

Terms of Reference (TOR)

Consultant Service for The Development of Pictorial and Infographic IEC Materials on Forests, Biodiversity and Environmental Education

1. Background:

The CSO actions for a resilient ecosystem and community (Samvardhan Project) funded by the European Union and the Austrian Development Cooperation through ADRA Austria, is implemented by ADRA Nepal, ANSAB Nepal, Federation of Community Forestry Users Nepal (FECOFUN), and Bheri Environment Excellence Group (BEE Group). The project is being implemented in Kohalpur Municipality and Rapti Sonari Rural Municipality of Banke district, and Thakurbaba Municipality and Madhuwan Municipality of Bardiya district.

The Samvardhan Project focuses on biodiversity conservation, sustainable forest management, ecosystem restoration, climate-resilient livelihoods and strengthening the capacity and participation of local communities and stakeholders. The project recognizes the important role of schools and students in building awareness, knowledge and environmentally responsible practices among the younger generation.

As part of the project, an educational manual has already been developed covering key topics related to forests, biodiversity and environmental sustainability for students of Grades 7, 8 and 9. To make the key messages of the manual more accessible, engaging and easier to understand for school students, FECOFUN/Samvardhan intends to develop a concise, attractive and highly pictorial Information, Education and Communication (IEC) material based on the existing manual.

The IEC material will translate important concepts and messages from the existing manual and from the relevant documents into simple, visually appealing and student-friendly content using illustrations, infographics, diagrams, icons, short messages, examples and interactive elements. The material is expected to support classroom learning, awareness activities and independent learning by students.

2. Purpose of the Assignment

- The purpose of this assignment is to develop approximately 18–20 pages of pictorial and infographic IEC material based primarily on the existing educational manual on forests, biodiversity and environmental sustainability and from the other relevant documents.
- The material should present key concepts in a simple, concise, attractive and visually engaging format so that students of Grades 7–9 can easily understand, remember and relate the messages to their everyday lives and local environment.
- The IEC material should emphasize visual communication rather than lengthy text, and should be suitable for use in schools, awareness programmes, environmental education activities and other project-supported events.

- Promote environmental awareness, critical thinking and positive environmental behaviour among students.

4. Key Topics

The IEC material will cover key messages from the existing manual under the following broad themes:

1. Forest and Biodiversity

- Introduction and importance
- Ecosystem services and benefits
- Major threats to forests and biodiversity
- Conservation and practical actions

2. Forest Fire

- Introduction, Causes and impacts
- Prevention measures
- Safe behavior and preparedness
- Role of students and communities

3. Climate Change

- Basic concept of climate change
- Causes and major impacts
- Linkages with forests and biodiversity
- Mitigation and practical actions

4. Community Forest

- What is a community forest?
- Importance and benefits
- Role of communities and CFUGs
- Students' role in forest conservation

5. Human-Wildlife Coexistence

- Introduction, Causes and impacts
- Common examples in the local context
- Preventive measures
- Safe and responsible coexistence with wildlife

6. Solid Waste Management and Segregation

- Types and sources of waste
- Waste segregation
- Reduce, Reuse and Recycle
- Proper disposal
- Role of students, schools and communities

The consultant will prioritize and select the most relevant messages from the existing manual so that the content can be effectively communicated within the proposed 18-20 pager format.

5. Scope of Work:

5.1 Review of Existing Educational Manual

- Thoroughly review the existing educational manual provided by FECOFUN/Samvardhan.
- Identify key concepts, messages, facts, examples and activities that are most relevant for conversion into IEC materials.
- Identify content that requires simplification, visual representation or adaptation for Grade 7–9 students.
- Recommend the overall structure and flow of the 18–20 pager IEC material.

5.2 Content Adaptation and Development

- Adapt the selected content from the existing manual and from other relevant documents into concise and easy-to-understand language with added information.
- Avoid unnecessary technical terminology and lengthy explanations.
- Develop short key messages, captions, facts, tips, questions and action-oriented messages where appropriate.
- Ensure that the content is suitable for students of Grades 7–9 and complements the existing school curriculum.
- Incorporate Nepal-specific and, where relevant, Banke–Bardiya/Lumbini Province examples.
- Ensure factual and technical accuracy of all information presented.

5.3 Pictorial and Infographic Design

The consultant will develop visually engaging IEC materials using appropriate:

- Illustrations and educational graphics;
- Infographics;
- Diagrams and process illustrations;
- Icons and symbols;
- Maps or simple visual representations where relevant;
- Short captions and call-out messages;
- "Did You Know?" or similar knowledge boxes;
- Student action/tips sections;
- Simple questions or interactive elements where appropriate.

The design should prioritize visual learning and comprehension, with text used only to communicate essential information.

5.4 Consultation and Review

- Consult with the Samvardhan/FECOFUN team and relevant subject matter experts during the development process.
- Present the proposed structure/content and initial design concept for review.
- Incorporate technical, educational and design-related feedback provided by FECOFUN/Samvardhan.
- Revise the draft materials based on consolidated feedback.
- Undertake final proofreading and quality assurance before submission.

6. Expected Deliverables

The consultant will be responsible for producing the following deliverables:

Deliverable 1: Content and Design Concept

A brief proposed structure/storyboard indicating:

- Topics and key messages to be covered;

- Proposed allocation of pages;
- Visual approach;
- Type of illustrations/infographics to be used; and
- Proposed interactive elements.

Deliverable 2: Draft IEC Material

- A complete draft of approximately 18-20 pager of pictorial/infographic IEC material covering the agreed themes and incorporating appropriate illustrations, diagrams, infographics and student-friendly content.
- Two language versions of the same IEC material: one in Nepali and one in English.

Deliverable 3: Final IEC Material

A finalized and professionally designed 18–20 pager IEC material incorporating feedback from FECOFUN and Samvardhan team.

The final materials should be submitted in:

- Print-ready PDF format;
- Editable/source design files;
- Editable text/content files, where applicable; and
- High-resolution illustrations/graphics used in the material, where applicable.

7. Target Audience

The primary target audience of the IEC material will be:

- Students of Grades 7, 8 and 9;
- School teachers and facilitators as secondary users.

The material should therefore be understandable to students.

8. Required Qualifications and Experience

The consultant/team should have:

- A Master's degree in Forestry, Environmental Science, Biodiversity, Climate Change, Natural Resource Management, Education, Communication, Graphic Design or a related field.
- Demonstrated experience in developing educational, environmental or conservation-related communication materials.
- Experience in developing pictorial, infographic, IEC or educational materials for school-aged children will be highly desirable.
- Good understanding of forests, biodiversity, climate change, community forestry, human-wildlife interactions and waste management.
- Strong Nepali and English language skills.
- Good writing, communication and coordination skills.
- Ability to work within agreed timelines and incorporate feedback effectively.

9. Duration of the Consultancy:

The consultancy assignment is expected to take 30 days, starting from the date of agreement between the two parties.

10. Budget and Remuneration:

The available consultancy budget will be a of NRs. 80000.00 (Eighty Thousand Nepali Rupees only) including applicable taxes, which will cover all costs required to complete the assignment.

The proposed budget should cover professional fees, content development, graphic design, consultation, travel where applicable, editing, design and other associated costs.

11. Payment Terms and Conditions:

The consultant will be compensated based on the agreed fee structure outlined in the contract.

The payment schedule will be agreed upon in the contract and linked to satisfactory completion and acceptance of agreed deliverables.

12. Application Procedure:

Interested Individuals or consultants should submit the following documents:

- **CV(s)** of the consultant/team members, together with relevant work samples of pictorial/IEC/knowledge products previously developed.
- **Cover letter** outlining the consultant's suitability for the assignment.
- **For organizations/firms:** brief organizational profile; copy of registration certificate; PAN/VAT registration certificate; and latest tax clearance certificate.

Complete applications should be submitted by email to info@fecofun.org.np with cc to jayanjoshi64@gmail.com by 26th of October, 2026. Qualified candidates/organizations will be shortlisted for further processing in accordance with the applicable procurement procedures of the organization.

Contact Information:

For further information, please contact:

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