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**Sesame Workshop Bangladesh**

**TERMS OF REFERENCE (TOR)**

**Title of the Consultancy: Sisimpur’s Five-Year Business Plan Review**

**Project: Sesame Workshop Bangladesh**

# About Sesame Workshop Bangladesh

Sesame Workshop Bangladesh (SWB), the country office of Sesame Workshop, produces Sisimpur, the local version of world-famous children’s television program Sesame Street in Bangladesh. The TV show has been airing since 2005 with a view to making early childhood education delightful and enjoyable for Bangladeshi children. This program has been developed to address educational needs of children between the ages of 3 and 8. Along with the children, parents, care givers and teachers are involved in Sisimpur through different school and community based intervention. SWB undertakes different school and community-based intervention to reinforce the messages aired through TV program. It develops and distributes school based educational materials, train teachers, monitors classroom activities and provides technical assistance for using them in the classroom along with community engagement and outreach programs. Since its inception, Sisimpur has been a tremendous success in Bangladesh and within a very short time, it became the most famous television program for children as well as their caregivers. Further information can be found at [www.sisimpur.org.bd](http://www.sisimpur.org.bd) and [www.sesameworkshop.org/](http://www.sesameworkshop.org/)

# About the Consultancy

Sesame Workshop Bangladesh has been making significant differences in the lives of kids in Bangladesh since 2005. Currently on its 10th season the already famous kid’s TV show, Sisimpur, alone has become a household name. In addition to the TV show, Sesame Workshop Bangladesh has reached to the classrooms and the front & backyards in the houses of many rural communities through its outreach interventions. Storybooks, learning and play materials are in the list of favorites of the little ones across the country. With all its past achievements Sesame Workshop Bangladesh reached to prepare a “Business Plan” where the future promises enormous opportunities to realize its global vision of helping kids grow smarter, stronger, and kinder.

The initial business plan formulated in 2017 for the period 2017-2022, draws up the roadmap of ensuring organizational sustainability. The overall objective of the business plan was to map out the long-term sustainability plan and devise key strategies to achieve a greater organizational goal for SWB from 2017-2022. This initial business plan had been developed under close supervision of senior leaders of Sesame Workshop New York, Delhi, Dhaka and external consultants. Moreover, all the staff members of Sesame Workshop Bangladesh were engaged and contributed in the development of the plan. SWB staff members went through a rigorous exercise to set an overall goal of reaching - **30 million** children and deeply impacting **6** **million** of them over the next five years cumulatively. Sesame Workshop Bangladesh arrived at this goal by carefully analyzing demographic factors, population growth, and social, economic, technology, religious, political trends and factors.

The strategies of the next five years are: 1. Increase frequency of viewing Sisimpur and increase number of TV channels for such viewing; 2. Introduce Sisimpur on Radio channels and scale up; 3. Scale up the school and community outreach program in partnership with the government; 4. Build digital preparedness; 5. Wider distribution of Sisimpur books, learning and play materials. The strategies are aligned with the organization’s core strengths and focused in three major areas – mass media, targeted distribution, and advocacy. This business plan is highly expected to be useful in ensuring the sustainability of Sesame Workshop Bangladesh to further advance the organization’s mission in Bangladesh.

Sesame Workshop Bangladesh considers the Business Plan as a living document and will review and revise it every six months.

For doing the first biannual review, Sesame Workshop Bangladesh invites a sealed technical and financial proposal from a reputed and experienced consultant or organization. This review should cover the desk review of the relevant documents, conducting a SWB staff workshop to facilitate the review and revising the business plan to incorporate the review findings.

# Scope of work

The scope of this consultancy is to: update the existing Five-Year Business Plan with clear indications and planning of multiple business strategies for SWB to transition to a more economically viable organization; conduct a thorough review of relevant documents, conduct a two-day workshop with SWB staff and revise the existing business plan document. This will be a 6-day assignment to complete the relevant activities and to submit the revised Five-Year Business Plan.

**Objectives of the consultancy**

* To revise the SWB Five-Year Business Plan.

**Activities**

1. **Desk Work (Two Days):**
* To review the existing plan and other relevant document to understand the task
* To identify the organizational performance of year 1 since the business plan adopted
* To identify the multiple areas and strategies of future business development
* To finalize the detailed session plans of two-day long review workshop
* To develop session-wise supporting aids and tools like presentations, handouts
1. **Workshop Facilitation (Two Days):**
* To facilitate the designed two-day workshop (scheduled for April 1st and 2nd in Cox’s Bazaar)
* To identify the strategic directions for the business plan review
1. **Revise the Business Plan Document and Submit (Two Days):**
* To incorporate findings from the desk review and from the workshop in the business plan
* To revise the business plan document and finalize for submission

**Methodology**

* Desk review of relevant documents
* Practical interactive workshop facilitation

# Technical Specifications of the consultant

* Consultant or consultancy firm has successful track record of preparing or reviewing organizational business plan of renowned brands
* The consultants are qualified by education with background of business degrees from renowned local or international institutions

# Deliverables

The deliverables of the project are below-

* The Business Planning Workshop Facilitation
* Revised SWB Five-Year Business Plan

# Timeline

The assignment will be an involvement of 6 days within the dates of 26th of March, 2018 to 15th April, 2018 with a two-day workshop on 1st and 2nd of April, 2018 out of Dhaka city.

# Proposal Components

The Technical and Financial proposal should be submitted by e-mail at info.sisimpur@sesame.org . The file should have six separate sheets for the following six sections.

1. Understanding of the assignment (maximum 2 pager)
2. Personal or company profile
3. Reference of any previous work
4. Per day rate of the consultant in BDT
5. Legal documents (tax certificate, bank detail, registration, trade license etc.)

# Evaluation criteria

Proposals will be evaluated based on the following criteria:

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| --- | --- |
| **Section**  | **Weightage**  |
| Understanding of the project  | 20% |
| Previous experience | 50% |
| Daily rate for consultancy  | 30% |

# Deadline

The proposal should be submitted by **March 25, 2018 (+06 GMT).**

# Support from Sesame Workshop Bangladesh

* Making available the existing Business plan, Organizational legal documents, Projects, Contracts which are required for the desk review
* Arranging all travels and meals for agreed travels out of Dhaka
* Providing Required Logistical support to organize the Business Plan Review Workshop
* Providing required inputs for workshop design and planning

# Point of Contact

Name: Mr. Mozammel Khokon

Designation: Manager Administration

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# How to submit the proposal

Submit proposal via email to at Info.Sisimpur@sesame.org coping Mr. Mozammel Khokon at mozammel.khokon@sesame.org. For any clarification question on the scope of work, please email at mozammel.khokon@sesame.org.

Email subject line should be the following-

For clarification question - Question on SoW FOR REVIEW OF SWB BUSINESS PLAN

For proposal Submission - PROPOSAL FOR REVIEW OF SWB BUSINESS PLAN

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