**Terms of Reference (ToR)**

**for**

**Consultancy Work for “Organizing Online Meetings with Advocacy Stakeholders and Campaigning”**

**Background**

ActionAid Bangladesh (AAB), an affiliated member of ActionAid Federation, has been working in Bangladesh for three decades in solidarity with lagged-behind socio-political and economically excluded people for eradicating poverty and ensuring justice. AAB aims at facilitating people for challenging poverty and exclusion through its human rights-based approach (HRBA). ActionAid Bangladesh has been implementing Making Market Work for Women (MMWW) project for promoting women agri-entrepreneurship and bringing the transformational change in existing market system in rural areas along with ensuring the SRHR and nutrition services to the women agri-entrepreneurs and other member of their families. The project is being implemented with the financial assistance of Embassy of the Kingdom of the Netherlands (EKN) in selected areas of Patuakhali, Faridpur, Bogura and Gaibandha districts. The project has been advocating with LGED, LGD, DAM, Joyeeta Foundation and DGFP on construction of collection point and market shed beyond the project areas, assurance the inclusion of women representation in Market Management Committee (MMC) in local marketplaces, inclusion of rural women agri-entrepreneurs in National Agricultural Marketing Program, promotion of women agri-entrepreneurs’ products in national and international markets and introduction of Flexible hour in Union Health and Family Welfare Centre (UHFWC) over the country for ensuring SRHR and nutrition services to the school going rural adolescent girls and boys respectively. Some of its outcomes has already been achieved along with some extent of progresses in its advocacy initiatives. Now the project wants to share the experience and achievements on policy issues like construction, operation and maintenance of market space, proper implementation of government Hat-Bazar related Nitimala-2011**,** involvement of rural women agri-entrepreneurs in National Agricultural Marketing Policy-2020, extension of activities of Joyeeta Foundation at Upazila level and issuance of a circular for introducing flexible hour in each UHWFC with respective government stakeholders, representatives of donors, INGOs and NGOs, researchers, academicians and mass people through print and social media campaigning for raising awareness to take necessary steps by respective authorities for creating opportunities of promoting women agri-entrepreneurship in rural areas of Bangladesh. In that point of view MMWW project intends to work with a media along with its social and digital media to campaign the outcomes and advocacy initiatives of the project for sharing the learnings on rural women entrepreneurship development, ensuring women-friendly market environment, transforming market behavior and its potentiality with the policy planners, donors, INGOs, NGOs, researchers, academicians and mass people.

**Overview of the Project**

Development of rural women entrepreneurship is a major priority of policy makers, respective government and non-government agencies and even to the rural mass people for accelerating the progress of Bangladesh. Despite of achieving the remarkable development and being a role model of women’s advancement in the world, women entrepreneurs in the rural area are still facing challenges in progressing themselves due to lack of infrastructure with women friendly facilities, lack of raising voice in decision making process of marketplaces and very limited access of women entrepreneurs in rural marketplaces. Aiming of improving the situation in rural areas, MMWW project is working in Faridpur, Gaibahdha, Patuakhali and Bogura districts through partnering with SKS Foundation, Shushilan and Association for Scio-Economic Advancement Bangladesh (ASEAB) from November 2015. ActionAid Bangladesh thinks that well facilitated marketplaces for women in rural areas help transforming the traditional agricultural practices into the climate-smart modernize agriculture with women friendly production and marketing environment through getting more access to local, regional and national markets with better competitiveness. However congenial marketplace with women friendly facilities is one of the priority factors for ensuring women entrepreneurs’ friendly production and marketing environment in the rural areas of Bangladesh. At this point, MMWW project has constructed 67 collection points and 22 market sheds for improving systemic market behaviour towards women entrepreneurs and increasing capacity of women entrepreneurs for competing with the existing market environment. Most of the collection points and market sheds are functioning well and rural women agri-entrepreneurs are economically benefiting from the market space. Now the project wants to disseminate the concept of community-based marketing approach over the potential areas of Bangladesh through LGED. Besides, ensuring the participation of women in decision making process in MMC is very important to create women-friendly marketing environment which help increasing the access of women entrepreneurs in local marketplaces as well as promoting the women entrepreneurship in rural areas. For ensuing the participation of women in MMC, the project is advocating with LGD to ensure the proper implementation of **miKvwi nvU-evRvimg~‡ni e¨e¯’vcbv, BRviv c×wZ Ges Dnv nB‡Z cÖvß Avq e›Ub m¤úwK©Z bxwZgvjv-2011** in forming MMC of local marketplaces. As this Nitimala ensure the participation of women in decision making process in MMC. Women participation in decision making process encourages the women entrepreneurs in getting more market access which help promoting the products of women entrepreneurs. For wider promotion of their products, the project is established linkage with national agricultural marketing department and Joyeeta Foundation. Now the project intends to provide the prime focus on sharing its advocacy experiences and achievements with state and non-state policy stakeholders, researchers, academicians and even with mass people for creating more opportunities and women responsive marketplaces for rural poor women entrepreneurs for improving their livelihoods. Print media might be played an effective role for motivating the respective stakeholders by bringing them together under a unique umbrella.

**Expected Deliverables**

* Publish 03 (three) articles along with related video documentations (five to six minutes with sub-title) on women entrepreneurship development and transformational change in market system in print media along with its digital media and social media.
* Organize 01 (one) online round table discussion meeting on selected issue and campaign the round table discussion through a full-page media coverage in print media.
* Organize live coverage of 01 (one) webinar for about one and half an hour through its Facebook pre-post for promotion, Facebook page and YouTube Channel.
* The project files of all computer-generated documents will be upkept and shared with AAB COMMS team.
* A report shall be generated by the print media authority and will be submitted to ActionAid Bangladesh mentioning reach of the campaign through it print, social and digital medias.

**Role of AAB**

* AAB will support to design final campaigning plan of consulting media.
* Support through providing relevant documents for developing articles and video clips.
* Edit articles developed by consulting media for publication in print media.
* Provide guidance to organize round table discussion meeting and campaign it through a full-page media coverage in print media.

**Time Frame**

This agreement will remain effective from 20 May 2021 to 25 June 2021.

**Tentative Timeline**

The tentative timeline for the deliverables as below:

* Publication of articles along with video documentations on print media, digital media and its social media page - 03 (three) articles within 05 June 2021.
* Organization live coverage of webinar through Facebook page and YouTube Channel - 01 (one) webinar within last week of 10 June 2021.
* Organization of round table discussion meeting and its full-page print media coverage - 01 (one) round table discussion within 15 June June 2021.

**Mode of Payment**

The payment will be done according to the following time frame/arrangement:

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| --- | --- | --- |
| **Instalments** | **Amount** | **Timeline** |
| 1st instalment | 30% of the total amount | After signing of agreement and submission of fund request. |
| 2nd instalment | 40% of the total amount | After publication of articles with video documentations and completion of webinar. |
| Final instalment | 30% of the total amount | Payment will be made after completion of all the deliverables along with submission of final campaign completion report with Tax Payment Invoice by 2nd week of June 2021 to AAB. |

The payments will be made in A/C payee cheques/Bank Transfer in the name of the Consulting Media**.** AAB will deduct income tax at source as per the rules of GoB and it will be deposited to treasury of GoB. Besides, no other benefits shall be admissible beyond what is stipulated in the contract, nor does it guarantee a regular position in AAB.

**Selection Procedure of the Consultant/Firm**

The consulting print media that has wide acceptance among Bangladeshi readers over the years and is the top Bangla daily newspaper in the country will be selected through providing Note to Record to the respective authority of ActionAid Bangladesh, following the proper procedures.

**Expiry of Agreement and Negotiable Flexibility**

Considering the initiative as proactive and responsive, activities can be amended and elaborated based on the properly documented negotiation between the two parties.

The Agreement will be invalidated after expiry of duration unless further extension is made by AAB. AAB also reserves the right to amend or change or cancel the Agreement at any time.

For any clarifications, please write to Shawkat Akbar Fakir ([Shawkat.Fakir@actionaid.org](mailto:Shawkat.Fakir@actionaid.org)) Project Coordinator or Jakirul Islam Peter, (Jakirul.Peter@actionaid.org), Senior Officer – MEAL of MMWW Project.

**© Copyright and Ownership of Data**

AAB reserves the copyright of all information, findings and the final campaign materials. All the outputs e.g. materials develop for print media, digital media and social media by the consulting works will be treated as the AAB’s property. So, the above-mentioned outputs or any part of it cannot be sold, used or reproduced in any manner by the assigned reviewer/team without prior permission from AAB.

**Confidentiality**

All the outputs e.g., documents, information, videos, photographs etc. produced as campaign materials will be treated as the AAB’s property. So, the above-mentioned outputs or any part of it cannot be sold, used or reproduced in any manner by the assigned Consulting Agency without prior permission from AAB.

**Submission of Proposal:**

Interested Consultant(S)/Consultancy Agencies are requested to submit their Technical and Financial Proposals through **e-mail**. [**aab.jobs@actionaid.org**](mailto:aab.jobs@actionaid.org)

Interested Consultant(S)/Consultancy Agencies should include the name and detail contact address of the consultant/team. Detailed CVs of the team members should be included in the annexure of the technical proposal.

The **deadline** for submission of **Proposa**l is **Monday, 03 May 2021**.