



# Expression of Interest

## Development of Strategic Communication Plan

### 1. Introduction

Dushtha Shasthya Kendra (DSK), as a non-government development organization (NGO), was established by a team of like-minded professionals in the mid-1980s, for eliminate poverty of the targeted poor in selected hard-to-reach remote areas of the Bangladesh. In 1989, DSK has been registered with the department of social services (Dha-02273) and in 1991 with NGO Affairs Bureau (No 577). Depending on the geographic locations, DSK's activities have been generally classified as urban and rural development. DSK received a license of Microcredit Regulatory Authority (MRA No 02100-01985-000369) in 2009.

DSK's present microfinance program includes the extreme and moderate poor of both urban and rural areas, micro entrepreneurs, marginal and small farmers. DSK's program has been diversified over time in accordance with the changing needs of the context of society. Enabling the poor to come out from the poverty cycle, build up their skills and getting access to different sectors, DSK has provided capacity building, technology transfer, entrepreneur development and different programs. DSK has achieved its goal with the continuous support of the Government, partner organizations, development partners and community people.

DSK has prepared a strategic plan for the period of 2019-2023. The strategic plan recommends for a development of Communication plan. It is also important for DSK to develop a communication plan as a road map to introduce all the messages, services, products or launch an initiative to all its stakeholders, target audiences and donor agencies. It's an essential tool for DSK to provide a clear, specific message to different donor agencies. In order to do the above, DSK also needs to prepare comprehensive strategic communication plan with communication materials and medium (web site, Facebook, brochure, Annual Report, study report, leaflet, poster, flash cards etc.) A communication plan is also needed to ensure clear communication avoiding confusions.

To develop an effective Strategic Communication Plan, DSK is searching for an experience consultant or a consulting agency.

### 2. Objectives of the assignment

The broad objective of the assignment will be to develop a Strategic Communication plan for the period of 2019-2023 and present it before DSK concerned authority in October 2019 for its approval.

### **3. Scope of services**

The subject of the consultancy is to prepare “DSK’s Strategic Communication plan” Development for the period 2019-2023.

### **4. Duration of the Task**

20 working days spread over from September to October 2019.

### **5. Methodology/ Tasks to be undertaken by the Consultant**

- Preliminary discussion with “DSK’s Strategic Communication plan development” committee comprised of DSK senior staffs.
- Study and review DSK systems and approaches, different DSK publications, Annual Reports, MIS reports, different project reports, etc.
- Conduct a workshop with the DSK project staffs, senior staffs, community representatives (if needed) and other stakeholders in the field and office level.
- Interview of different senior staffs and stakeholders
- Also capture direction, opinion, observation of DSK management

### **6. Deliverables**

- A comprehensive and detailed “Strategic Communication plan” for DSK

### **7. Terms and Conditions**

- The consultant/ consultancy agency is expected to submit a technical and financial proposal for the assigned work within September 19, 2019.

### **8. Required skills and Experiences**

- At least 5 years of working experiences in development of Strategic Communication plan
- Have trade license or being registered with authorized authority.
- Working experience with development organizations/ INGOs.
- In-depth knowledge and understanding of communication materials and different media

### **9. Costs**

- The consultancy fees will include VAT & TAX
- All payment will be in process through account payee cheque
- Final payment will be provided after completion of assigned work

You are requested to submit a technical and financial proposal along with a project completion timeline through E-mail to [ritasen@dskbangladesh.org](mailto:ritasen@dskbangladesh.org) or hardcopy to the below mentioned address.

## 10. Contact

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Please submit your proposal on the Firm's Letterhead Pad with sealed Envelope on or before **September 19, 2019, 11:30 am** to the address as mentioned before.

