### ToR for Private Sector Engagement for fortified nutrition products promotion in Sylhet Region or Barisal/Cox’s Bazar 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 increase the availability of fortified nutritional food products in schools, particularly for 20,000 childrens 100 children per school.

This assignment will focus on running a Nutrition awareness Campaign and promoting fortified nutritional food products in 100 schools across Sylhet Barisal regions of Bangladesh. The goal is to raise awareness about nutrition, strengthen the supply chain and promote the consumption of supplemented food products among schoolchildren to enhance their overall health and well-being.

### 3. Scope of work

iDE Bangladesh is seeking two companies or firms that produce nutrient-supplemented products and can lead a school-based nutrition awareness campaign. The campaign will focus on raising awareness, promoting fortified nutritional products among students and school staff, and expanding market outreach on the importance of nutrition for schoolchildren.

The campaign will be rolled out in coordination with local schools and relevant stakeholders to promote students and their families on the benefits of fortified food products and encourage their incorporation into daily diets.

### 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 to align on campaign objectives, target schools, and deliverables.

● **Focal Point Assignment**: A dedicated contact person will be appointed to work closely with iDE to ensure seamless execution.

#### Phase 2: Implementation Phase

* **Develop campaign Content**: Create age-appropriate nutrition campaign materials (posters, booklets, presentations) for school students and staff about the benefits of  **nutrition supplementation**.
* **Awareness Sessions**: Organize awareness sessions on importance of nutrition, nutritional products identification and consumption for school children, teachers, and parents about the importance of balanced diets and the role of nutrition supplemented products.
* **Product Promotion**: Design and implement a campaign to promote **fortified nutritional products** in 100 schools. This will include providing nutrition-supplemented products such as snacks and drinks.
* **Engagement with Nutrition Entrepreneurs (NE)**: Coordinate with selected NE for the distribution of promotional products and will continue with the establishment of a sustainable supply chain for these products.

**Phase 3: Closing Phase**

● **Final Report**: Submit a **comprehensive campaign report** to iDE detailing outreach, school participation, product uptake, and market assessment report.

● **Soft Copy Submission**: Provide soft copies of all campaign materials, including session content, and reports to iDE.

**Major Responsibilities of iDE:**

iDE will provide the following support:

* **Initial Briefing**: Provide the necessary background and documents regarding the TLTN project, school partnerships, and fortified nutritional products.
* **Technical Support**: Assist in liaising with schools, community leaders, and local authorities for smooth implementation.
* **Cost-Sharing:** cost share through discounted prices, product bundle, buy one get one one free, etc, product demonstration.
* **Monitoring and Follow-up**: Ensure that the activities are being implemented as per the agreement and provide timely feedback.
* **Payment and Disbursements**: Ensure timely payments as per the contractual agreement

**4. Key Deliverables**

The consultant/firm is expected to provide the following deliverables:

### Deliverables Table

|  |  |  |
| --- | --- | --- |
| **Phase** | **Deliverable** | Value and Timeline |
| Phase 1 | D1: Inception report considering (i) 2-3 schools visit in sylhet region, challenges of healthy schools tiffin, products availability in schools, product acceptance, opportunity work in schools. (ii) discussion with Nutrition Entrepreneur, conduct FDG to challenges and opportunity. recommend appropriate business model/supply chain, appropriate nutrition rich products, etc. | 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: School campaign: content design, and schedule for awareness sessions targeting students and teachers | 40%  September 30, 2025 |
| D3: Design and strategy for promoting fortified nutritional products in schools |
| D4: Engagement strategy with NE for product distribution and supply chain establishment |
| Closing Phase | D5: A final report considering campaign outcomes, Scale up plan in other districts; marketing strategy with NE, etc | 30%  December 15, 2025 |

### 5. Tentative Work Schedule

The assignment will start on **June 1, 2025** and run until **June 30, 2025**. The company/firm is expected to complete the tasks as per the schedule, with flexibility to adjust based on the specific needs of schools 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 company/firm should have its own production facility and fortified nutrition products, along with a strong understanding of their role in improving child health.

/Possesses a strong understanding of fortified nutritional products and has in-house production suitable for schoolchildren.

* Expertise in developing engaging nutrition awareness content for school-aged children.
* Ability to work collaboratively with local schools, 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 nutrition campaigns and school 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** | **May, 2025 – June 30, 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. Products cost for promotional activities** | | | | | | | |
| 3.1 | Product cost per package |  |  |  |  |  |  |
| 3.2 | Distribution cost |  |  |  |  |  |  |
| 3.3 | NE 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 (%) | | | | |  |  |  |