



Save the Children



TOR for Consultant Artist for the AWARE Programme

1. Background

The AWARE programme aims to promote community business development through agriculture in five value chains – Dairy, Fruit, Vegetables, Almonds, and Saffron. The project will be implemented in five provinces of Northern Afghanistan—Badakhshan, Takhar, Kunduz, Jawzjan, and Balkh—over four years by the AWARE Consortium. The AWARE Consortium comprises Concern Worldwide, Save the Children, and New Way Social & Development Organization (NSDO).

The programme takes an Islamic approach to economic development, supporting the household to contribute to poverty reduction in their community by increasing incomes in agriculture. The programme will either increase agricultural income with the support of women who are currently working in agriculture or with women who want to start agricultural activities by joining women’s agricultural and community savings groups. The programme will provide agricultural and financial literacy training and resources to programme participants. The programme will work with both men in their respective roles as heads of the family, and with women given their roles as carers of family livestock, and cultivators and processors of fruit, vegetables, saffron and almonds. In addition, the programme will work with men, boys and religious leaders in their roles as community leaders to support women to access markets for the produce, thereby increasing incomes.

2. Requirement

Concern Worldwide has developed a family well-being manual to facilitate family well-being sessions with programme participants as one component of the programme activities. This will encourage participants to reflect on how they can build a positive family life together and support one another.

The services of an experienced consultant artist are required to draw 25 illustrations for inclusion in the manual to accompany the content and bring it to life.

The images will portray different scenarios in every day family life. A description of each scenario will be provided for the consultant to follow and draw.

The illustrations must:

- Be entirely pictorial and not require any literacy skills to be able to interpret them;
- Accurately represent the descriptions provided while also representing the cultural norms in rural areas of Northern Afghanistan. The assignment has a duration from 26th December 2021 to 20th January 2022.



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3. Terms of Payment

The consultant will be paid in full upon completion of all 25 illustrations to the satisfaction of the Consortium Director.

Applicants should propose a combined total fee for all of the deliverables, based upon their anticipated number of hours required to complete the work and an hourly rate.

4. Required Experience

- Previous experience in the design of illustrations for training manuals or for books;
- Experience in the cultural norms of Afghanistan.

5. Application Requirements

Applicants should send the below in English language to Afghanistan.HR@concern.net by 11:59pm Kabul time on 18th December 2021:

- Cover Letter (Appendix A)
- CV
- Examples of previous work
- Financial Proposal in AFN:
 - Hourly fee, number of hours, and total fee

For any queries, email Afg.info@concern.net with the subject line AWARE Consultant Artist for Consortium Director.



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Appendix A – Cover Letter

<Insert date of submission>

To: Concern Worldwide, FAO Consortium Director EC-AWARE

I, the undersigned, provide the attached technical and financial proposal in accordance with the Terms of Reference for the provision of artistry services to the EC-AWARE project in Kabul.

I certify a validity period of 90 days for the prices provided in the attached cost proposal. This proposal shall be binding upon me, subject to the modifications resulting from any discussions.

I understand that Concern Worldwide is not bound to accept any proposal it receives.

Yours sincerely,

Authorized Signature:

Name and Title of Signatory:

Address:

Telephone:

Email: