**Promoting Inclusion of Discriminated Groups through Institutional Mechanisms – PIDIM project**

***Terms of Reference (ToR) for hiring media House***

*To organize dialogues, round table discussions, talk-shows with influential actors, publishing supplementary, Policy and Law Makers, Civil Society Members, event coverage, hosting and publishing human rights based reports, and media visits.*

***Introduction***

HEKS/EPER is working in Bangladesh since 1971 to help to reconstruct and providing aids to the war-torn country. Decades after decades working in this country this organization has been noticed that some marginalized groups are still remaining far behind from the ray and supports of mainstream development. Particularly, they are remaining abandoned from the voice of equal rights for ethnic minorities living in the plain lands Adibashi and groups discriminated based on work and descent (Dalit). In developing and establishing institutional mechanisms and strategies promoting the rights of Dalit and Adibashi, HEKS/EPER is committed to work with the relevant institutions and power hubs who are influential in adopting policies and strategies on all level. HEKS envisioned that the development of a national strategy for these two marginalized and along with it the establishment of necessary institutional mechanisms is considered a major step towards a more inclusive and equal society in Bangladesh.

HEKS/EPER aims to achieve its goal through a holistic human rights-based approach involving Law and policy makers and civil society actors It also will work to create a critical mass in favour of the rights of Dalit and Adibahsi through active engagement of parties who have been working for their betterment. To achieve the goal, HEKS has been adopted a long term influencing effort titled PIDIM to make the advocacy and lobby efforts in an organize manner.

The overall goal of the endeavour is to establish the institutional mechanisms in favour of Dalit and Plain land Adibashi of Bangladesh. HEKS believes, media has strong influence in mobilizing public opinion, sensitizing Policy and Law Makers through arranging dialogues, discussions, publishing/telecasting news and views, etc. In line with the objectives of the call, the mainstream media will involve with the initiatives.

PIDIM project seeks long term partnership support from influential media house/ who will cover the both print and electronic categories both at local and national level to organize dialogues, round table discussions with influential actors, policy and Law Makers, civil society members, event coverage, publishing supplementary hosting and publishing human rights based reports, media visits for achieving respective objective. It is hoped that through this consultancy support, effective media engagement will create wider enabling environment for promoting human rights of D/A communities and impact on community activism as well as proactive responses of the duty bearers and policy makers.

***Geographic intervention area and its target group***

The PIDIM project will basically work to influence policies through various types of intervention ranging community consultation to high level lobby meeting. Therefore, it will cover relevant regions of country through its major focus would be within Dhaka.

Media will help to focus on the relevant issues that are related with the humiliation and rightlessness of Dalit and Adibashis, finding out the way to address them, raising voice at the grassroot level to establish institutional mechanism. Basically, the mass people who do not live in these areas and do not have good understanding on these issues are remaining far way behind to know on. So, publishing features, round table sharing, producing reports on television will create sensitization and will help to understand the situation.

***Specific Objectives of the Assignment***

* To ensure coverage to the project’s important events;
* To sensitize local and national media for promoting their role in covering the issues of human rights and social inclusion of D/A;
* To cover the public hearing events at field;
* To arrange dialogues, round table discussions, talk-shows and TV commercials;
* To sensitize media gatekeepers on burning issues of Dalit and Plainland Adibashis’ rights;
* To publish and broadcast special supplements, reports and features on Dalit and Plain land Adibashi issues

***Expected Deliverables / Responsibilities of Consultant***

* Event-wise reports with quality photographs (hard & soft copy) of the targeted activities within 10 days after completion of the activities;
* Facilitation Dalit and Plain Land Adibashi issue based talk-shows, round table discussions, dialogues with relevant eminent scholars, Civil Society Organizations (CSOs), social actors, influential media figures
* Providing regular coverage on special events of the project
* Design and organize dialogue with editors/ journalists’ associations (local/national) on media role in promoting D/A rights;
* Ensure field visit of journalists for preparing and publishing/broadcast of special reports/features/op-eds (at least 5);
* Periodic Report (narrative and financial).

***Time frame***

This consultancy shall be operational upon signing and will have an initial duration of 7 **(Seven) months from June to December 2018.** All activities conducted before this date within the vision of the joint collaboration will be deemed to fall under this MoA. The working schedule is noted in the table below:

***Time Schedule to Carry Out the Assignment/Task***

|  |  |
| --- | --- |
|  10 May 2018  | Last date for submission of proposal |
|  15 May 18 | Scrutiny of proposals and decision on selection |
|  20 May18 | Negotiations and Contracting process |
|  23 May 18 | Commencement of assignment  |

***Competencies Required***

* Post-graduate degree in Journalism, Development Studies, Sociology, Anthropology and/or a related Social Sciences subject – for individual or lead consultant of the Farm;
* Over 08 years of experience in the field of journalism in relation to capacity building activities and media involvement in human rights and socio-economic development arena;
* Strong skills in preparing logical, coherent and consistent documents in Bangla and English;
* Agency should have experience working with national print and electronic media. And having prior working experience on Dalit and Adibashi issues;
* Influencing communication with national and local level government bodies.

***Selection Criteria of Consultant farm***

|  |  |  |
| --- | --- | --- |
|  | **Selection Criteria** | **Weightage** |
| 1 | **The individual/institution/farm's track record, general reliability, including experience and capacity on technical analysis**-Consultant farm has provided comparable assignments that they have successfully completed. (5)- Consultant farm has a track record of work in the area of technical analysis (10) | 15 |
| 2 | **The qualifications and competence in the combination of personnel proposed are suitable to undertake the analysis as specified in the ToR**-The consultant possesses the academic qualifications, training and experience required in the ToR (5)- The Consultant farm is knowledgeable and experienced in working on the issues of the Adibashi and Dalit people across plain land in North-West Bangladesh  | 25 |
| 3 | **The methodology and the detailed proposal** -Does the methodology adequately address the objectives and scope outlined in the ToR? (5)-Is the methodology technically proven and comprehensive? (10)- Consultant farm has identified sophisticated (gender sensitive) tools and techniques for data collection (quantitative and qualitative) (10)-Does the work plan provide a logical approach to tasks and issues? (5) | 30 |
| 4 | **Influencing communication with national and local level government bodies*** Has the farm or lead person previous experience to arrange such programs with the influential figures? (5)
* Has the experience to arrange or cover public hearings with national and local level government bodies? (10)
 | 15 |
| 5 | **Budget** -Does the budget seem realistic? (05)-Does the budget address all critical costs? (05)-Is it competitive? (10) | 15 |
|  | TOTAL SCORE | 100 |

***Submission check list***

* Organisation profile
* Full proposal with:
* Brief Literature review
* Methodology (technical analysis of proposed participatory tools)
* CV of the Lead Consultant and Profile of the Team Members with prior experiences and academic qualification
* Financial proposal
* Technical proposal: time frame and work plan
* Other (TIN Certificate or if any relevant additional document is available).

***General conditions***

* After the awards the Consultant farm will sign agreement with HEKS/EPER and the payment will be made by the HEKS/EPER – PIDIM project as agreed in the work order;
* The Consultant farm will complete the Activity and Report as per agreement date;
* The Consultant farm will responsible mobilize relevant logistics;
* The payments will be made in one equally divided instalments. The final payment will be made after sending the final deliverable and Final report;
* Tax & VAT will be deducted as per government rule.

***How to apply***

Interested agencies/consultant farms are requested to submit proposal and documents in a sealed envelope on or before 5:00 PM, 10 May 2018 to:

 **Israt Jahan Biju,**

 **HEKS/EPER**

 **House # 28, 2nd Floor, Road # 11,**

 **Dhanmondi R/A, Dhaka-1209.**

 The Envelop must be marked with the title of the assignment. Complete applications should **also** be submitted electronically to: israt.biju@heks-eper.org

For any query please contact: israt.biju@heks-eper.org