment adherence and stigma reduction. To address this, CARE Nepal, in coordination with the National Health Education, Information and Communication Center (NHEICC) under the Department of Health Services (DoHS), aims to develop a TB Flipchart and an animated video on TB under the Sanjeevani project.

In this context, CARE Nepal is seeking a qualified consultant/firm to develop content, design and produce a high-quality TB Flipchart for health workers, and to develop and produce a TB animated video, to strengthen awareness, understanding and behavior change on TB among communities and relevant stakeholders.

Objectives

- To develop content and design a high-quality Tuberculosis (TB) Flipchart, in coordination with NHEICC under the Department of Health Services, for use by frontline health workers and community facilitators under the Sanjeevani project.
- To produce a 2-3 minute animated video on TB, in coordination with NHEICC/DoHS, in Nepali and Maithili, with sign language interpretation, to raise awareness on TB prevention, diagnosis and treatment.

Activities and Methods

TB Flipchart

- Develop content for the TB flipchart in close coordination with NHEICC /DoHS and CARE Nepal's Sanjeevani project team.
- Design and develop illustrations/infographics reflecting content of the flipchart.
- Layout and design approximately 20 sheets per flipchart (A4 size) in an attractive, participatory format suitable for audiences with varying literacy levels.
- Schedule meeting(s) with CARE Nepal and NHEICC/DoHS to discuss content and illustration ideas before finalizing the design.
- Revise and finalize the flipchart based on consolidated feedback from CARE Nepal and NHEICC/DoHS.

Animated Video on TB

- Develop the concept, script/storyline and storyboard for a 2-3 minute animated video on TB, in coordination with NHEICC/DoHS and CARE Nepal's Sanjeevani project team.
- Produce the animated video in two language versions: Nepali and Maithili/Bajhika.
- Incorporate sign language interpretation into the video to ensure accessibility.
- Share draft/rough-cut versions (including animatic/storyboard) for review, and revise based on consolidated feedback from CARE Nepal and NHEICC/DoHS.
- Finalize and deliver the video in formats suitable for community screening, training sessions, and digital/social media platforms.

Team Composition and Qualification

A consultant/firm (or a consortium of specialized consultants) with demonstrated expertise in both health communication/graphic design and animated video production is required for this assignment.

- Demonstrated experience developing health communication/IEC materials, preferably on TB or similar public health topics.
- Experience working with government health bodies, especially NHEICC, National Tuberculosis Control Center is preferred.
- Demonstrated experience in animation and script/storyboard development, with the ability to produce content in Nepali and Maithili/Bajhika.
- Access to, or partnership with, a qualified sign language interpretation service/provider.
- Strong skills in illustration, infographics and layout design, with sensitivity to communicating health messages to audiences with varying literacy levels.

Document and Technical Specifications

TB FLIPCHART

Flipchart Size: A4

Content: Develop in coordination with NHEICC/DoHS and CARE Nepal, along with illustrations/infographics reflecting content of the flipchart

Two types of design:

- Editable version

- PDF version

ANIMATED VIDEO

Duration: 2-3 minutes

Language versions: Nepali and Maithili/Bajhika (two separate versions)

Accessibility: Sign language interpretation to be incorporated in the video

Format: Full HD MP4, suitable for community screening and digital/social media platforms]

Branding: Incorporate CARE and NHEICC/DoHS branding as per approved guidelines.

Coordination and Reporting

The consultant will coordinate with *Neera Thakur, Lead- Health System and Rights, CARE Nepal* for programmatic and technical content, with NHEICC/DoHS for TB technical inputs and approval, and with Amit Pradhan, Lead, SIP for design and branding aspects.

Roles & Responsibilities

CARE Nepal

- Facilitate coordination between the consultant and NHEICC/DoHS.
- Provide project background, technical TB information, and relevant reference materials.
- Provide feedback on content, design and draft video at each stage.
- Approve final content, design and video prior to finalization/ production.

NHEICC / Department of Health Services

- Provide technical inputs and validation of TB messaging and content for both the flipchart and the animated video.
- Review and approve content and materials in coordination with CARE Nepal.

Consultant

- Develop content, illustrations and layout for the flipchart, and the script, storyboard and animation for the video.
- Coordinate and facilitate meetings with NHEICC including TWG meetings at NHEICC
- Share draft materials for feedback and incorporate consolidated comments from CARE Nepal and NHEICC/DoHS.
- Finalize and deliver all outputs, including editable/source files, as per agreed specifications and timeline.

Timeline/Duration

The assignment should be completed by 15 December 2026 with assignment starting from first week of October 2026. Final deliverables should be submitted to CARE Nepal NO LATER than 15 December 2026.

Deliverables

The consultant shall be expected to submit the following products and services:

- Soft copy of the finalized print ready version of the TB Flipchart (approximately 20 sheets, 15-20 illustrations), in editable and PDF format.
- Final script of the animated video in both Nepali and Maithali/Bajhika language.

- One animated video (2-3 minutes) on TB in Nepali, with sign language interpretation.
- One animated video (2-3 minutes) on TB in Maithili/ Bajhika, with sign language interpretation.
- All raw/source files, editable project files, and final master files for both the flipchart and the animated videos.

Payment Terms:

Payment will be made after completion of the above-mentioned deliverables:

- 40% of the contract value after submission of approved final script for animated videos, and draft flipchart.
- 60% of the contract value after submitting final deliverables

Submission Guidelines

Interested applicants should submit:

- Technical proposal
- Financial proposal
- CVs of key personnels
- Samples of similar works
- Company registration documents VAT, Company registration in Nepal along with the latest tax clearance certificate

The evaluation will be conducted in four stages, with a total score of 100 marks as follows:

Stage 1: Technical Evaluation - 70 Marks

- Methodology (Impact, Business and System)
- Team composition and expertise
- Demonstrated understanding of the assignment
- Clear workplan with Timeline
- Organizational experiences and demonstration of any relevant prior works if any

Stage 2: In-Person Meeting and Discussion — 10 Marks

- Formal meeting with the top three (3) shortlisted consultancy firms
- Presentation of approach and clarifications on proposed methodology

Stage 3: Financial Evaluation — 20 Marks

- 5 marks – Legal compliance
- 15 marks – Quality and clarity of the financial proposal

Stage 4: Consolidation of Scores and Final Ranking

- Combined scoring from all stages
- Ranking of consultancy firms
- Recommendation for award of contract

Note: A consultancy firm must obtain a minimum of 80% of the total technical evaluation score to be considered eligible for the further interview stage.

Ownership and Confidentiality

- All data, analysis, databases, reports, tools, photographs and other materials generated under this consultancy will remain the property of CARE Nepal, unless otherwise agreed in writing.
- The consultant shall maintain confidentiality of all project and respondent information and shall not publish or share project data without prior written approval.