Annex 1: Terms of Reference (ToR)

for

The Selection of a Communication Agency

# Background

The ready-made garments (RMG) workers, despite their significant contribution to the national economy and global fashion industry, remain outside the purview of formal banking services. They have limited or no access to relevant, quality and affordable banking products and services. **Sarathi – Progress through Financial Inclusion** is a 30-month project (January 2018 - June 2020), jointly funded by MetLife Foundation and Swisscontact. It is working with commercial banks and RMG factories in Bangladesh to bring RMG workers, especially women, within the sphere of formal banking services and to enable them to conduct financial transactions as account holders and clients.

The project activities are directed to find market-based and scalable solutions that address underlying constraints such as:

* Inadequate financial literacy;
* Lack of access to formal banking services;
* Inadequate commercially-viable business solutions for banks to cater to their needs.

Sarathi, currently in its scale-up phase, is looking to document and inform other relevant market actors about its market systems development approaches in financial inclusion in the context of Bangladesh, particularly in the RMG sector. Sarathi’s aim is to facilitate knowledge sharing and the replication of successful interventions to improve the financial inclusion of RMG workers. The development of communications products and campaigns is integral to this aim.

# Objective

One of the key objectives of Sarathi is to impart financial literacy and promote relevant, quality and affordable banking products and services targeting the low-income RMG workers and their families. Sarathi has been working to achieve these through various project activities. This assignment has been designed bearing in mind that these need to be reflected in Sarathi’s communications products and campaigns.

Through this assignment, Sarathi aims to:

* + - * Build the brand image of the project;
      * Create visibility for the project’s interventions;
      * Develop campaigns, conduct events and support activities that help disseminate the project’s experience and learnings to a wider audience.

# Methodology and Scope of Work

The communications agency will be responsible for the development of a communications strategy for Sarathi The task of the communication agency will be to produce high quality communications products based on the information provided by Sarathi. The direction and vision for the communication materials will be provided by the project team through regular discussions and periodic meetings with the communication agency. Sarathi and the communications agency will both assign staff to monitor the implementation of the assignment and provide necessary backstopping and guidance. It is crucial that the agency participate in and observe closely the various activities of the project to develop effective communications products.

# Geographic location

Sarathi’s project activities are conducted in RMG factory clusters in Dhaka, Narayanganj, Tangail, Gazipur, Chattogram and Habiganj.

# Duration of assignment, specific activities and deadlines

The duration of the assignment is 6 months, starting from 1 November 2018 to 30 April 2019 and the contract may be renewed based on the performance of the agency and agreement of both parties. Specific activities and targets are outlined in the table below:

|  |  |  |  |
| --- | --- | --- | --- |
| Sl | Specific Activities | Quantity | Timeline/Deadline |
| a | Develop a document explaining the communication strategy and work plan for external audiences. It must contain the following:   * The vision, specific objectives, list of communication products, key messages, target audiences, and activities; * An activity calendar for the complete duration of the assignment; * A database of email addresses of national and international contacts relevant to the project; * A list of media and press contacts. | 1 document | November 10, 2018 |
| b | Design a project identity bundle for the project to use beyond the period of contract with the agency:   * Specific format for documents for press and media; * Two formats for PowerPoint slides (one for text-heavy presentations and other with more infographics); * Format for Annual Report (a dynamic document with key information and data, along with graphical representation); * Banner for publishable photographs (Banner here is referred to a format that all the photographs of Sarathi will be placed in to with logos and design). | 1 bundle | November 15, 2018 |
| c | Capture high resolution photographs that can be used in different publications and be printed in a large size (for example, for boards and banners) if needed in the future. The photographs must cover the following areas:   * Sarathi’s events during the contract period with the communication agency; * Sarathi’s activities in the areas mentioned in section 4; * Stories of Sarathi’s beneficiaries with photos. | 100 unique photographs | November 15, 2018-February 28, 2019 |
| d | Organize a validation workshop/knowledge sharing event for the dissemination of the findings from Sarathi’s baseline assessment. This task must include the following services:   * Select and arrange venue and food menu, along with necessary logistical support (stationeries, projectors, screens, decoration, registration desk support); * Design and print the required materials (handouts, banners, invitation cards, etc.); * Invite guests and follow up with them; * Produce photos from the event | 1 event | November 15, 2018 |
| e | Support through content creation and graphic designing services:   * Create high impact visual contents for portraying different aspects of the project which will later be shared in Swisscontact’s official website, LinkedIn and various reports of the project; * Following the format developed in the identity bundle, design the Year 1 Annual Report of Sarathi with easy-to-understand data visuals and graphics. | 15 contents  1 Annual Report | February 28, 2019  December 20, 2018 |
| f | Publications:  Develop content with the approval of the project team and publish articles in national newspapers. | 4 articles | March 31, 2019 |
| g | Capture and produce success stories, learnings and impacts of Sarathi (for example, the change in a RMG worker’s financial behaviour, incentives for the banks to target RMG workers) | 5 case studies | March 31, 2019 |

\**Any procurement or outsourcing of product or services will have to be as per the policies of Swisscontact*

**The role of Swisscontact will be to:**

* Work closely with the communications agency so that they understand the objective of developing the strategy;
* Provide strategic direction and support for successful design and implementation of the assignment;
* Review, provide feedback and approve all content for publications and promotional materials;
* Provide access to RMG factories and relevant stakeholders (as applicable);
* Cover all associated costs for this assignment upon submission of appropriate supporting documents, bills and vouchers (as per the agreed budget with winning bidder);
* Keep track of the timeline of deliverables.

1. Selection criteria

There will be a two-stage selection process for this bid.

**Preliminary Selection:**

An application (comprising technical and financial proposals) must be submitted with all the necessary documents listed in Section 7 to qualify in the preliminary selection.

**Proposal Evaluation:**

This round of selection will be conducted based on the following criteria:

* Competitive pricing and overall reasonable, justifiable financial proposal
* Quality, creativity and innovation of reference work submitted
* Experience of the company in implementing relevant assignments

The selection criteria are divided into two parts:

* Technical Proposal (70% of the total possible score);
* Financial Proposal (30% of the total possible score).

# Submission Details

1. It is mandatory for bidding organizations to submit documentary evidence demonstrating their legal, taxation and financial status. This includes:

* Trade license with at least two years of relevant business experience;
* A certificate of incorporation (if applicable);
* Joint stock registration certificate (if applicable);
* An organizational organogram of key personnel, inclusive of the names of such personnel;
* Tax identification number (TIN);
* VAT registration number;
* Proof of a segregated account (providing the name and address of such account);
* Submission of similar assignments completed (print/ video/ film etc.) with national and international organizations

1. All statutory taxes (Income Tax, VAT), as applicable, shall be deducted at source as per Bangladeshi laws by Swisscontact and will be deposited to the exchequer.
2. Percentage of VAT and total amount of VAT should be mentioned in the financial proposal.
3. Financial proposal should be sent in a separate envelope. The name of the assignment should be mentioned on the top of the envelope. Soft copies of the technical offer should be submitted in a CD/DVD/Pen drive along with the hard copies.
4. Interested parties should submit their proposals (technical and financial) with a draft workplan and samples of similar assignments completed on or before **23 October 2018** by 5 pm BDT to the address below:

**Coordinator – Finance & Procurement**

Swisscontact Bangladesh

House 19, Road 11, Baridhara, Dhaka‐1212, Bangladesh

For more information please e‐mail to tamiz.mullick@swisscontact.org

1. Interested parties are also encouraged to attend a pre-bid meeting to be held on **16 October 2018**. Only one representative from each party may attend the meeting. An email stating the interest to attend, along with the name of the presentative, must be submitted to tamiz.mullick@swisscontact.org on or before **14 October 2018** by 5 pm BDT.

**N.B.: Swisscontact reserves the right to reject or cancel any offer without showing any cause or clarification whatsoever.**