

Annexure 1 Terms of Reference (ToR)

Title : BHR Toolkit

Background (organization)

Oxfam India is a movement of people working to end discrimination and create a free and just society.

We work to ensure that Adivasis, Dalits, Muslims, and Women & Girls have violence free lives with freedom to speak their mind, equal opportunities to realize their rights, and a discrimination free future. We research to find lasting solutions to end rising inequalities and exclusion of marginalized communities from getting decent jobs, quality free education and healthcare. We campaign with the public to demand policy changes from governments for creating a just and inclusive country as envisioned in the Indian Constitution. We mobilize support to save, protect and rebuild lives of the poorest of poor affected by crisis and humanitarian disasters.

By putting the rights of marginalized at the heart of everything we do, we work to create a discrimination free India where everyone lives a life of dignity, free from injustice and inequality. Over the last year, we have changed the lives of over one million people in our six focus states—Uttar Pradesh, Bihar, Jharkhand, Chhattisgarh, Odisha and Assam. We are also part of the Oxfam global confederation with affiliates in 20 countries fighting together build a better world.

Oxfam has been in India since 1951. It first came to India to respond to Bihar famine. In 2008, Oxfam India became an independent affiliate and an Indian NGO. Oxfam India is an autonomous Indian organization and has staff and board members from within India. Oxfam India is a member of the global confederation of 20 Oxfams across the world. Government of India has registered Oxfam India as a non-profit organization under Section 8 of the Indian Companies Act, 2013 and have a Foreign Contribution Regulation Act (FCRA) license. (www.oxfamindia.org)

Purpose of the assignment:

Oxfam India's Private Sector Engagement (PSE) programme works on responsible business conduct, business and human rights and discrimination-free supply chains through engagements with various stakeholders. The existing public narrative on responsible business has very little focus on a rights-based business responsibility. The proposed Action aims to address this gap by particularly engaging with all relevant stakeholders through workshops on using data on business responsibility for an enhanced understanding. It envisaged contributing towards making the public more aware of the rights of the affected and vulnerable communities and increase their likelihood for effective remedy.

The business and human rights (BHR) toolkit will build **capacity of relevant stakeholders** with the concepts of BHR, business responsibility and the need to amplify the same. It will serve as a guide through the entire life of a business responsibility story – from the story idea, to important sources of information, critical intersections to include, distributing and following up. The toolkit will be available as a digital knowledge product, allowing for wider access as well as making it dynamic and easy to update. Each section will comprise a mix of text, video and other multimedia elements. The toolkit will hold individual sections as independent consumables, a video book in the form of lectures and interviews that can be subtitled and/or dubbed in multiple local languages for a wider reach (at a later time), and a PDF version for download.

Key Deliverables (as per background and requirement of assignment):

1. Research, write, edit and develop content for the six identified sections of the Toolkit, including experts' inputs, allied GFX, illustration and static visual material, in consultation with Oxfam India.
2. Script, host, edit, produce with text and motion graphics/GFX/images, etc. for 11 videos as part of different sections of the Toolkit (as videobook), in consultation with Oxfam India, to be uploaded and made available on YouTube.
3. Develop a PDF downloadable version of the Toolkit, in addition to the videobook, in line with Oxfam India's guidelines for publication.
4. Design and build customized microsite for hosting the Toolkit (videobook and pdf) and linking it with OIN's ResponsibleBiz website and server.
5. Design and develop social media amplifiers, to be used for online promotion at a later date, in consultation with OIN.

Duration of Assignment:

All deliverables to be completed and submitted to Oxfam India by 31 March 2021.

Payment Schedule:

- In three instalments; 50% at the time of signing contract, 25% at the time of finalizing content for pdf and videobook; and 25% at the time of completion of contract, including setting up the microsite for the Toolkit.