# Section 7. Terms of Reference for Social Marketing

1. **Background**
2. The Government of Bangladesh recognizes the low educational and skill levels of the labor force as a major binding constraint to achieving higher economic growth. To have a major dent on the economy, Bangladesh needs to invest heavily in human development, particularly in schooling and skills development. Currently, only 500,000 people receive skills training annually against the actual industry need of at least 2 million. Industry leaders want to participate actively in skilling and up-skilling the work force in priority sectors to exploit the full potential of growth opportunities. The government intends to establish a National Human Resource Development Fund (NHRDF) by 2015 to pool resources from the government, private sector and development partners.
3. The proposed investment program will support the Government of Bangladesh’s reforms in skills development anchored in the National Skill Development Policy (NSDP), 2011. It will support large-scale private sector involvement and public–private partnership, which is critical to meet existing and future labor market needs and in reducing skills-gap. This in turn is crucial for Bangladesh to move away from the current “low-skill, low-wage equilibrium” to a “higher skill, higher wage virtuous cycle” to transition to a middle income country. The program will help the government to scale-up skilling of new entrants and up-skilling of existing workers that will contribute to higher growth of priority sectors. The SEIP will strengthen the skills ecosystem in Bangladesh and support transition to a sector-wide approach (SWAp) by establishing a unified funding system and enhancing overall coordination of the currently fragmented system.
4. The impact will be increased income and productivity of the working population aged 15 years and over. The outcome will be increased employment in priority sectors and skills for males and females. There are four outputs proposed: (i) market responsive inclusive skills training delivered; (ii) quality assurance system strengthened; (iii) institutions strengthened; and (iv) effective program management.
5. **Objectives of the SEIP Program**
6. The overall objective of the project is to qualitatively and quantitatively expand the skilling capacity of identified public and private training providers by establishing and operationalizing a responsive skills ecosystem and delivery mechanism through a combination of well-defined set of funding triggers and targeted capacity support. Specifically, the objectives are to:
7. Improve program for skilling new entrants and up-skilling existing workforce to enhance productivity and growth of priority industry sectors;
8. Impart skills training linked to gainful employment or self-employment through PKSF partners and their livelihood programs as well as through Bangladesh Bank Small and Medium Enterprise (SME) Department linked to jobs in SMEs;
9. Develop a network of training providers that are endorsed by industry for providing excellence of training to meet the skills needs of employers;
10. Establish and implement a strategy to address the special needs of groups specified in the NSDP and ensure their participation in SEIP programs;
11. Implement a vocational trainer development program for trainers and assessors and a management leadership program for training provider management reflecting NSDP requirements;
12. Strengthen capacity of BTEB in approving training providers registration process, course accreditation and monitoring quality assurance and implementation procedures of training providers;
13. Support the training providers for capacity development to ensure quality training delivery mechanism;
14. Establish and institutionalize a credible recognition of prior learning (RPL) system;
15. Support the NSDC and key government ministries to strengthen institutional arrangements and coordination to enable the TVET system to meet policy objectives within a coherent skills development framework; and
16. Support the establishment and operationalization of a National Human Resources Development Fund (NHRDF).
17. **Scope of Services, Tasks (Components) and Expected Deliverables**
18. The main purpose of this assignment is two-fold: (i) to support, organize and implement social marketing strategy and activities to raise general public awareness of skills training programs under SEIP; and (ii) to implement targeted social marketing for motivation and integration of disadvantaged groups (as prescribed in NSDP 2011) in SEIP program. An experienced firm will be selected competitively for this assignment.
19. The first objective is intended to support, organize and implement social marketing for the skills training programs to raise the awareness of the general public. It will highlight the objectives of SEIP, its benefits, targets set in the design including the gender action plan. It will communicate messages to the potential beneficiaries regarding access to the training programs in priority sectors and raise awareness on the job prospects for the beneficiaries to maximize benefits from SEIP. It will mobilize a wide network of training providers, industry and employers to provide support for skills development and opportunities for gainful employment. It will draw lessons from various ongoing initiatives to strengthen the social marketing programs. It will also raise awareness on occupational health and safety among key stakeholders.
20. An associated objective is to help to raise the image of skills development training programs. It will involve intensive stakeholder consultation. The value and status of skills training need to be upgraded and enhanced. Skills based education and training is no longer considered as a second class option for students and workers (National Skills Development Policy 2011). Firm will work to ensure establishment of a partnership among SEIP, industry associations and social partners and thereby organize and implement various activities to raise the status of skills based training and education. The assignment is also intended to create an arrangement with the electronic and print media for a continuous advocacy program during implementation of SEIP to promote skills based education and training.
21. The second objective is to undertake promotional activities in different parts of the country to achieve its overall target of 30% female participation and enrolment target of 40,000 disadvantaged trainees in SEIP project. SEIP will support disadvantaged trainees (which include female, rural, extremely poor, persons living in remote communities, ethnic minorities, persons with disabilities) with additional stipends, 80% through industry associations, BBSME, PKSF and 20% through 32 public training institutions. The firm will also review the target groups and targeting strategy identified in the National Skills Development Policy (NSDP) to map the target groups living in different parts of Bangladesh and implement promotional activities like organizing focused group discussion with key stakeholders at field level, road shows, preparation and implementation of docudrama, annual planning and implementation of social networking campaign and outreach service, disseminating promotional materials, advertisement through print and electronic media, national and local daily news papers etc. The firm will also review the targeting strategies adopted by different education and training institutions and projects in Bangladesh and ascertain drawing lessons learned. The firm will consult with major training providers to seek their advice and feedback on how to include socially disadvantaged people in their training programs.
22. Based on the national and international experiences, firm will (i) develop strategies to help participating training institutions to identify the target groups; (ii) help the training institutions to implement targeting mechanisms to provide stipends and other related support to identified target groups; (iii) assess the effectiveness of the targeting mechanism and propose strategies to scale up targeting from tranche 2; and (iv) develop a manual to target support to disadvantaged groups and (v) conduct sample surveys on the experience of target groups in SEIP participation.[[1]](#footnote-2) The consultant team will organize workshops and focused group discussions as required with key stakeholders to facilitate the activities
23. The firm will work to develop strategy, targeting mechanism and manual of target support to disadvantaged groups in first six months of the contract and implement strategy of social marketing in the remaining 18 months. All implementation costs will have to be borne by the selected firm.
24. The expertise required is provided below.

| **Areas** | **Total person-months**  **National** | **Qualifications and Key Tasks** |
| --- | --- | --- |
| Team Leader | 24 | The team leader should have Masters degree in social sciences with at least 12 years’ experience in development projects including 5 years’ experience leading teams preferably in social marketing of large programs and/or campaigns. The team leader will lead a team of experienced experts to design and implement three cycles of social marketing campaigns and road shows to target key messages to potential TVET students including females, disadvantaged groups (poor, minorities, in remote locations) and persons with disabilities.  The team leader will coordinate and manage the team and the tasks. When designing the social marketing programs s/he with inputs from other members of the social marketing team will (i) establish a good understanding of the SEIP; (ii) identify the target groups and various reforms included to ensure gainful employment after training; (iii) identify constraints and challenges facing TVET and what messages should be targeted in collaboration with the training providers supported by the SEIP; (iv) identify major employers and seek their feedback on what they are looking for in their employees; (iv) seek feedback and advice from key stakeholders under the SEIP at different stages; and (v) develop guidelines and materials for social marketing for SEIP. In addition, s/he will manage the social marketing team effectively. |
| Content Development Specialist | 24 | The Content Development Specialist should have Masters degree in any discipline with at least 10 years’ experience including 5 years’ experience in developing and producing contents for print media and online media. S/he will develop contents and facilitate implementation of promotional activities such as docudrama, advertisement in print media, electronic media etc.; (ii) identify and develop messages and materials to attract target trainees, to raise the image of the skills training socially and the benefits on skills training; and (v) any other related tasks. |
| Communication Specialist | 24 | The communication specialist should have Masters degree in communication or journalism with at least 10 years’ experience including 5 years’ experience in social marketing. S/he will have strong communication skills in English and Bangla. S/he will support the team leader in (i) developing relevant print, television and digital materials for social marketing based on thorough understanding of the priorities of SEIP; (ii) providing inputs to prepare the guidelines for social marketing for SEIP; and (iii) any other related tasks. |
| Social Development Specialist | 24 | The social development specialist should have a Masters degree in sociology or social work with at least 10 years’ experience in development projects including 5 years’ experience in social marketing. S/he should also be familiar with skills training. S/he will support the team leader in (i) identifying the target groups; (ii) analyzing the constraints and opportunities in skills development; (iii) developing messages for different target groups based on good analysis of such groups; (iv) providing training to partner institutions on targeting, selection and supporting of disadvantaged trainees;( v) assessment of effectiveness of the programs and base line on social marketing , (vi) conducting small scale case studies on the disadvantaged trainees during and after training (vi) any other related tasks. |

1. In addition to the core group of people to be engaged, the firm will also engage required numbers of social marketing assistants to support the team. Workshops and focus group discussions will also be required to target key messages and to seek regular feedback.
2. Duration of the assignment: 24 months.
3. **Reporting Requirements and Time Schedule for Deliverables**
4. The consultant team will deliver the following:
5. By the end of month one, two copies of Inception Report;
6. By the end of month three, clear strategy for social marketing;
7. By the end of month six (first cycle), submission of implementation strategies and manuals for targeting support to disadvantaged groups, including proposed mechanism to scale up targeting;
8. After the end of month six (second cycle), implementation of general and targeted social marketing including road shows, focused group discussions, docudrama, meeting with stakeholders, awareness programs through electronic and print media etc. to identify and motivate target groups to participate in training activity under SEIP; and promote SEIP project among the potential employers to ensure job opportunities for the trained persons;
9. Provide three copies of monthly progress report;
10. At the end provide three copies of Completion Report; and
11. Final report shall be delivered in CD ROM in addition to the specified number of hard copies at the end of assignment describing the services performed details of all recommendations proposed and the need for follow-up consulting services if any.
12. **Client’s Input and Counterpart Personnel**
13. The client (SEIP) will provide financial support for the assignments and will invite the consultant team for regular update and participation in meetings with the key implementing/contracted agencies providing training. The client will also facilitate meetings and focused group discussions as appropriate as well as help liaise with other consultant teams as appropriate. An Assistant Executive Project Director, M&E Specialist, TVET Specialist, Course Specialist and Gender Specialist at the SDCMU (client) will coordinate and facilitate this assignment.

[End]

1. *Topics of case studies on disadvantaged trainees could include (i) did they face any discrimination or other forms of social exclusion during training; (ii) did they experience economic hardship due to low stipend support; (iii) how well did they perform in the training and do they need any remedial support; (iv) do they have greater difficulty in obtaining employment compared to their peers, etc.* [↑](#footnote-ref-2)