## **Consultancy Opportunity: Developing a Gender-Responsive Social Behavior Change Communication (SBCC) Strategy for Immunization & Nutrition**

The **Aga Khan Rural Support Programme (AKRSP)** is inviting proposals from experienced **individual consultants** or **consulting firms** to develop a **gender-responsive Social Behavior Change Communication (SBCC) strategy** focused on improving immunization uptake and nutrition practices. This strategy will emphasize **dietary diversity**, local recipes, and the development of **animation-based educational materials** aimed at strengthening community health outcomes.

### **Scope of Work**

The selected consultant/firm will:  
✅ Develop a **comprehensive SBCC strategy** to promote immunization and improved nutrition behaviors, focusing on **dietary diversity** and **local recipes**.  
✅ Design and produce **five animated videos** (1-2 minutes each) and **three illustrated awareness booklets** in **Urdu**, **Sindhi**, and **Shina**.  
✅ Ensure that all materials are **gender-responsive**, culturally appropriate, and resonate with the local communities.  
✅ Collaborate with AKRSP teams to incorporate **community-specific insights** and best practices in the materials.  
✅ Provide **post-delivery support**, including feedback and recommendations for the effective implementation and impact assessment of the materials.

### **Consultancy Details**

📍 **Location**: Remote work with **field visits** to Gilgit-Baltistan and Sindh.  
💼 **Consultancy Fee**: As per proposal.

### **Who Can Apply?**

We are looking for **individual consultants** or **consulting firms** with:  
🎓 A degree in **Communication**, **Public Health**, **Social Sciences**, or related disciplines.  
📌 Proven expertise in **Social Behavior Change Communication (SBCC)**, particularly in **immunization**, **nutrition**, and **public health**.  
📌 **Experience** in developing **animated content** and **multilingual educational materials**.  
📌 A strong understanding of **gender-responsive communication** and **experience working in diverse communities**.  
🚗 **Willingness to travel** to Gilgit-Baltistan and Sindh for fieldwork as required.

### **Application Process**

📩 **Apply by**: 25th April 2025  
📜 **How to Apply**: Send your **proposal** to procurement\_akrsppk@akdn.org with the subject line: **“SNIP BCC Consultancy”**. The proposal should include:

* A **work plan** outlining deliverables and timelines.
* An **approach to developing the SBCC strategy**, ensuring a focus on **gender-responsive and culturally relevant materials**.
* A **budget proposal** with cost breakdowns.
* **Examples of previous work** (especially animated and educational materials).

**Note:** Please ensure all submissions are complete and submitted by the deadline. Incomplete or late submissions will not be considered.