

Government of the People's Republic of Bangladesh  
Ministry of Finance, Finance Division  
Skills For Employment Investment Program (SEIP)  
Prabashi Kallyan Bhaban (Level-15)  
71-72, Eskaton Garden, Ramna, Dhaka-1000

**Request for Expression of Interest (REOI) for  
Consultancy Services for Social Marketing for SEIP Project  
Contract Package No. SD-35**

No. FD/SEIP/SD-35/547/2021/537

Date: 5 May 2021

1. The Finance Division, Ministry of Finance has allocated public funds from the Government of the People's Republic of Bangladesh (GOB) and the Asian Development Bank (ADB) towards the cost of Skills for Employment Investment Program (SEIP) and, intends to apply part of the proceeds of these funds under the ADB Loan No. 3468-BAN(SF), to eligible payments under the contract for consultancy services for Social Marketing for SEIP Project by a Consulting Firm (National).
2. The overall goal of SEIP is to qualitatively and quantitatively expand the skilling capacity of identified public and private training providers by establishing and operationalizing a market responsive skills ecosystem and delivery mechanism through a combination of well-defined set of funding triggers and targeted capacity support. The objective of the assignment is to dispose widespread awareness building campaign across the country making target people aware of the scope, key features, training areas, training centers, basic requirements and other pertinent issues as well as the impact envisioned from SEIP training.
3. The engagement aims to: (i) Develop social marketing strategy along with an implementation plan; (ii) Prepare a time-bound action plan for implementing social marketing activities; and (iii) Implement social marketing activities across the country.
4. The project will engage a specialized firm to conduct social marketing for 18 months duration tentatively. The Terms of Reference (TOR) for this assignment is available on ADB's CSRN or CMS website ([csrn.adb.org](http://csrn.adb.org) or [cms.adb.org](http://cms.adb.org)) and SEIP Project website ([www.seip-fd.gov.bd](http://www.seip-fd.gov.bd)).
5. SEIP now invites eligible consulting firms to submit an Expression of Interest (EOI) for providing the required services. The interested consulting firms may obtain further information from ADB's CMS and, if necessary, from SEIP office by applying to the address below during regular office hour.
6. The consulting firm(s) should have proven track record in carrying out Social Marketing and may submit EOI singly or as association in the form of joint venture or sub-consultancy. The Consulting firm(s) with experience in Social Marketing of GoB development projects, preferably of foreign funded projects and in relevant sector, will be given an advantage.

7. EOI must be submitted in standard EOI template through ADB's CMS. Only online submission in ADB's CMS will be evaluated.
8. The Consulting Firm will be selected using Quality and Cost-Based Selection (QCBS) method in accordance with the ADB Guidelines for Use of Consultants. Long-list shall be prepared on the basis of eligibility requirement such as legal entity, eligibility declaration in ADB's standard format, membership eligibility, ADB's sanction, State's ownership in the firm in borrower's country and conflict of interest situation.
9. In addition to eligibility requirements, the short-listing of firms shall be carried out using the following three major criteria corresponding to the EOI Evaluation Template:
  - a. Technical Competence
  - b. Geographical/Regional Experience and
  - c. Management Competence
10. Under no circumstances will ADB or Finance Division be responsible for any cost incurred in submission of this EOI.
11. The deadline for submission of Expression of Interest (EOI) is 11:59 pm (Manila local time) on 6 June, 2021 through ADB CMS.
12. The procuring entity reserves the right to accept or reject any or all EOIs received without assigning any reason thereof.



(Md. Zahidul Haque)

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**Government of the People's Republic of Bangladesh**  
**Finance Division, Ministry of Finance**  
**Skills for Employment Investment Program (SEIP)**

**Terms of Reference for Social Marketing of SEIP**

**Name of the Package:**

**Agency:** Skills Development Coordination and Monitoring Unit (SDMU), Finance Division,  
Ministry of Finance

**Project Name:** Skills for Employment Program (SEIP)

**1. Project Background and Objective**

The Government of Bangladesh (GoB) rightly recognizes that absence of occupation-specific requisite skills in the existing skills ecosystem has been resulting in less-than-expected productivity and thereby overall growth. Considering this reality, National Skills Development Policy (NSDP), 2011 put emphasis among others on acquisition of new and advanced skills in industry sectors that will best suit for supporting productivity as well as improved employability, better career paths and higher income for the workforce. Moreover, skills development has been among the key priorities of the government for some times and reflected in policy documents including the 7<sup>th</sup> Five Year Plan (7FYP).

In line with the broad policy objective of the GoB, the Finance Division, Ministry of Finance has been implementing the 'Skills for Employment Investment Program (SEIP)' since 2014. Key objective is to provide growing number of youth population of the country with market-relevant skills training to enhance their productivity and employability and also supporting them to access gainful employment. The project is being implemented under an overlapping Multi-tranche Financing Facilities (MFF) arrangement. So far training program under Tranche-1 (2014-2019) is completed; Tranche-2 (2017-2021) is ongoing and operation of Tranche-3 (2020-2023) started in 2020. Major sources of financing are Asian Development Bank's (ADB) concessional loan and GoB own fund. Some financing is followed from SDC (Switch Agency for Development and Cooperation) grant and contribution from some industry associations (IAs) that SEIP is partnering with.

The project comprises four key outputs, namely (1) market responsive and inclusive skills training (2) strengthening quality assurance system (3) institutional strengthening (4) improvement in training management and monitoring system. Some of the areas where SEIP emphasizes most which include (i) labor market analysis (particularly the skills gap); (ii) social relevance- access and equity; (iii) access of disadvantaged group to skills development programs; (iv) geographical disparity; v) innovative approach towards gender mainstreaming (vi) effectiveness through quality training delivery and inbuilt quality assurance mechanism (vii) institutional and human resource development (ToT on skills and pedagogy, and equipment support).

SEIP is implementing skills training program in different industry and service sector in collaboration with 26 partners including 12 Industry Associations, 01 Industry Skills Councils (ISC), Directorate of Technical Education (DTE), Bureau of Manpower Employment and Training (BMET), Bangladesh Industrial Technical Assistance Center (BITAC), Palli Karma-Sahayak Foundation (PKSF) and Kumudini Welfare Trust of Bengal (BD). In addition to regular training program, SEIP is also implementing 'Motor



Driving with Basic Maintenance’; Executive Development Course (EDCs) through 4 public and private universities and Policy Analysis Course for public and private sector officials at Bangladesh Institute of Governance and Management (BIGM). Altogether, target is to train a sum of 841,680 youths by the end of December 2023 and provide at least 60 percent of them with gainful jobs.

Inclusiveness is the most significant feature of the project as it considers inclusion of public and private partners, opportunity for people belonging to all classes and across the country with special preference for women, disadvantaged, physically challenged and Small Ethnic Community People (SECP). The project is categorized as ‘A’ (equality through equity) regarding gender mainstreaming and ‘B’ for indigenous/SECP safeguards. It has a mandate to ensure at least 30% female participation in almost all activities. In the project, trainees get free training along with curriculum-based learning materials (CBLM), training materials, personal protection equipment (PPE), conveyance and refreshment allowances, and on completion of training, support to access jobs in relevant industry. Female, poor, indigenous and SECP get priority in the training and there is provision for special stipend for poor and disadvantaged. The outcome of Tranche 1 sets inclusive access to skills training in priority sectors. Tranche 2 outcome has been resulting in promotion of inclusive access to basic, mid-level and managerial skills training. It is expected that in Tranche 3 access to basic, mid-level, and managerial skills will be widened further and there will be scope for advanced level trainings.

It is essential that targeted community, which basically covers a wide range of people across the country, are aware of the scope, key features, training areas, training centers, basic requirements and other pertinent issues as well as far reaching impact that can be gained from SEIP training. This calls for widespread awareness building campaign across the country. To that end, currently social marketing activities are conducted through an outsourced firm. As the scope of the project has been widening further, a firm will be engaged again for consolidating and broadening the perception and understanding of the access and benefit from SEIP by the project beneficiaries and relevant stakeholders.

## **2. Objective and Scope of the Assignment**

The assignment aims at (a) raising awareness across the country about importance of skills training for self-development and accessing decent jobs; (b) making targeted population informed about scope, key features, training areas, training centers, basic requirements, and other pertinent issues as well as far reaching impact from SEIP training; and (c) motivating and integrating women, disadvantaged, physically challenged and SECP in the SEIP program. Therefore, the outsourced firm will need to develop a social marketing strategy for SEIP, prepare a time-bound action plan and implement the same. While developing the strategy, the firm will identify social barriers related to norms, culture and governance mechanism and align project’s interventions to address such barriers with appropriate and measurable indicators. Also, the firm will use findings from the previous social marketing activities of SEIP to review the progress, opportunities and challenges in integrating targeted beneficiaries and also consult other best practices in this arena. It will also submit a detail methodology for carrying out social marketing. During implementation of the assignment, the firm will accomplish various activities to disseminate and promote SEIP program consistently among the targeted beneficiaries. Furthermore, the firm will review the impact of the project on men and women in society, identify differential impacts, social and cultural barriers, women’s

and men's representation and quality and level of participation in community, gather quantitative and qualitative disaggregated data and submit periodic report accordingly.

### 3. Duration and Location of the Assignment

- (i) Duration of the service will be 18 months from the date of signing the contract.
- (ii) All over country.
- (iii) The information, core messages and importance of SEIP activities will reach to the stakeholders such as industry associations, women associations, employers, social elites, community leaders, religious leaders, SEIP target groups, journalists etc. across the country.

### 4. Key Activities/delivarbles

- a) An inception report comprising work plan and implementation methodology;
- b) The firm will consider the social marketing strategy developed by the previous firm and lesson learned in developing and implementing work plan and social marketing activities under Tranche 2.
- c) **The following services and tasks will have to be performed by the consulting firm:**
  - i. Organize meetings., seminar, workshops as appropriate at various level ( Division and District), involving institutions, technical and training institutes, people's representative, religious leaders, social elites, women associations, community leaders, representatives from industries, journalists and other targeted beneficiaries;
  - ii. Arrange consultation workshops with Industry Associations (IAs) and Employers' Associations (EAs), and other relevant key stakeholders for creating job placement opportunities for SEIP trainees. Emphasize will be given in the workshop for job placements of female trainees;
  - iii. Develop and disseminate multiple IEC (Information, Education & Communication) products and promotional materials including short and long video documentary, docudrama, digital display boards, LED display screen;
  - iv. Creating image of skills development programs and carrying out stakeholders' consultations;
  - v. Ensuring a wide-range of promotional activities through electronic media (television – BTV broadcasting TV spots, thematic drama, video documentary) and contracting with community radio and Bangladesh Betar to create image of skills development;
  - vi. Creating an arrangement with the electronic and print media for a continuous advocacy program during implementation of SEIP to promote skills based education and training;
  - vii. Undertaking promotional activities in different parts of the country to achieve its overall target of 30% female participation and enrolment target of disadvantaged trainees in SEIP project;
  - viii. Conducting Rally and Orientation Workshop at Upazila Level as to SEIP activities;
  - ix. Conducting Community Mobilization Meeting;
  - x. Organizing sensitization Workshop with Ethnic Communities and other Key Stakeholders;
  - xi. Arranging sensitization Workshop focusing on the People Living with Disabilities;
  - xii. Holding sensitization Workshop at the coastal areas with the Underprivileged Groups;

- xiii. Performing sensitization Workshop for Gender Mainstreaming;
- xiv. Airing Radio Jingle and floating Newspaper Advertisement
- xv. Ensuring display of at least one(01) Road Side Billboard in every district;
- xvi. Developing and distributing Poster (PVC and normal) and Leaflet;
- xvii. Disseminating messages through Cable TV Network;
- xviii. Using social media (SMS, Voice message) and regular posting the successful stories, pictures of each district/ each activities in “[www.seip-fd.gov.bd](http://www.seip-fd.gov.bd)” through face book;
- xix. Publishing Newsletter on SEIP activities;
- xx. Developing Case Studies and Feature stories on the Success of SEIP and sharing them with the stakeholders;
- xxi. Promoting Executive Development Program (EDC) by organizing workshops in Dhaka and Chattogram with the participation from universities, IAs, industries, ISCs, Chamber of Commerce and government officials;
- xxii. Conducting Mid-Term Evaluation of social marketing activities by using the tools of Focused Group discussion (FGD), Key Informant Interviews (KIIs ) and quantitative survey and so on;
- xxiii. Conducting orientation on skills Training and employment opportunities under SEIP in colleges and High Schools at Upazilla level;

## 5. Required Expertise & Qualification

To accomplish the assignment, the firm will need to engage a team of key experts which will comprise a Team Leader, Content Development Specialist, Communication Specialist and Social Development Specialist. **In addition, the firm will also engage required numbers of non-key experts and other assistants to support the core team to effectively accomplish the assignment.** The expertise, qualification as well as responsibilities of the key experts and Non-key experts are given below:

Areas	Qualifications and Key Tasks
Team Leader/Communication Specialist (01)	<p><b>Required Qualification &amp; competencies:</b></p> <ul style="list-style-type: none"> <li>(i) At least a Master’s degree in social science/ Journalism/ Communication or any other relevant discipline.</li> <li>(ii) At least 12 years’ work experience in development projects including 5 years’ experience as a team leader.</li> <li>(iii) At least 5 years work experience in social marketing of large programs and/or campaigns;</li> <li>(iv) Sound knowledge on socio-economic and gender and mainstreaming concepts.</li> <li>(v) Strong analytical and report writing skills;</li> <li>(vi) Excellent communication skill (both in English and Bangla) and IT skills;</li> </ul> <p><b>Responsibilities</b></p> <ul style="list-style-type: none"> <li>(i) To lead a team of experts responsible for implementing designed social marketing for SEIP;</li> <li>(ii) To coordinate and manage the team and their assigned tasks effectively;</li> <li>(iii) To collect and collate inputs from the team members in formulating and implementing planned social marketing activities;</li> <li>(iv) To develop the social marketing strategy with special focus on communicating key</li> </ul>

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Areas	Qualifications and Key Tasks
	<p>messages on SEIP;</p> <p>(v) To develop and disseminate promotional and knowledge products on SEIP;</p> <p>(vi) Design and publish Newsletter for SEIP in consultation with the Executives and Consultant of SEIP.</p> <p>(vii) Arrange for publication of news on SEIP in national and local newspapers.</p>
Content Development Specialist(01)	<p><b>Required Qualification &amp; competencies:</b></p> <p>(i) Masters in any discipline;</p> <p>(ii) At least 10 years' experience in the relevant field including 5 years' working experiences at reputed national or international organization/ projects on designing, developing/ producing contents for different media (including print, electronic, online media and others);</p> <p>(iii) Excellent ability to conduct socio-economic research towards developing and updating contents for IEC and promotional products;</p> <p>(iv) Good command on English and Bengali and relevant software.</p> <p><b>Responsibilities</b></p> <p>(i) To explore and research updated techniques and approaches in social marketing activities;</p> <p>(ii) To research, develop and update matters/ issues/ ideas that best suit to basic philosophy, outcome, output and objective of the SEIP;</p> <p>(iii) To develop content, write script for documentary, radio jingle, and other materials;</p> <p>(iv) To design, develop, update, edit contents for IEC product and promotional materials and to help implement/ disseminate as applicable;</p> <p>(v) Any other related tasks assigned by the Team Leader.</p>
Social Development Specialist (01)	<p><b>Required Qualification</b></p> <p>(i) Masters in Social Science;</p> <p>(ii) At least 10 years' experience in development projects including 5 years' experience in social marketing;</p> <p>(iii) Familiarity with skills training;</p> <p>(iv) Excellent communication and IT skills.</p> <p><b>Responsibilities</b></p> <p>(i) To identifying the target groups and analyzing their specific needs (area, SECP, gender, language, education, economic status etc.)</p> <p>(ii) To identify social barriers related to norms, culture and governance mechanism and to propose strategy for aligning project's interventions to address such barriers with appropriate and measurable indicators</p> <p>(iii) To Support the team leader and other members in customizing key messages based on specific need and features of the targeted group;</p> <p>(iv) To review and assess the effectiveness of the social marketing activities and modify if needed;</p> <p>(v) To review the impact of the project on men and women in society, identify differential impacts, social and cultural barriers, women's and men's representation and quality and level of participation in community, gather quantitative and qualitative disaggregated data and prepare periodic report accordingly with the support from other team members;</p> <p>(vi) To conduct and prepare small scale case studies;</p> <p>(vii) Any other related tasks assigned by the Team Leader..</p>

Areas	Qualifications and Key Tasks
<b>Non-key Experts</b>	
Project Coordinator(01)	<p><b>Required Qualification</b></p> <ul style="list-style-type: none"> <li>(i) Masters in any discipline;</li> <li>(ii) At least 08 years' experience in development projects including 02 years' experience in social marketing;</li> <li>(iii) Familiarity with skills training;</li> <li>(iv) Excellent communication and IT skills.</li> </ul> <p><b>Responsibilities</b></p> <ul style="list-style-type: none"> <li>(viii) To coordinate with other Non-key experts and implement targeted;</li> <li>(ix) To prioritize the social marketing activities and discuss with the team to implement the planned activities</li> <li>(x) To Support the team to organize workshop, meetings, and implement other social marketing activities outlined in para 4;</li> <li>(xi) Any other task assigned by the team leader;</li> </ul>
Senior Accounts Officer(01)	<p><b>Required Qualification</b></p> <ul style="list-style-type: none"> <li>(i) Master's in Accountancy/Finance with accounts background;</li> <li>(ii) At least 05 years' experience</li> <li>(iii) Excellent communication and IT skills.</li> </ul> <p><b>Responsibilities</b></p> <ul style="list-style-type: none"> <li>(iv) To prepare documents for internal and external auditing;</li> <li>(v) To ensure all payments and expenditures;</li> <li>(vi) To prepare annual budget;</li> <li>(vii) To manage and coordinate all payments of contractual aspects of project-related goods, services, equipment in accordance with government procurement guidelines;</li> <li>(viii) To ensure timely implementation of all financial activities as planned</li> <li>(ix) To ensure timely submission of financial report;</li> <li>(x) Any other tasks assigned by the team leader;</li> </ul>
Publication Officer(01)	<p><b>Required Qualification</b></p> <ul style="list-style-type: none"> <li>(i) Masters in any discipline;</li> <li>(ii) At least 05 years' experience in marketing and promotional activities;</li> <li>(iii) Excellent communication and IT skills.</li> </ul> <p><b>Responsibilities</b></p> <ul style="list-style-type: none"> <li>(iv) To ensure publication of monthly newsletters, developing promotional materials as outlined in para 4 and disseminate to the stakeholders as planned;</li> <li>(v) To ensure SEIP activities to disseminate through social media and as outlined in the table indicating deliverables in Annex A;</li> <li>(vi) To coordinate with the team and prioritize the activities to be disseminated;</li> <li>(vii) To perform duties as a Cameraman to capture the events or situations in seminar, workshop, meetings etc;</li> <li>(viii) Any other task assigned by the Team Leader;</li> </ul>
Documentation officer(01)	<p><b>Required Qualification</b></p> <ul style="list-style-type: none"> <li>(i) Masters in any discipline;</li> <li>(ii) At least 05 years' experience in documenting social marketing activities;</li> </ul>



Areas	Qualifications and Key Tasks
	<p>(iii) Excellent communication and IT skills.</p> <p><b>Responsibilities</b></p> <p>(iv) To ensure all documentation meets formal requirements and standards;</p> <p>(v) To document all the activities to be accomplished during project period;</p> <p>(vi) To prioritize promotional activities( billboard, media coverage, posters, – BTV broadcasting TV spots, thematic drama, video documentary); and document them;</p> <p>(vii) To document meetings, seminars and workshops outcomes;</p> <p>(viii) To perform duties as a Cameraman to capture events for documentation</p> <p>(ix) Any other task assigned by the Team Leader;</p>
Senior Workshop Facilitator (4)	<p><b>Required Qualification</b></p> <p>(i) Masters in any discipline;</p> <p>(ii) At least 05 years' experience in relevant field;</p> <p>(iii) Excellent communication and IT skills.</p> <p><b>Responsibilities</b></p> <p>(iv) To prioritize the meetings, workshops and prepare a plan of action;</p> <p>(v) To organize meeting, inviting appropriate participants, follow up with them to ensure participation;</p> <p>(vi) To organize venue and manage all the necessary arrangements to ensure a successful organization of meetings, seminar and workshops;</p> <p>(vii) To maintain and records the outcomes of the meetings, workshops, seminars and team up with publication and documentation officers for ensuring successful documentation and publications;</p> <p>(viii) Any other task assigned by the Team Leader;</p>
M&E Officer(01)	<p><b>Required Qualification</b></p> <p>(i) Masters in any discipline;</p> <p>(ii) At least 05 years' experience;</p> <p>(iii) Excellent communication and IT skills.</p> <p><b>Responsibilities</b></p> <p>(iv) To monitor the activities accomplished in Upazilla, districts, divisions and record the activities for reporting to the Team leader,</p> <p>(v) To prepare monitor report highlighting all activities and submit monthly, quarterly and annual progress reports;</p> <p>(vi) Any other task assigned by the Team Leader;</p>
Field Monitoring Officer (04)	<p><b>Required Qualification</b></p> <p>(i) Masters in any discipline;</p> <p>(ii) At least 03 years' experience;</p> <p>(iii) Excellent communication and IT skills.</p> <p><b>Responsibilities</b></p> <p>(iv) To monitor the activities accomplished in Upazilla, districts, divisions and record the activities for reporting to the Team leader,</p> <p>(v) To prepare monitor report highlighting all activities and submit monthly, quarterly and annual progress reports;</p> <p>(vi) Any other task assigned by the Team Leader;</p>
IT Officer(01)	<p><b>Required Qualification</b></p> <p>(i) Masters in any discipline;</p>



Areas	Qualifications and Key Tasks
	(ii) At least 05 years' experience; (iii) Excellent communication and IT skills. <b>Responsibilities</b> (iv) To maintain and closely monitor the data on social marketing activities; (v) To update information on SEIP website; (vi) To prepare report the data and information; (vii) Any other task assigned by the Team Leader
Administrative and logistic Officer(01)	<b>Required Qualification</b> (i) Masters in any discipline; (ii) At least 05 years' experience; (iii) Excellent communication and IT skills. <b>Responsibilities</b> (iv) To serve as a key point of administrative contact and liaison with internal and external stakeholders; (v) To provide direct support to the project staff; (vi) To conduct and administer the day-to-day activities of the project; (vii) To facilitate logistics, resource management, procurement and administration procedures and documentation; (viii) To maintain inventory of goods procured under the project; (ix) To perform any other task assigned by the Team Leader;

## 6. Time-line

#	Activities	Timeline
1.	Inception report including work plan and implementation methodology	By the end of Week - 2 from the date of the signing of the contract.
2.	Meetings., seminar, workshops as appropriate at various level ( Division and District), involving institutions, technical and training institutes, people's representative, religious leaders, social elites, women associations, community leaders, representatives from industries, journalists and other targeted beneficiaries;	By the end of Month - 1 from the date of the signing of the contract.
3.	Consultation workshops with Industry Associations (IAs) and Employers' Associations (EAs), and other relevant key stakeholders for creating job placement opportunities for SEIP trainees.	By the end of Month - 2 from the date of the signing of the contract.
4.	Develop and disseminate multiple IEC (Information, Education & Communication) products and promotional materials including short and long video documentary, docudrama, digital display boards, LED display screen;	Within 2-3 months from the signing of the contract
5.	Creating image of skills development programs and carrying out stakeholders' consultations	Throughout the assignment period
6.	A wide-range of promotional activities through electronic media (television – BTV broadcasting TV spots, thematic drama, video documentary) and contracting with community	Throughout the assignment period

	radio and Bangladesh Betar to create image of skills development;	
7.	An arrangement with the electronic and print media for a continuous advocacy program during implementation of SEIP to promote skills based education and training;  Undertaking promotional activities in different parts of the country to achieve its overall target of 30% female participation and enrolment target of disadvantaged trainees in SEIP project	Throughout the assignment period
8.	Conducting Rally and Orientation Workshop at Upazila Level as to SEIP activities;	Throughout the assignment period
9.	Community Mobilization Meeting; Sensitization Workshop with Ethnic Communities and other Key Stakeholders; Workshop focusing on the People Living with Disabilities;  Workshop with the Underprivileged Groups;  Sensitization Workshop for Gender Mainstreaming;  Airing Radio Jingle	Throughout the contract period
10.	Ensuring display of at least one(01) Road Side Billboard in every district;  Developing and distributing Poster (PVC and normal) and Leaflet;  Disseminating messages through Cable TV Network;  Using social media (SMS, Voice message) and regular posting the successful stories, pictures of each district/ each activities in " <a href="http://www.seip-fd.gov.bd">www.seip-fd.gov.bd</a> " through face book;	Throughout the contract period
11.	Newsletter on SEIP activities	Each month
12.	Case Studies and Feature stories on the Success of SEIP and sharing them with the stakeholders;	Throughout project
13.	Promoting Executive Development Program (EDC) by organizing workshops in Dhaka and Chattogram with the participation from universities, IAs, industries, ISCs, Chamber of Commerce and government officials;	After every four(04) months from the date of signing
14.	Conducting Mid-Term Evaluation of social marketing activities by using the tools of Focused Group discussion (FGD), Key Informant Interviews (KIIs ) and quantitative survey and so on;	At the end of one year from the contract signing



15.	Conducting orientation on skills Training and employment opportunities under SEIP in colleges and High Schools at upazilla level;	Every month
16.	Monthly reports on progress and impact of social marketing activities	Within 10 days for the preceding month
17.	Report on Assignment completion and impact of social marketing activities on the society	Within 2 months of the end of the assignment.

## 7. Deliverables

The deliverables of social marketing have been outlined below in accordance with the nature of the activities with the number or frequency of the activities. Besides, frequency, location, quality control and other issues will be settled and reviewed from time to time through periodic consultations and negotiations between SDCMU and the selected firm.

Deliverables for Social Marketing Activities		
Sl no.	Activities	Number/frequency of the Activities
A	<b>National/Divisional Level Activities</b>	
A.1	Consultation Workshop for Promoting Executive Development Program with universities, IAs, industries, ISCs, Chamber of Commerce, relevant government officials TIs and EAs	3
A.2	Dialogue with Relevant Organizations for Inclusion of Persons with Disabilities	1
B	<b>District Level Activities</b>	
B.1	Orientation Workshop	25
B.2	Sensitization Meetings with Female Representatives in the 8 district (one in each division)	8
C	<b>Upazila Level Activities</b>	
C.1	Rally	64
C.2	Orientation Workshop	25
C.3	Orientation on Skills Training and Employment Opportunities under SEIP in High School & College at District/Upazila level	10
C.3	Community Meeting	24
D	<b>Sensitization Meeting with the Disadvantaged/Special Need Groups</b>	
D.1	Sensitization Workshops with the Ethnic Communities	1
D.2	Sensitization Workshop with the Persons with Disability	1
D.3	Sensitization Workshop with the Underprivileged People	1
D.4	Sensitization Workshop on Gender Mainstreaming	1
E	<b>IEC &amp; Promotional Product</b>	
E.1	Development of TV Spots	1
E.2	Development of Video Documentary	1

<b>Deliverables for Social Marketing Activities</b>		
<b>Sl no.</b>	<b>Activities</b>	<b>Number/frequency of the Activities</b>
E.3	Development of Thematic Drama	1
E.4	Development of the Radio Jingle	1
<b>F</b>	<b>Development, Printing and Fixing/Displaying/Distribution of Two Posters (Normal and PVC)</b>	
F.1	Normal Poster	70,000
F.2	PVC Poster	300
F.3	Development and Printing of Colored Handout:	150,000
F.4	Stickers:	25,000
F.5	Signboard at District, Upazilla, Industries area etc.	64
F.6	Bill Board at Division/ District level (Rent for 1 year)	6
F.7	Development and distribution of T-shirt with Logo & messages of SEIP	10,000
F.8	Development and distribution of Cap with Logo & messages of SEIP	10,000
<b>G</b>	<b>Media intervention: Publicity through TV (at least two TV Channels)</b>	
G.1	Airing of TV Spots:	18
G.2	Airing of Video Documentary:	10
G.3	Airing of Thematic Drama:	6
G.4	Displaying Key Messages of SEIP through Digital LED Billboard:	5,000
G.5	Messages development and dissemination through Cable TV Network at District and Upazilla level	160
<b>H.1</b>	<b>Publicity through Radio( Bangladesh Betar and one Privately owned Radio Station)</b>	
H.1.1	Broadcasting of the Radio Jingle: Bangladesh Betar and one Private Radio)	100 times
H.1.2	Broadcasting of the Radio Jingle: Community Radio	1,000 times
<b>H.2</b>	<b>Publicity through Newspaper( at least four renowned and widely newspapers)</b>	
H.2.1	National Level Newspaper Advertisement:	50 times
H.2.2	Local Level Newspaper Advertisement:	200 times
<b>I</b>	<b>News Coverage of activities under Social Marketing of SEIP by TV and Newspaper</b>	
I.1	a) News Coverage through Newspaper (press release)	15 times



Deliverables for Social Marketing Activities		
Sl no.	Activities	Number/frequency of the Activities
I.2	b) News Coverage through TV channels:	10 times
J	<b>SEIP activities on Social Media</b>	
J.1	a) The setting of a Call center for maintaining a hotline to disseminate the Training information to training seeker (Months)	18
J.2	b) Facebook page, YouTube, Voice SMS( Firm will create a new FB account and YouTube channel)	1
J.3	Case Studies on the Success of SEIP:	20
J.4	Feature Stories on the Success of SEIP:	20
J.5	Develop and publish and distribution of Multi-colour Newsletters	2,500 news letters
J.6	Preparation of Reports(Analytical in periodic & final ) & others	1

#### 8. Recommended Presentation of Offer

Interested firm should submit the following documents

- a) Duly accomplished Expression of Interest
- b) Brief description of why the firm considers itself as the most suitable for the assignment, and a methodology on how they will approach and complete the assignment;
- e) Financial proposal that indicates the all-inclusive lump sum contract price, supported by a breakdown of costs.

#### 9. Client's Inputs and Counter-part Personnel

**(a) Services, facilities and property to be made available to the Consultant by the Client:**

None

**(b) Professional and support counterpart personnel to be assigned by the Client to the Consultant's team:**

SDCMU will provide financial support for the assignments and facilitate contact with key agencies in implementing the assignment. The firm will receive guidance (where applicable) from Deputy Executive Project Director (Private -1) and Gender & Social Development Specialist. Concerned Assistant Executive Project Director will coordinate the social marketing package.

*RPP*