

TERMS OF REFERENCE

Graphic Designing Consultancy to create a Digital Scrapbook

1. Profile of CEJ

Centre for Equality and Justice (CEJ) is a women's organization based in Colombo, established in late 2017. CEJ's mission is the achievement of gender justice so that men, women and gender minorities live in a society that is free, just and equal. This will be achieved by promoting gender equality, advancing the rule of law, good governance and democratic principles, promoting women's advancement and economic empowerment, advocating for the commitment to international human rights standards and fostering partnerships with grassroots-level women's networks. CEJ is working primarily with Sinhala, Tamil and Muslim women affected by war and political unrest. CEJ also works on issues of democracy, the rule of law and social inclusion and brings a gender perspective into all its work. CEJ engages with policymakers and government officers and strengthens grassroots-level women's capacities to claim their rights. CEJ also works closely with youth across Sri Lanka on key areas such as preventing violent extremism, preventing and combating online gendered hate speech and cyber SGBV and reconciliation.

2. Background

According to the recent World Bank Report¹ Sri Lanka is undergoing the worst economic crisis since independence and the urban poverty of the island has tripled in 2021, from 5% - 15%.² The New Humanitarian Organization states that, with inflation soaring above 64%, Sri Lankans have been reeling for months from an economic crisis that is jeopardizing their health, education, and basic living standards, driving many into hunger and poverty.³

The current economic crisis in Sri Lanka has adversely impacted many facets of society, particularly women in poverty in the urban space. The rising cost of living and the overall contraction of the economy has made these women increasingly vulnerable, and more so, invisible. The daily challenges they face are often overlooked by the wider public, who are both unaware of such obstacles and unable to help due to the lack of visibility. These unique women centric challenges are often overlooked by society at large, and women are often compelled to find

¹ [World Bank Report 2022](#)

² [Srinivasan, M. \(2022\) 'Urban poverty triples in Sri Lanka amid enduring crisis', The Hindu, 11 October.](#)

³ [Rafiq, S. \(2022\) 'What Sri Lanka's economic crisis looks like for women', The New Humanitarian, 13 September](#)

practical and innovative solutions to these obstacles on their own.

To highlight the impact of the economic crisis on women in urban settlements to diverse stakeholders such as the state, non-state, private sectors and the general public for the purpose of responding to this crisis, CEJ is implementing this initiative to provide an opportunity for young female photographers to capture the contextual challenges for women during the economic crisis and to become the agents of change to address social inequalities and discrimination by portraying their captures in a digital photo exhibition.

CEJ plans to create a digital scrapbook (in English) featuring up to 30 photographs taken by upcoming young female photographers which will be accessible to the general public on CEJ social media platforms and website, depicting the unique ways in which women in poverty in the urban space are directly and indirectly impacted by the current economic crisis in Sri Lanka. The digital photo exhibition will also highlight ways in which women have adapted to the evolving crisis and the digital scrapbook with photographs will be posted on CEJ social media platforms and boosted for wider reach.

3. Scope of Work

The consultant will be responsible for the creation of the digital scrapbook which will be shared online as an awareness raising and informational source, with relevant advocacy targets and hosted on CEJ's official website. To this end, the consultant will:

- 3.1 Attend virtual briefing sessions with CEJ.
- 3.2 In consultation with CEJ, incorporate up to 30 existing photographs and accompanying captions/short descriptions (already prepared) into a digital scrapbook in English.
- 3.3 Incorporate feedback given by CEJ into the produced work and attend to revisions accordingly.
- 3.4 Deliver work in a timely manner on a deadline agreed upon by CEJ and the consultant.
- 3.5 The consultant is expected to work with their own software and equipment.
- 3.6 Honour the Confidentiality Agreement agreed upon with CEJ and refrain from sharing the digital scrapbook with any outside parties and ensure that any third parties/support staff who get involved in the execution of this assignment, sign the aforementioned Confidentiality Agreement.

The Consultant will report to the Executive Director and the tasks will be undertaken in consultation with the CEJ Executive Director and with the support of CEJ staff.

4. Deliverables

Deliverable	Tentative Dates
4.1 Produce options/draft sketches for the first page and overall look/design of the digital scrapbook for CEJ's review.	March 15th
4.2 Incorporate CEJ's feedback and submit the first draft of the digital scrapbook for review.	March 20th
4.3 Incorporate CEJ's feedback and make revisions accordingly.	TBD
4.4 Finalize the digital scrapbook.	March 25th

5. Duration

The proposed time period of the consultancy will be from March 10th 2023 to April 10th 2023.

6. Consultancy Fee

The Consultant is required to quote an all-inclusive fee for the assignment. The amount will be agreed upon between CEJ and the Consultant and set-out in the contract, as per the Financial Guidelines of CEJ. The contract will be between CEJ and the Consultant. Payments will be made in installments upon the submission and approval of satisfactory deliverables.

1st installment	25% (.....) upon completion of deliverables 4.1 and 4.2
2nd installment	75% (.....) upon completion of deliverables 4.3 and 4.4

This is an all-inclusive fee and also includes any administrative costs and remuneration for any assistance/services needed by a co-consultant/ assistant.

Payment of each installment will be made within ten working days from the date of approval of deliverables.

7. Experience and Qualifications

7.1 Demonstrated experience in graphic designing and visual communication

7.2 Oral and written fluency in English and Sinhala/Tamil.

7.3 Able to work independently and creatively, and produce high-quality outputs under tight time constraints.

7.4 Previous proven work on similar projects or in a similar capacity with NGOs is desired.

Only short-listed candidates will be notified. Interested candidates may send a CV and preferably samples of relevant work to suhanya.cej@gmail.com with the email subject line **TF2 Digital Design Consultant Position by 8th March 2023.**