### *ToR for Private Sector Engagement for Climate Smart Agriculture Cox’s Bazar District and Regenerative Agriculture in Sylhet Region*

### 1. Organization Background

iDE Bangladesh is a leading non-governmental organization (NGO) focused on using market-driven approaches to reduce poverty and improve livelihoods. With over 37 years of experience, iDE focuses on agriculture, nutrition, WASH (water, sanitation, and hygiene), and economic empowerment in Bangladesh. The organization works to empower smallholder farmers and vulnerable communities by improving their access to resources, markets, and opportunities.

### 2. Project Background

The Transforming Lives Through Nutrition (TLTN) project, implemented by iDE Bangladesh, aims to improve maternal and child health by scaling up proven nutrition interventions and strengthening food systems. As part of this effort, iDE is working to promote regenerative agriculture practices among 2,000 farmers, with 24 demonstrations and 8 awareness campaigns—one in each district—to raise awareness and encourage the adoption of sustainable farming techniques.

### This assignment will focus on implementing a regenerative agriculture practices campaign and promoting sustainable farming techniques for 2,000 farmers across 8 districts in the Sylhet, Cox’s Bazar, and Barisal regions of Bangladesh. The goal is to raise awareness about regenerative farming, strengthen the agricultural supply chain, and encourage the adoption of sustainable practices among farmers to improve soil health, increase biodiversity, and enhance the long-term sustainability of agriculture in these areas.

### 3. Scope of Work

iDE Bangladesh is seeking two companies or firms who have Agriculture inputs that specialize in regenerative agriculture practices and can lead a farmer-based awareness campaign across 8 districts in the Sylhet, Cox’s Bazar, and Barisal regions of Bangladesh. The assignment will focus on raising awareness, promoting sustainable farming techniques, and expanding agriculture inputs market outreach on the importance of regenerative practices for improving soil health, increasing biodiversity, and ensuring long-term agricultural sustainability. The campaign will be rolled out in coordination with local farmers, farmer groups, and relevant stakeholders to promote the adoption of regenerative agricultural practices and encourage their incorporation into daily farming activities.

### Major Responsibilities of the Company/Firm

The selected company/firm will be responsible for the following:

#### Phase 1: Inception Phase

* **Kick-off Meeting with iDE**: Align on FGD for objectives, target farmers, and deliverables.
* **Focal Point Assignment**: Appoint a dedicated contact person who will work closely with iDE to ensure smooth execution and coordination throughout the project.

#### Phase 2: Implementation Phase

* **Develop Campaign Content**:  
  + Create educational materials (posters, booklets, presentations) that are relevant and tailored to the farming community, focusing on the benefits of regenerative agriculture practices.
* **Awareness Campaign**:  
  + Organize 8 FGDs (each selected companies) for farmers, local agricultural stakeholders, and community leaders, emphasizing the importance of regenerative farming, climate smart agriculture, their environmental benefits, and the role of sustainable farming practices in boosting long-term yields and improving soil health.
* **Farmer Demonstrations**:  
  + Conduct 8 practical demonstrations on regenerative farming, climate smart agriculture techniques such as crop rotation, agroforestry, soil health management, and water conservation practices.
* **Product Promotion**:  
  + Design and implement a campaign to promote the use of sustainable farming inputs (seeds, organic fertilizers, tools, etc.) that support regenerative farming, climate smart agricultural practices.
  + Provide input support to 2,000 farmers (e.g., seeds, organic fertilizers, tools) to facilitate the transition to regenerative farming, climate smart agriculture practices.
* **Engagement with Agricultural Entrepreneurs (AE)**:  
  + Coordinate with selected Agricultural Entrepreneurs (AE) for the distribution of promotional products, tools, and inputs necessary for implementing regenerative farming, climate smart agriculture practices.
  + Ensure the establishment of a sustainable supply chain for regenerative farming, climate smart agriculture products and services.

### Phase 3: Closing Phase

* **Final Report**:  
  + Submit a comprehensive report to iDE detailing the campaign’s outreach, farmer participation, adoption of regenerative farming, climate smart agriculture, product uptake, and overall impact assessment.
* **Soft Copy Submission**:  
  + Provide soft copies of all campaign materials, including session content, reports, and documentation on the awareness sessions, demonstrations, and farmer feedback.

### *Major Responsibilities of iDE:*

### iDE will provide the following support for the implementation of regenerative agriculture practices:

### Initial Briefing: Provide the necessary background, project documentation, and support materials regarding the regenerative agriculture project, farmer partnerships, and sustainable farming practices.

### Technical Support: Assist in liaising with local farmers, agricultural experts, community leaders, and relevant authorities to ensure the smooth implementation of the project activities.

### Cost-Sharing: Procure the necessary inputs (seeds, organic fertilizers, tools, etc.) for distribution to farmers, facilitating the adoption of regenerative agriculture practices.

### Monitoring and Follow-up: Ensure that the activities are being executed as per the agreement, provide timely feedback, and monitor progress through site visits and regular reporting to ensure alignment with project goals.

### Payment and Disbursements: Ensure timely payments and financial disbursements as per the contractual agreement, covering farmer support, input distribution, and other necessary activities.

**4. Key Deliverables:** The table below is tailored to the regenerative agriculture practices campaign and highlights key deliverables across the different phases of the project

### Deliverables Table

|  |  |  |
| --- | --- | --- |
| **Phase** | **Deliverable** | Value and Timeline |
| Phase 1 | D1: Inception report considering  (i) 8 FGDs in selected regions, challenges of farming, product availability in local market, understanding product acceptance, opportunity work in the regions.  (ii) discussion with Agriculture Entrepreneur, learning their challenges, opportunities and supply chain, appropriate regenerative and climate smart practices products. | 30%  25/06/2025 |
| **Upon successful completion of phase 1, the phase 2 and closing phase will be extended in year 2 ( July 2025 to June 2026)** | | |
| Phase 2 | D2: community campaign: content design, and schedule for events, targeting local farmers. | 40%  September 30, 2025 |
| D3: Design and strategy for promoting climate smart and regenerative agriculture practices. |
| D4: Engagement strategy with agriculture entrepreneurs with local supply chain establishment |
| Closing Phase | D5: A final report considering campaign outcomes, Scale up plan in other districts; marketing strategy with agriculture entrepreneurs, etc | 30%  December 15, 2025 |

### 5. Tentative Work Schedule

The assignment will start on **1st June, 2025** and run until **30 June, 2025.** The companies/firms are expected to complete the tasks as per the schedule, with flexibility to adjust based on the specific needs of agriculture entrepreneurs and logistical challenges. All deliverables should be submitted by the end date.

### 6. Proprietary Rights

All content and materials produced during the campaign, including session content, reports, and media products, will be the intellectual property of **iDE Bangladesh**. These materials will be used for future outreach, and iDE reserves the right to share and distribute them without any restrictions.

**7. Eligibility Criteria**

**The following experience and qualifications are required:**

* "The companies/firms should have their own production facility and resilient products, along with a strong understanding of their role in improving production practices.

/Possesses a strong understanding of resilient products and has homestead and commercial production suitable for community farmers.

* Expertise in developing engaging cultivation awareness content for community farmers.
* Ability to work collaboratively with local farmers, communities, and partners.
* Proven track record in executing large-scale campaigns with measurable outcomes.

**8. Bid Submission**

**Interested company/firm should submit the following:**

* Technical Proposal (maximum 3 pages), including:
* Understanding of the assignment and detailed work plan
* Relevant experience in regenerative agriculture and climate smart agriculture promotions
* Links to sample work or similar projects
* Financial Proposal (maximum one page) including cost estimates.

**Supporting Documents:** Company profile, VAT Registration, TIN, and Trade License Certificate (if applicable).

Please submit your Technical and Financial Proposals to **bangladesh.procurement@ideglobal.org** by 5 PM BST on 17th May 2025.

**Budget Template**

A complete, detailed budget inclusive of taxes is included below:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Activity / Cost Head** | **June, 2025 – December, 2025** | | | | | |
| **Unit Name** | **Unit Cost**  **(BDT)** | **Units** | **Total Cost**  **(BDT)** | **Company**  **Cost (BDT)** | **iDE**  **Cost (BDT)** |
| **A. Consultancy fees/LoE cost** | | | | | | | |
| 1.1 | Consultancy fees |  |  |  |  |  |  |
| 1.2 | Travel cost |  |  |  |  |  |  |
| 1.3 | Accommodation |  |  |  |  |  |  |
| **B. Business Support Services for awareness Campaign session** | | | | | | | |
| 2.1 | Materials developments |  |  |  |  |  |  |
| 2.2 | Venue, Banner / other logistic cost |  |  |  |  |  |  |
| **C. Demonstration and Products cost for promotional activities** | | | | | | | |
| 3.1 | Product cost per package |  |  |  |  |  |  |
| 3.2 | Distribution cost |  |  |  |  |  |  |
| 3.3 | AE collaboration cost |  |  |  |  |  |  |
| **D. Other Costs** | | | | | | | |
| 4.1 |  |  |  |  |  |  |  |
| **Total Cost (BDT) including Tax (10%)** | | | | |  |  |  |
| **VAT @15% (BDT)** | | | | |  |  |  |
| **Total Cost (BDT) including VAT (15%)** | | | | |  |  |  |
| Total Cost (USD) (Exchange rate of BDT 85) | | | | |  |  |  |
| Total Contribution (%) | | | | |  |  |  |