

## TERMS OF REFERENCE

### Marketing of Private Training Providers (PTP) and awareness creation activities among relevant stakeholders

#### About Sudokkho

Sudokkho is a 5-year private sector skills training and employment programme, funded by DFID and SDC and implemented by Palladium in a consortium with Swisscontact and the British Council. The programme seeks to test and scale-up market-driven quality skills training systems within the Readymade Garments (RMG) and Construction sectors that will stimulate further investment in training by trainees, private training providers and employers. The programme's target is that 110,000 poor people, including women and disadvantage populations, will earn increased income in skilled or semiskilled jobs after successful completion of training.

The programme supports Private Training Providers (PTPs) and Industry-based training initiatives (supply-side stimulation) and raises awareness about the value of skills development among the trainees and industry (demand-side stimulation).

Sudokkho builds upon the Bangladesh government's TVET reform agenda in coordination with the Directorate of Technical Education (DTE) of the Ministry of Education (MoE). The Government of Bangladesh (GoB) supports initiatives that facilitate greater involvement of the private sector to ensure skills training is relevant and of high quality, thereby increasing post-training employment opportunities, as stipulated in the National Skills Development Policy 2011. Sudokkho also supports Industry Skills Councils (ISC) in the concerned sectors, strengthening their institutional capacity and key functions. In addition, the programme works with training consultancy service providers (TCSP) at national level, for sustainable long-term skills development services.

#### Private Training Providers (PTP) in Bangladesh

Private Training Providers (PTP) are institutes that provide skills training for various occupations (RMG sewing machine operators / garments workers, electrician, mason, plumber, rod bender, welder etc.). There are both formal and non-formal private training providers in Bangladesh. Formal training providers have trade license and are owned by individual entrepreneurs or industry associations. Non-formal training centers are mainly cottage type training schools; buyer training schools, centers of excellence run by a group of entrepreneurs. Sudokkho works with both formal and non-formal training providers, provided they obtain trade license to run short-term skills development training to the target group. Recently, the programme has decided to work with Non-Government Organizations (NGO) who are offering skills training services, on condition that they treat training as business.

Since 2015, Sudokkho has been partnering with PTPs, to provide technical assistance for developing training curricula, build capacity of instructional and managerial staff and strengthen training workshops of various occupations. Majority of the PTPs are clustered around Dhaka, Savar, Ashulia, Tongi and Gazipur area, with few in Mymensingh, Jessore, Khulna, Chittagong and other districts. Sudokkho also assists PTPs to establish business linkages with industries (RMG factories, Construction companies) and supply skilled worker as per industry demand. **The programme's goal is to enable PTPs to operate as commercially sustainable businesses**, providing training and relevant consultancy services to various industries, especially Readmade Garments (RMG) and Construction.

PTPs face numerous challenges that influence their service delivery and business transactions with the target market (industries / employers and potential trainees / job seekers). Industries are not always familiar with the extent of PTP services, training curriculum or quality of training programs. A general perception is that PTP graduates do not have the required skills that match industry need. As such industries do not directly recruit workers from PTPs, which makes it difficult for PTP graduates to

secure jobs after completing training programs. Those that find jobs, mostly get opportunities as unskilled laborers.

Potential trainees / job seekers (RMG sewing machine operators / garments workers, electrician, mason, plumber, rod bender, welder etc.) who are targeted by PTPs, predominantly come from the poorer strata of peri-urban and rural Bangladesh. Due to limited understanding they perceive vocational skills training to be expensive and cannot comprehend the long-term benefits. They also have limited information on the various levels of skills that are required by industries, the types of vocational skills training offered by PTPs and how trainees / job seekers can be assisted with job placements.

### **Objective and Scope of the Contract**

In this context, Sudokkho seeks to contract a service provider (marketing, event management, activation firm) to meet the following objectives.

- 1) Marketing and awareness creation of Private Training Providers (PTP)
- 2) Capacity building of PTPs on cost effective marketing techniques
- 3) Social marketing to increase the participation of women and the disadvantaged in skills trainings and the labour market. Highlighting the employment opportunities for women in RMG (supervisory positions) & Construction (non-traditional' occupations) sectors.
- 4) Sensitization of relevant stakeholders (industry leaders, policy makers, development community, others) on the value of sustainable skills development in RMG & Construction industries

Sudokkho currently collaborates with PTPs situated in various districts and sub-districts in Bangladesh. For the pilot phase of marketing and awareness creation activities, PTPs will be nominated from Dhaka (Farmgate, Mirpur), Savar, Tongi, Gazipur, Jirani Bazar, Rajendropur areas. The scale-up phase will include 45-50 PTPs from Dhaka, Savar Ashulia, Tongi, Gazipur, Tangail, Narsingdi, Chittagong, Comilla, Narayanganj, Jessore, Khulna, Nilphamari, Mymensingh, Jamalpur, and Barishal.

Activities related marketing and awareness creation should be carried on location. Capacity building or marketing training may be provided centrally, based on the intervention design. Seminars and workshops will be held in Dhaka.

### **Major Tasks and Deliverables**

The service provider (marketing, event management, activation firm) will be responsible for the tasks and deliverables outlined in the table below. Final contract will cover more specific details. Once the proposed marketing and awareness creation plan is finalized and approved, the service provider will conduct a pilot with 5 PTPs. Upon successful piloting and further finetuning of the implementation plan, activities will be scaled up for 45 – 50 PTPs.

SI.	Category of Tasks	Deliverables	Pilot	Scaleup
1)	Marketing and Awareness Creation Including Social Marketing	Plan, design and implement campaigns for the marketing of PTPs and awareness creation of vocational skills training services. Target audience or relevant stakeholders are potential trainees/job seekers, RMG & Construction industry.	1 campaign for 5 PTPs  Timeline: Dec 2018 – March 2019	Multiple campaigns for 45 – 50 PTPs  Timeline: April 2019 – December 2020
2)		Implement cost effective marketing campaign to sensitize potential trainees/job seekers (RMG sewing machine operators / garments workers, electrician, mason, plumber, rod bender, welder etc.) on the benefits of vocational skills training; PTP service offerings; employment linkage opportunities etc.		
3)		Facilitate PTPs to have large scale access to potential trainees/job seekers interested to work in RMG & Construction industry.		
4)		Design and embed social marketing components into the mainstream marketing and awareness campaigns. Use customized tools such as leaflet/brochure, testimony of the women and disadvantaged groups who have completed skills training and are employed in the sectors.  Assist PTP partners to organize community meetings with aspirant women trainees and other disadvantaged people by using social marketing tools		
5)	Capacity building of PTPs	Capacitate / Train PTP entrepreneurs and relevant management personnel on cost effective methods for yearlong marketing; create awareness among potential trainees on PTP services and benefits.	1 training program for 5 PTPs  Timeline: Dec 2018 – March 2019	Multiple training programs for 45 – 50 PTPs  Timeline: April 2019 – December 2020
6)	Sensitization of relevant stakeholders	Organize seminars and workshop to sensitize stakeholders on the value of skills development of mid management and production level workers in RMG & Construction industry	1 seminar with the RMG industry  Timeline: Dec 2018	4 seminars with the RMG and Construction industries  Timeline: April 2019 – December 2020
7)	Relevant Logistical Support	Provide logistical support, PR support, co-ordination and implementation of marketing, awareness creation, training, seminars/workshops	Timeline: Dec 2018 – March 2019	Timeline: April 2019 – December 2020
8)		PR and Media Coverage – Ensure both electronic and print media presence during relevant event(s); prepare press release, organize press conference; pre-coverage and post-coverage of event(s)	Timeline: Dec 2018 – March 2019	Timeline: April 2019 – December 2020

### Contract Duration and Timeline

The contract will be given in two phases.

- Phase 1 (Pilot) will be effective from December 2018 – March 2019.
- Phase 2 (Scale-up) will begin from May 2019 and continue till December 2020; subject to the successful implementation of the pilot phase and signs of impact.

### Required Profile of the Service Provider

The service provider (marketing, event management, activation firm) should meet the following criteria:

- 1) Experienced in designing and implementing marketing and awareness creation campaign for small and medium sized enterprises.
- 2) A track record of carrying out marketing, promotional and awareness campaigns for the private sector.
- 3) Thorough understanding of the requirements of Private Training Providers (PTP) and their target markets (RMG and construction industries, potential trainees / job seekers – RMG sewing machine operators / garments workers, electrician, mason, plumber, rod bender, welder etc.)
- 4) Qualified trainers for building capacity of PTPs, produce marketing guideline or manuals
- 5) Track record of organizing large events (workshop, seminars). Preparing and managing guest list, invitation, logistics, branding, PR and media coverage, event photography and other support

### Proposal Requirements and Submission Details

- 1) Technical proposal should not be prepared by copy / pasting, paraphrasing content from this ToR. Emphasis rather should be given to make the proposal reflect **creative and cost-effective ideas** that will ensure fulfilment of the given objectives and **impact** of implemented activities.
- 2) Following weblinks can be referred to for developing an understanding of PTPs. Bidders are encouraged to do their own thorough background work and develop proposals accordingly.

<http://montagebd.com/>

<http://www.djfbd.org/>

<http://sudokkho.org/>

<https://www.youtube.com/watch?v=2a7EW1A7yQA>

<https://www.youtube.com/watch?v=yGHulp7qRVQ>

- 3) The financial proposal (budget) should provide detailed breakdown of all costs and include fees of each personnel in the proposed team.
- 4) Proposals (Technical and Financial) must be submitted sent by 17:00 (Bangladesh time) on **Saturday, 3<sup>rd</sup> November 2018**.
- 5) Proposals must be submitted only in soft-copy format with a cover letter signed by a competent authority of the tendering organization. Please email proposals to [info@sudokkho.org](mailto:info@sudokkho.org). Write the subject as “Marketing of PTPs and awareness creation activities”.

### **Pre-bidding Briefing Session**

A pre-bid briefing session will be held on **Thursday, 25th October 2018**. Registration request to attend the session must be submitted by 17:00 (Bangladesh time) by **Monday, 22<sup>nd</sup> October 2018** to [info@sudokkho.org](mailto:info@sudokkho.org); Sudokkho will confirm the registration, time and venue for the session via email and/or phone.