

Issued on: 30-01-2024

To

Ms./Mr.

Individual Consultant/Consultancy firm

Subject: **Letter of Invitation for Hiring Agency/Individual Consultant for Designing and Facilitating a Media Fellowship for BRAC Ultra-Poor Graduation (UPG) Programme.**

Dear Madam/Sir,

BRAC, founded in Bangladesh in 1972, is a development organisation that partners with over 100 million people facing inequality and poverty, creating opportunities to unlock human potential. The [Ultra-Poor Graduation \(UPG\) programme](#) in Bangladesh, pioneered by BRAC, is a globally recognised holistic approach to eradicating poverty and reducing inequality. It offers tailored interventions for various contexts (urban, rural, climate change-affected, hard-to-reach areas, etc.) and target populations, including persons with disabilities, indigenous communities, and fragile communities.

The UPG programme is built on four key pillars: Livelihood Promotion, Financial Inclusion, Social Protection and Social Empowerment. Major UPG activities include providing training and assets for income generation, offering financial literacy and savings support, connecting participants to social protection programmes, and fostering social empowerment through community engagement and life skills training.

In Bangladesh, factors such as climate change, urbanisation, and unforeseen events like COVID-19 have led to changing poverty dynamics, exacerbating poverty and inequality. Climate change causes environmental degradation and frequent extreme weather events that disproportionately affect people in disaster-prone areas, who often lack resources for recovery. Urbanisation has created pockets of inequality and poverty within cities, where the urban poor face challenges such as limited access to basic services, low income, and few productive assets.

In line with the strategies of the Government of Bangladesh (GoB) and BRAC to achieve SDG 1: No Poverty, the UPG programme aims to eradicate extreme poverty in the country. It seeks to bring about positive changes in the lives of ultra-poor individuals, encompassing economic empowerment, increased confidence, behavioural changes, and greater social inclusion. As of December 2022, the UPG programme has successfully enabled over 2.2 million ultra-poor households to achieve socioeconomic resilience and progress toward escaping extreme poverty and inequality in Bangladesh. BRAC recognises the importance of collaborative efforts to eradicate extreme poverty and reduce inequality, particularly through increased investments in social protection and sustainable livelihoods for the most vulnerable.

To achieve these objectives, BRAC is launching a Media Fellowship, titled 'Media Fellowship on Changing Poverty Dynamics'. This fellowship initiative will train young journalists to become experts in multidimensional poverty, contextual variations, and evolving poverty dynamics. They will use their work to highlight these issues, create a platform for policy advocacy, and contribute to addressing the ever-changing landscape of poverty and growing inequalities, ultimately promoting inclusive growth. This initiative will also inspire other journalists and media outlets to increase their coverage of poverty-related issues. Additionally, the fellowship will position BRAC as a knowledge-based organisation dedicated to poverty eradication, facilitating the integration of the Graduation programme into national policies and

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projects.

Moreover, this collaboration holds the potential to build strong long-term relations with media outlets, creating greater interest in and enthusiasm for BRAC's poverty eradication activities and initiatives.

For this reason, we are looking for a suitable consultant/ consultancy firm to serve the purpose.

Here we are enclosing the ToR for the consultancy service. We are looking forward to receive (i) CV/ Profile of the Individual mentioning the required experiences as per the attached ToR (ii) a technical proposal describing the methodology (iii) a budget for the assignment

RFP No: BPD/2024/RFP-150

Closing Date & Time: 13-02-2024 02:30 PM (Dhaka Local Time)

Please submit the Proposal **on 13-02-2024 02:30 PM (Dhaka Local Time)** in **tender.brac.net**. **Any offer via email or hard copy is treated as non-responsiveness.**

BRAC recognizes the empowerment of women and girls as fundamental to the organization's vision and mission. Women and gender-diverse individuals are encouraged to participate in the procurement. Without compromising organizational compliance in procurement, the selection of the supplier/vendor would be finalized.

During the participation in any tendering/enlistment process, if any Consultant/Consulting firm provides fake document, they will be banned from business with BRAC for certain years as per BRAC Procurement Guideline

Payment Condition:

Mode of payment will follow the below conditions :

After final submission of design of Media Fellowship: 20%

After developing guidelines: 20%

After facilitating the 3-month of the fellowship (deliverable to be decided later based on the agreed activity plan): 30%

After completion of fellowship follow-up activities, final payment: 30%

The calculation for 10 percent tax and 15 percent vat : $(\text{Core Value} \times 1.15) / .90$, Please calculate the value as per this formula. If any confusion please call Reazul Amin (01708498677)

Payment would be made to the Consultant/Consultancy firm after acceptance/recommendation by the programme through an automatic Bank transfer directly into any scheduled Bank in Bangladesh in favour of consultant/consultancy firm.

For payment, Consultant/consultancy firm has to submit an invoice duly describing the agreed accomplishment.

It is noted that the Firm must fill up their accounts information as per instruction i) Account name ii) A/C number iii) Bank name iv) Branch name v) E-mail address vi) Routing Number. Payments will be subject to deduction of VAT & Tax at source as per Govt. Rule. (If applicable).

Payment will be disbursed within 45 days after vetting by Programme.

Consultant/Consultancy Firm must submit 13 digits new BIN, Updated Trade license

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(Applicable for firm) & TIN, updated income tax certificate (applicable for both firm & Individual) with proposal and Mushok 6.3 Applicable for firm) and updated income tax certificate (applicable for both firm & Individual)with invoice.

As per the Finance Act-2022, the rate of tax shall be fifty percent (50%) higher if the payee (Vendors) fails to submit proof of submission of Income tax return at the time of making the payment.

Please note: Invoice date and Mushak 6.3 date must be the same. (Invoice submission time).

You are requested to affix 10Tk stamp on the bill.

Please provide team composition details with consultant's name and role for this project.

CV's are required for the consultants who will work for consultancy Firm

For approval of your account during the supplier registration process, and for any clarification, please contact MD. Reazul Amin (Deputy Manager, 01740284030 & reazul.amin@brac.net)

Thanking you

Sincerely

Moinuddin Islam

Senior Manager

BRAC Procurement Department

BRAC Head Office

BRAC Centre, 6th Floor

75 Mohakhali

Dhaka 1212, Bangladesh

STANDARD REQUEST FOR PROPOSALS (RFP) DOCUMENTS

Section 4: Financial Submission Form (BPD 5-15)

To:

BRAC Procurement Department

BRAC Head Office

BRAC Centre, 6th Floor

75, Mohakhali, Dhaka 1212

Date:

Ladies/Gentlemen:

We agree to be bound by the **Letter of Invitation** and we hereby submit our attached Financial Proposal for the sum of:

<insert currency and amount in both, words and figures>

The amount is including of local taxes & vat.

We confirm that our Proposal shall remain valid, from the closing date, for the period stated in the RFP.

Our Financial Proposal is binding upon us and shall be subject to any modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal.

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Commissions and gratuities paid or to be paid by us to agents relating to this Proposal and Contract execution, if we are awarded the Contract, are listed below:

Name and Address of Agents/Recipient	Amount and Currency	Purpose of Commission or Gratuity

We understand you are not bound to accept any or all Proposals you receive..

Yours sincerely,

Authorized Signature:

Name and Title of Signatory:

Name of Firm:

Address:

Firm's Seal or Stamp:

Terms of Reference (ToR)

Hiring Agency/Individual Consultant for Designing and Facilitating a Media Fellowship for BRAC Ultra-Poor Graduation (UPG) Programme

Background:

BRAC, founded in Bangladesh in 1972, is a development organisation that partners with over 100 million people facing inequality and poverty, creating opportunities to unlock human potential. The [Ultra-Poor Graduation \(UPG\) programme](#) in Bangladesh, pioneered by BRAC, is a globally recognised holistic approach to eradicating poverty and reducing inequality. It offers tailored interventions for various contexts (urban, rural, climate change-affected, hard-to-reach areas, etc.) and target populations, including persons with disabilities, indigenous communities, and fragile communities.

The UPG programme is built on four key pillars: Livelihood Promotion, Financial Inclusion, Social Protection and Social Empowerment. Major UPG activities include providing training and assets for income generation, offering financial literacy and savings support, connecting participants to social protection programmes, and fostering social empowerment through community engagement and life skills training.

In Bangladesh, factors such as climate change, urbanisation, and unforeseen events like COVID-19 have led to changing poverty dynamics, exacerbating poverty and inequality. Climate change causes environmental degradation and frequent extreme weather events that disproportionately affect people in disaster-prone areas, who often lack resources for recovery. Urbanisation has created pockets of inequality and poverty within cities, where the urban poor face challenges such as limited access to basic services, low income, and few productive assets.

In line with the strategies of the Government of Bangladesh (GoB) and BRAC to achieve SDG 1: No Poverty, the UPG programme aims to eradicate extreme poverty in the country. It seeks

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to bring about positive changes in the lives of ultra-poor individuals, encompassing economic empowerment, increased confidence, behavioural changes, and greater social inclusion. As of December 2022, the UPG programme has successfully enabled over 2.2 million ultra-poor households to achieve socioeconomic resilience and progress toward escaping extreme poverty and inequality in Bangladesh. BRAC recognises the importance of collaborative efforts to eradicate extreme poverty and reduce inequality, particularly through increased investments in social protection and sustainable livelihoods for the most vulnerable.

To achieve these objectives, BRAC is launching a Media Fellowship, titled 'Media Fellowship on Changing Poverty Dynamics'. This fellowship initiative will train young journalists to become experts in multidimensional poverty, contextual variations, and evolving poverty dynamics. They will use their work to highlight these issues, create a platform for policy advocacy, and contribute to addressing the ever-changing landscape of poverty and growing inequalities, ultimately promoting inclusive growth. This initiative will also inspire other journalists and media outlets to increase their coverage of poverty-related issues. Additionally, the fellowship will position BRAC as a knowledge-based organisation dedicated to poverty eradication, facilitating the integration of the Graduation programme into national policies and projects.

Moreover, this collaboration holds the potential to build strong long-term relations with media outlets, creating greater interest in and enthusiasm for BRAC's poverty eradication activities and initiatives.

Purpose of hiring the agency/individual consultant:

The Fellowship for creating a pool of journalist experts on multidimensional poverty, contextual variations, and evolving poverty dynamics, is a new initiative for BRAC. Thus, bringing in a professional agency/individual consultant with expertise and recognition in journalism, communications, and good understanding on the development sector, can help the organisation design and facilitate the Fellowship programme considering its purpose, ensure smooth conduction and achieve sustainable outcomes.

Scope of work:

In alignment with BRAC's vision, mission and values, the agency/ individual consultant will have the scope to design and facilitate a unique fellowship for young journalists by using his/her expertise. The the agency/ individual consultant will also contribute to designing and conducting the Fellowship in a way that will help to position BRAC as a knowledge-based organisation dedicated to poverty eradication to scale and integrate Graduation programme into national policies and projects. This, in turn, will add significant value to national level policy advocacy which is an integral part of BRAC's Ultra-Poor Graduation programme's work. The the agency/individual consultant will finalise methodology of assigned tasks after discussing those with the UPG programme team, Comms Media team and BRAC Learning Division team.

The the agency/individual consultant's role will involve:

- Designing the Media Fellowship through a process which includes desk research, key informants' interviews, focus group discussion and background research on similar modalities of fellowship. The process will cover the relevant key stakeholder's views including senior journalists from prominent media outlets, academicians, related

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organisation, potential young journalists, relevant programme personnel and leadership of BRAC, etc. Based on the learnings from the aforementioned, the consultant will conduct a workshop and finalise the design.

- Developing a guideline on recruitment process of fellows and mentors
- Developing a media fellowship programme implementation guideline consisting:
 - a) objectives, expected outcomes, timeline, stakeholder mapping, fellowship modalities
 - b) course curriculum, fellowship activities such as knowledge sharing sessions, field visits, report writing/publication, course materials

c) fellows and mentors engagement plan, the role of media houses, payment methodologies

d) follow-up mechanism, etc

- To facilitate the whole 6-month long fellowship process i.e. sessions, course materials, field visits, mentorship for report writing, and follow-up activities following the guidelines developed
- To submit Media Fellowship Pilot Completion Report

The agency/individual consultant will be required to adhere to BRAC's communication guidelines (e.g. Communicating at BRAC, BRAC Brand Guidelines, consent forms, safeguarding policies, gender policies, etc.) provided by BRAC.

Responsibilities of the consultant:

The agency/individual consultant will be responsible for the overall planning, execution and management of the Media Fellowship pilot:

- To stocktake existing provision of media fellowship after reviewing relevant documents, study/research through desk review.
- To map relevant stakeholders for capturing their experience by using tools and techniques i.e. key informant interview and focus group discussion.
- To prepare the required documents reflecting an alignment with the purpose and scope of work mentioned in the ToR.
- To conduct desk review, gathered information's processing, storage and protection.
- To plan and execute high-quality Fellowship programme in collaboration with the Ultra-Poor Graduation programme and BRAC media engagement team -- including identification of the fellows and mentors.
- To ensure professional quality of the documents, sessions, course materials, visits, mentorship for report writing, follow-up activities, etc

The agency/individual consultant will be in touch with the Director, Ultra-Poor Graduation programme and Head of BRAC Communications Media team for his/her guidance on successful completion of the assignment and need basely with Senior Manager, Advocacy, Ultra-Poor Graduation programe, and Lead, Media Relations of BRAC Communications unit.

Deliverables: The agency/individual consultant will be responsible for the overall design, planning, and implementation of the Media Fellowship, in close coordination with the UPG programme team and BRAC media team.

Abiding by the Scope of Work section of the ToR, the agency/individual consultant will be responsible for the following deliverables:

1. Design and facilitate a study finding's validation workshop involving BRAC's UPG programme and Central Communications
2. Develop two guidelines: a) Guideline on recruitment process of fellows and mentors, b) Media Fellowship programme implementation guideline
3. Facilitate the whole 6-month long fellowship process and follow-up activities
4. Submit Media Fellowship Pilot Completion Report

Note: Based on the guidance provided by the consultant, it will be the role of the mentor/s to equip and empower the journalists with a comprehensive understanding of poverty eradication issues, enhance their journalistic skills in reporting on poverty-related topics, and foster a network of skilled and informed journalists committed to advancing discussions on poverty eradication and the contexts in which poverty persists in Bangladesh.

A proposed schedule and milestones for completion (timeline):

Sl.	Activities	Timeline (expected)
1.A	Desk review	1.5 weeks
1.B	Mapping of stakeholders to be shared with UPG programme and media teams	
2	Meet and talk to stakeholders (key informant interview, focus group discussion)	2 week
3	Design and plan a findings validation workshop	
4	Facilitate the workshop	
5	Submit draft Media Fellowship outline (Deliverable# I)	1 weeks
6	Finalise and submit Media Fellowship outline (Deliverable# 1)	
7	Submit draft guideline on recruitment process of fellows and mentors (Deliverable# II.a)	2 weeks
8	Finalise and submit guideline on recruitment process of fellows and mentors (Deliverable# II.a)	
9	Submit draft of guideline of Media Fellowship programme implementation guideline (Deliverable# II.b)	
10	Finalise guideline of Media Fellowship programme implementation guideline (Deliverable# II.b)	
11	Facilitate the whole 6-month long fellowship process (Deliverable# III)	TBD
12	Follow-up activities (Deliverable# III)	TBD
13	Media Fellowship Pilot Completion Report submission	TBD

Contract duration and timeline:

The agency/individual consultant will be hired for a period of **nine months from the date of contract signing**

1. Qualification of the agency/individual consultant:

- At least 20 years of experience in journalism and communications with a focus on development issues such as poverty eradication, social protection, sustainable development, disaster preparedness, and response, etc.
- Experience in media research with publications at national and international levels.
- Proven track record in developing training modules and conducting training for journalists.
- Candidates with teaching experience in Mass Communication and Journalism/Media Relations in a reputed university will be given priority.

Document to be submitted along with proposal:

e.g (1) Agency/individual consultant's profile, (2) Financial proposal (including logistics, journalist's fellowship fees, mentor's fees, capacity building facilitator's fees and other activities/logistics/overhead cost)

Payment schedule and conditions: All payments will be made via bank transfer upon the completion of the assignment as follows and in accordance with the conditions favorable to the agency/individual consultant:

After final submission of design of Media Fellowship: 20%

After developing guidelines: 20%

After facilitating the 3-month of the fellowship (deliverable to be decided later based on the agreed activity plan): 30%

After completion of fellowship follow-up activities, final payment: 30%

Copyrights and credit for the materials:

1. Authorship credit - the author's details will be clearly included in the credit line.
2. The materials will be treated as the property of BRAC.

Thanking You
For BRAC



MOINUDDIN ISLAM
Senior Manager, Procurement