

Terms of Reference

Knowledge Management Consultancy

1. Background

iDE is an international NGO with over 37 years of experience in designing and delivering market-based anti-poverty programs in 11 countries. We are a world leader in making markets work for the poor as well as the longest established market development specialist NGO in Bangladesh. iDE believes that markets can be a powerful force for improving smallholder prosperity by creating income and livelihood opportunities for poor rural households. iDE Bangladesh currently has eight projects in agricultural markets, water, sanitation and hygiene (WASH), and access to finance with a focus on women's economic empowerment and climate-smart technologies.

2. Project Background

The Women's Economic Empowerment through Strengthening Market Systems (WEESMS) programme is a five-year (2016-2021) initiative funded by the Embassy of Sweden, designed to increase women's participation in the labour market in rural and peri-urban Bangladesh, with a significant focus on reducing gender inequality in the country's entrepreneurship ecosystem. The programme is being implemented through a partnership of iDE Bangladesh and The Asia Foundation across six districts under the Khulna and Rangpur divisions of Bangladesh. The programme works with the sectors of home textiles and jute diversified products and processed and packaged foods.

The three outcomes of the WEESMS programme are:

Outcome 1. Improvement in enabling environment leading to increased economic participation of rural women

Outcome 2. Strengthened resilience of women-led/owned & women-oriented SMEs to overcome economic shocks

Outcome 3. Increased growth of women-led/owned & women-oriented SMEs

3. About the Assignment

The objective of the knowledge management consultancy assignment is to develop final content for a case study booklet that will highlight the achievements of the WEESMS project in 4 thematic topics that the project aimed to address during its project duration (years 2016 till 2021). Each of the cases will have specific sets of information, along with visual diagrams to make it an attractive reading material for the readers and practitioners, including at least two short stories of the beneficiaries and market actors. The four key thematic areas, that the content will highlight are as follows:

- 1) Decent work learning in the informal economy of Bangladesh and the contribution of WEESMS project
- 2) Access to finance for rural women SMEs: Policies and Practices- and the contribution of WEESMS

- project
- 3) Access to forward market linkages for rural women-led/women-oriented SMEs- and the contribution of WEESMS project
 - 4) Transforming gender roles to contribute to women's economic empowerment- and the contribution of WEESMS project

Necessary information and strategic insides along with relevant photographs will be provided by the project team for all the contents- that can guide the consultant consultant in grasping the inter-ethos and philosophy of the work conducted by the WEESMS project and the relevance with wider economic growth and empowerment of women in the rural context of Bangladesh.

The consultant is expected to conduct long-interviews with project team members, review documents and information provided by the team, and develop comprehensive storyline that provided both eloquent writing and infographics to attract and engage its targeted readers, i.e., development-sector practitioners, diverse donor communities, commercial sectors and trade bodies.

This document will be a key output of the WEESMS project, that can tell the story of how the project addressed various challenges in the market system for women and their participation in the economy by immersing themselves in addressing natural and social bottle-necks in four broadly defined areas, i.e., here described as thematic topics.

The four cases on four key thematic areas all together will make the case study booklet, in addition to chapters on introduction of the project in the beginning and recommendation section describing overall way forward for the programme, as briefed by the project leadership team.

Contents for each of these four write-ups should follow the general structure shared below , but consultants are encouraged to suggest their own views on the reporting outline with rationale for their suggested structure of the thematic topics, which will be evaluated during the bid assessment process:

- 1) Original Context during Inception
- 2) Context of the targeted SMEs and women for the WEESMS project (cases/storylines to demonstrate the acute and peculiar needs of the targeted beneficiaries of the project)
- 3) Intervention Idea
- 4) Summary of expected results of the Intervention
- 5) COVID-19 and changes to Intervention Plan (adapting to the new reality)
- 6) Impact- qualitative & quantitative
 - a) Achievement towards systemic change
- 7) Lessons Learnt
- 8) Recommendations
- 9) Short blurbs on - 2 beneficiary short stories

Although majority of the draft texts for each thematic topic will be provided by the project team, the consultant is expected to sit with the relevant project personnel to understand the project context, the project concept at the inception period, the intervention areas, evolution of the interventions, COVID-19 and changes

in intervention plan, impact evaluation, achievement of the project and lessons that were learned during the whole period. Therefore, the consultant will conclude each of the cases with recommendations along with two short stories of the beneficiaries which will also be drafted by the project. The consultant has to finalize all the texts and design the layout of the entire booklet with sufficient graphics and images. This assignment may also include engagement with iDE Global's Evidence & Analytics (E&A) team for the completion of the assignment.

4. List of Deliverables and Deadlines

The assignment should cover the following key deliverable(s):

- **An inception report along with work plan- within 7 calendar days of project commissioning**
- **Draft detailed individual case studies on the following thematic areas (roughly 2500-3000 words each, along with sufficient infographic and data for the readers to understand the context of the topic)- within 30 calendar days of project commissioning**
 - Decent work learning in the informal economy of Bangladesh
 - Access to Finance for rural women SMEs: Policies and Practices
 - Access to forward market linkages for rural SMEs
 - Transforming gender roles to contribute to women's economic empowerment
- **Final Case Study Booklet- within 45 calendar days of project commissioning**
 - Introduction to WEESMS
 - Finalized detailed individual case studies on the thematic areas
 - Way forward for the programme (and also COVID context & focus areas)
- Provide 5 demo booklet copies of the final version of the document along with all soft-copies and images for professional printing in future.

All the deliverables will be accomplished by **15th November, 2021**

5. Major responsibilities of iDE

iDE will provide the consultant with the necessary support to undertake and implement the assignment and execute the objectives of this Terms of Reference (ToR).

Such responsibilities include:

- Providing guidance and clarifications of the assignment as needed;
- Providing relevant documents and technical support to the consultant;
- Disbursing payment as per the agreed schedule in the contract

6. Eligibility Criteria

General experience and expertise requirements for the consultant:

- A minimum of five years of experience in the field of communications and writing (with demonstration of previous written works)
- Very good proficiency in English language
- Experience in working with professional article writing (preferably in international journal, English newspaper, prominent blog or magazines i.e. medium etc.)
- Experience developing graphical illustration for story-telling
- Experience in working with booklet layout and cover design
- Sound knowledge of women's economic empowerment and market systems development
- Decent understanding on the market system development approach through previous work relevance
- Prior work experience in developing knowledge management products will be preferred, as long as demonstrated evidence can show direct engagement in the process.

7. Schedule of Payment

The financial proposal should include the costs for the assignment (including VAT and TAX). The consulting fees payment will be made in two installments.

Note: Government VAT and tax regulation will be applied, and these costs must be included in the financial proposal.

The following terms and conditions will apply:

- The payment will be made through account payee cheque/wire transfer (account name, number, type, bank name, and branch name is required for wire transfer);
- As per Government of Bangladesh VAT and tax regulation; International consultants are taxed at 15% VAT (on contract amount) and 20% tax (on contract amount +VAT); National consultants are taxed at 15% VAT and 10% tax;
- Government VAT and tax regulation will be applied and iDE Bangladesh will deduct all relevant VAT and Tax at source as per GoB rule;
- VAT Registration Certificate, TIN and Trade License (if applicable) must be submitted before the agreement is signed;
- In case of failure to deliver the final product in due time, iDE Bangladesh will deduct .05% of the total agreement amount for each day of delay in submitting the report beyond the closing date of the agreement;
- The selected consultant will abide by other terms and conditions of iDE Bangladesh.

8. Bid Submission

All proposals should include:

- Cover letter (maximum one page);
- Technical Proposal (maximum two pages) which should include:

- Understanding of the assignment and a detailed work plan
- Relevant experience of the consultant/firm
- Links to samples of previous work in a Google Drive folder
- Financial Proposal (maximum of two pages): breakdown of cost estimates.
- If applicable, please also include:
 - Company Profile
 - VAT Registration Certificate
 - TIN Certificate
 - Joint Stock Company Registration Certificate
 - Trade License Certificate

Interested and qualified firms should submit their proposals to **bangladesh.procurement@ideglobal.org** by **September 18, 2021**.

Please write “**Proposal for WEESMS Knowledge Management Consultancy**” in the subject line. Only shortlisted consultants/firms will be contacted.

iDE is an equal opportunity employer and does not discriminate on grounds of race, gender, religion, or sexual orientation.