



Terms of Reference (ToR)

Consultant for Content Development for Gender Resource Centre

1. Background

Breakthrough works towards challenging harmful gender norms and violence and enabling girls and young people to exercise greater agency, aspiration and choice. As part of this work, Breakthrough is establishing/strengthening a **Gender Resource Corner (GRC)** as an accessible space where girls, adolescents, young women and community members can access information, resources and opportunities related to gender, health, education, rights and aspirations.

The GRC will require a range of engaging, accessible and contextually relevant content that can be displayed and used by visitors and GRC facilitators. The content will support users to understand gender and gender norms, access reliable information, explore aspirations and career pathways, understand their rights and identify avenues for support.

Breakthrough seeks to engage a consultant with demonstrated experience in developing content and knowledge resources for adolescents, young people and/or community audiences, with a strong understanding of gender and related social-development themes.

2. Purpose of the Consultancy

The consultancy aims to develop a diverse set of **high-quality, adolescent-friendly and gender-transformative content** for display and use at the GRC.

The consultant will:

- Develop content that is accessible, engaging, accurate and relevant to girls, adolescents and young women.
- Develop content in different formats suitable for display, reading and facilitated use at the GRC.
- Translate technical and complex information into simple and accessible language.
- Curate relevant existing resources where appropriate and develop original content where required.
- Ensure that content is inclusive, non-judgmental, age-appropriate and sensitive to diverse experiences.

3. Scope of Work

The consultant will be responsible for developing content across the following indicative themes:

A. Gender and Gender Equality

- Understanding gender, gender roles and gender norms.
- Gender stereotypes and discrimination.
- Gender equality and equity.
- Gender and everyday experiences, relationships, education, work and mobility.
- Challenging restrictive gender norms.
- Stories and examples of people challenging gender stereotypes.

B. Menstrual Health and Hygiene

- Understanding menstruation and puberty.
- Menstrual hygiene and self-care.
- Menstrual products and informed choices.
- Addressing myths, stigma and shame.
- Menstrual health and when to seek support.

C. Adolescent SRHR

- Puberty and bodily changes.
- Sexual and reproductive health and wellbeing.
- Body autonomy, consent and boundaries.
- Healthy relationships.
- Contraception, STI prevention and access to appropriate health services.
- Addressing myths and misinformation.

D. Aspirations and Agency for Girls

- Exploring aspirations and possibilities.
- Building confidence, agency and decision-making.
- Challenging social expectations around girls' choices.
- Stories of girls and women pursuing diverse aspirations.
- Resources to help girls explore different pathways.

E. Education and Careers

- Career exploration and diverse career pathways.
- Education and vocational opportunities.
- Scholarships, courses and skill-development opportunities.
- Information on relevant career and education resources.
- Profiles and stories of women in diverse and non-traditional careers.

F. Rights, Entitlements and Support

- Rights related to education, equality, safety and dignity.

- Relevant rights and entitlements for girls and young women.
- Government schemes and services.
- Information on authorities and institutions that girls can approach.
- Referral pathways and practical information on where to seek support.

G. Additional Reading and Knowledge Resources

- Curated reading materials on gender, equality, adolescence, girls' rights and empowerment.
- Stories, profiles, articles and other age-appropriate resources.
- Materials that encourage reflection, discussion and critical thinking.

H. Additional Programme and Capacity-Building Content

The consultant may, as required by Breakthrough, also be responsible for developing content and materials to support **teacher training, frontline worker (FLW) engagement and other programme-level capacity-building initiatives**. This may include:

4. Content Formats

Depending on the theme and intended use, the consultant may develop:

- Posters and wall displays.
- Infographics.
- Fact sheets and FAQs.
- Short guides/booklets.
- Resource and referral guides.
- Career and opportunity materials.
- Stories and profiles.
- Myth-versus-fact materials.
- Interactive/reflection materials.
- Other formats agreed with Breakthrough.

The consultant will recommend appropriate formats based on the GRC space, audience and purpose of each resource.

5. Approach

The consultant will:

- Consult with the Breakthrough team to understand the GRC and its intended users.
- Develop a content map and proposed workplan before commencing full content development.
- Use credible sources and ensure factual accuracy, particularly for health, legal, government scheme and referral information.
- Contextualise content for girls and young people who will access the GRC.
- Use a gender-transformative, inclusive and youth-friendly approach.
- Share content in batches for review and incorporate feedback from Breakthrough.
- Provide final content in organised and editable formats.

6. Key Deliverables

The consultant will deliver:

1. **Content framework and work plan** outlining themes, sub-themes, formats and proposed content.
2. **A comprehensive set of GRC content** covering the agreed priority themes.
3. **Display and resource materials** in agreed formats, including posters, infographics, fact sheets, guides, reading materials and referral resources as appropriate.
4. **Final organised content repository** containing editable and final versions of all approved materials, along with relevant sources/references.
5. Recommendations for **updating time-sensitive information**, particularly schemes, opportunities, services and contact/referral information.
6. **Additional training and capacity-building materials**, including teacher training and FLW materials, as agreed with Breakthrough.

7. Duration and Location

- **Duration:** 2 months
- **Location:** Delhi/Remote, as required
- The consultant will work closely with the designated Breakthrough/GRC team throughout the consultancy.

8. Profile of the Consultant

The consultant should have:

- Demonstrated experience in **content development, knowledge products or communication/resource materials**.
- Strong understanding of **gender, gender equality and gender-transformative approaches**.
- Experience working on content related to adolescents, youth, girls' empowerment, SRHR, health, education, careers or rights.
- Experience translating technical information into accessible and engaging content.
- Experience developing materials for community, youth, education or resource-centre settings.
- Strong research, writing, editing and content curation skills.
- Understanding of intersectionality and diverse experiences of girls and young people.
- Experience with visual/information design or working with designers will be an added advantage.

9. Coordination and Reporting

The consultant will coordinate with the designated Breakthrough programme/GRC lead and participate in periodic review meetings.

All content will be reviewed by Breakthrough to ensure accuracy, contextual relevance, gender-transformative framing, accessibility and alignment with the objectives of the GRC.

Interested agencies/consultant are requested to kindly submit their technical and financial proposal by 27th September, 2026 on: rfp@inbreakthrough.org