**Terms of Reference**

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| Media Engagement Services for TLTN and Feature Publications on Private Sector Contribution |

**1. Organization Background**

iDE is an international NGO with over 37 years of experience in designing and delivering market-based anti-poverty programs in 12 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 multiple projects in agricultural markets, water, sanitation and hygiene (WASH), nutrition, and access to finance with a focus on women’s economic empowerment and climate-smart technologies.

**2. Project Background**

The **“Transforming Lives Through Nutrition” (TLTN)** project aims to improve maternal and child health by delivering proven nutrition interventions and strengthening health and food systems at scale by putting women and children at the center. To improve the nutrition situation of the vulnerable group, the TLTN project has interventions in agricultural production, water, sanitation, and hygiene management, and strengthening the supply chain and small market enterprises in Sylhet, Sunamganj, Moulvibazar, Habiganj, Patuakhali, Bhola, and Cox’s Bazar district. This project included 210 women nutrition sales agents, 30 women sanitation sales agents, and 60 women menstrual hygiene management entrepreneurs. All of these women will be supported to increase the availability of nutrition, hygiene, and agricultural products in the community. Additionally, more than 2500 farmers, 40 women vermicompost entrepreneurs, and 150 latrine producers will be involved in the intervention.

### 3. About the Assignment

As part of the **Transforming Lives Through Nutrition (TLTN) Project**, **iDE Bangladesh** aims to engage a skilled media consultant or firm to strategize, produce, and manage impactful features of the private sector's role in development. This assignment is crucial in advancing the project’s communication and visibility objectives, with a focus on highlighting the intersection of **nutrition, gender empowerment**, and **inclusive market development**.

The primary goal of this assignment is to create and publish high-quality content that features the contributions of the **private sector** in shaping the nutrition market and driving economic empowerment across Bangladesh. The content will showcase unique interventions implemented during the 1st phase of TLTN, including:

* **Feature Storytelling and Content Creation**: Publishing articles, interviews, and multimedia content that spotlight innovative models and demonstrate the impact on community development.
* **Event Coverage**: Providing comprehensive coverage of development-focused events and forums, hosted by iDE and its private sector partners, to further amplify the TLTN narrative.

The **Media Engagement Assignment** is scheduled to begin on **10th May 2025** and run through **30th June 2025**. During this period, **eleven (11) feature articles** and **one event news coverage publication** are anticipated. A detailed work plan will be submitted by **25th May 2025**.

**4. Major responsibilities of the Consultant/Firm/Media personnel**

In consultation with respective unit at iDE, the Consultant/Firm/Media Personnel will be mainly responsible for the following tasks or services:

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| **Phase** | **Responsibilities** |
| Phase-1  (Inception Phase) | * Kick-off Meeting (Orientation) with the TLTN project team * Assign a focal person who will work closely with the project to ensure the proper delivery of any assignment during the support and maintenance phase. |
| Phase-2  (Implementation Phase) | Develop 11 Impactful Feature Articles on the Private Sector’s Role in WASH, Agriculture, and Nutrition Improvement |
| Phase-3  (Closing phase) | Series of Publications in Daily Newspapers with Soft Copy Submission to iDE |

**5. Major responsibilities of iDE**

iDE will provide the Consultant/Firm/Media Personnel with the necessary support to undertake and implement the assignment and execute the objectives of this assignment. Such responsibilities include the following:

* Provide initial briefing and existing work overview;
* Provide relevant documents and technical support;
* Provide support before and during the assignment;
* Closely follow up & monitoring the activities as per agreement of the Consultant/Firm/Media Personnel; and
* Disburse payment as per the agreed schedule in the contract.

**6. Key Deliverables**

The following deliverables are expected from the consultant/firm:

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| **S.N.** | **Deliverable** | **Tentative Timeline** |
| 1 | Contract signed | 10 May 2025 |
| 2 | Detailed Work Plan (1 item) | 15 May 2025 |
| 3 | Develop 11 Impactful Feature Articles on the Private Sector’s Role in WASH, Agriculture, and Nutrition Improvement | 15 June 2025 |
| 4 | Series of Publications in Daily Newspapers with Soft Copy Submission to iDE | 30 June 2025 |

**7. Tentative Work Schedule**

The consultant/firm is expected to start work on or around **10th May 2025**. This assignment should be completed by **30th June 2025,** which includes completion of all tasks in the assignment along with the submission of the deliverables. Based on unavoidable circumstances, the period for conducting the assignment might change depending on the situation. The Consultant/Firm/Media Personnel is expected to be able to accommodate these changes without additional cost.

**8. Proprietary Rights**

Any document, information or data entrusted to or produced by iDE in connection with this assignment shall be strictly confidential and cannot be used by the contract employee for any other purpose without the written consent of iDE. This provision shall remain valid even after the completion of this assignment. iDE-Bangladesh reserves the right to terminate this agreement at any time with the consultation of the contracted individual/firm. iDE will reserve the copyright of all produced materials and should be permitted to use them without a time limit.

**10. Eligibility Criteria**

General experience and expertise required for this assignment are mentioned below:

* Experience in media engagement and working with NGOs is preferable.
* Expertise in successfully planning daily publications at scale while adhering to brand guidelines.
* Ability to propose creative concepts from the resources provided by iDE.
* Demonstrated capacity and expertise to execute the activities, including availability of equipment, contacts and experience of undertaking similar assignments.
* Well-developed design and plan for executing the assignment. This includes the approach to media engagement, realistic timeline, critical milestones, dependencies, lines of communication etc.
* Relevant work experience and qualifications of key personnel / senior staff to conduct the proposed project, and the proposed management and team structure.
* Good command over English and Bangla.

**11. Bid Submission**

All proposals should include:

* Cover letter (maximum one page);
* Technical Proposal (maximum 3 pages) which should include:
  + Understanding of the assignment and a detailed work-plan
  + Relevant experience of the event management service consultant/firm
  + Links to samples of previous work in a Google Drive folder
* Financial Proposal (maximum one page): breakdown of cost estimates. This should include, but not be limited to accommodation and travel costs (from one district to another), food expenses, and other items needed for the consultancy/service.
* If applicable, please also include:
  + Company profile
  + VAT Registration Certificate
  + TIN Certificate
  + Joint Stock Company Registration Certificate
  + Trade License Certificate

Interested and qualified consultants/firms are asked to submit their Technical and Financial Proposals to [bangladesh.procurement@ideglobal.org](mailto:bangladesh.procurement@ideglobal.org). Please write **“Proposal for Media Engagement Services of TLTN Project”** in the subject line. The proposals should be submitted by **5 PM Bangladesh Standard Time (BST) on 7th May 2025**. We are only able to consider electronic submissions. Only shortlisted consultants/firms will be contacted and invited for a technical discussion.

**Deadline:** 7 May 2025 COB (5PM BST)