

Advertisement of Terms of Reference

Hiring an English Newspaper/ News media / Media agency for the Round Table session and Media Engagement Services for Transforming Lives through Nutrition (TLTN) Project

1. Organization Background

iDE is an international NGO with over 40 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 is a multi-partner initiative aimed at improving maternal, newborn, and child nutrition among vulnerable populations in Bangladesh. Funded by the Humanitarian Services Division of The Church of Jesus Christ of Latter-day Saints, the project is implemented by Helen Keller International, Vitamin Angels, and iDE, combining nutrition-specific and nutrition-sensitive approaches. Under the Bangladesh component, iDE leads market-based interventions focused on three outcome areas: Outcome 6: increased access to nutritious diets, Outcome 7: strengthened local supply chains and enterprise capacity, and Outcome 8: improved household and community WASH access and practices. iDE's work includes support for climate-smart and nutrition-sensitive agriculture, entrepreneur and market actor development, and improved access to WASH products and services.

3. About the Assignment

As part of the **Transforming Lives through Nutrition (TLTN) Project**, **iDE Bangladesh** aims to engage

an experienced English Newspaper/ media agency or firm to arrange a roundtable session and media engagement services with multiple stakeholders through prominent English Newspapers, preferably The Daily Star, The Business Standard, The Financial Express, New Age, etc. This assignment will help in advancing the project's communication, visibility objectives, and advocacy with a focus on highlighting the **Role of the Nutrition Entrepreneurs for Nutrition-Sensitive Integration in Bangladesh.**

The primary goal of this assignment is to create and publish high-quality content that features the contributions of the **TLTN Project** in shaping the last-mile people and driving economic empowerment across Bangladesh. The content will showcase unique interventions of the TLTN Project. The expectations are:

- Roundtable (Record, Edit, Broadcast)
- The specific discussion Topic will be decided mutually, consulting with the hiring agency. The broader topic is- Role of the Local Nutrition Entrepreneurs through Nutrition-Sensitive Integration in Bangladesh
- Design a color supplement and provide 100 printed copies within 14 working days.
- Publish quarter page news brief with quotation of speakers through print and social media.
- Recorded short clips from external channels.
- Cross-posting with iDE's Social media channels.
- Expert opinion on the digital channels of the newspaper's social media.
- News Coverage of the session (print, e-paper, and online)
- Event moderation/facilitation

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

In consultation with the respective unit of iDE Bangladesh, the Consultant/Firm/Media Personnel will be responsible for the following tasks and services:

Areas	Responsibilities
Task 1: Inception Phase	Conduct a kick-off/orientation meeting with the TLTN Project team. Assign a focal person to coordinate closely with iDE Bangladesh and ensure timely delivery of all agreed activities and outputs.

Task 2: Implementation Phase Prepare the guest list in coordination with iDE Bangladesh; send invitations, conduct follow-up communication, and ensure participation of invited guests. Organize and facilitate the roundtable discussion, including recording, editing, and broadcasting support. Publish news coverage on the newspaper’s website and social media platforms. Produce edited short videos and clips, ensure cross-posting support, publish expert opinions through digital channels, and ensure coverage in print, e-paper, and online platforms.

Task 3: Event Closing and Reporting Provide honorarium for 01 keynote speaker, 8-10 public stakeholders. Deliver 100 printed copies of the color supplement. Submit all published roundtable outputs and soft copies to iDE Bangladesh. Prepare and submit a concise event report including participant list, venue, date, time, major discussion points, photographs, and media coverage summary.

5. Major responsibilities of iDE

iDE will provide the Media firm or Agency 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 & monitor the activities as per the agreement of the Media firm or Agency
- Disburse payment as per the agreed schedule in the contract.

6. Key Deliverables

The following deliverables are expected from the consultant/firm:

S.N	Deliverable	Tentative Timeline	% of Payment
1	Contract signed	4th June 2026	
2	Detailed Work Plan (1 item)	8th June 2026	35%
3	Submission of attendance sheet, event photographs, keynote presentation slides, soft copies of quarter-page news publication, and evidence of news coverage (print/e-paper/online)	13 th June 2026	35%

4	Submission of final outputs including soft copies of media coverage (print/ e-paper/online and social media), edited video clips, and delivery of 100 printed color supplements	25 th June 2026	30%
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Note: Government VAT and tax regulations 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 are required for wire transfer);
- As per the 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 7.5% tax.
- Government VAT and tax regulation will be applied, and iDE Bangladesh will deduct all relevant VAT and Tax at source as per the GoB rule.
- VAT Registration Certificate, TIN, Trade License and Proof of Submission of Return (PSR) (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/firm will abide by the other terms and conditions of iDE Bangladesh.

7. Tentative Work Schedule

The consultant/firm is expected to start work on or around 4th **June 2026**. This assignment should be completed by **25th June 2026**, 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 I/NGOs is preferable.
- Expertise in successfully planning daily publications at scale while adhering to brand guidelines.
- Previous experience in the Nutrition Sensitive and Specific Interventions.
- 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 in 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 & Evaluation Criteria

Proposals will be evaluated based on:

S.N.	Content of the Proposal	Maximum possible points	Suggested number of pages
The main part of the proposal			
1	Organizational Profile and Relevant Experience	-	0.5
2	Experience in Similar Assignments	10	1
3	CVs of Keynote presenter and facilitator of the event.	10	1
4	Understanding of the Assignment	15	1
5	Technical Approach and Event Management Plan	25	2.5
6	Work Plan and Timeline	10	1

7	The budget must be structured as follows: a) Personnel days with professional fees for each staff assigned b) Support services (materials, communications, etc.) c) Travel, Accommodation d) including VAT and TAX as per Government rules	30	1
Total score for the proposal		100	
Additional Documents			
8	If applicable, please also include: <ul style="list-style-type: none"> ○ Organization and consultant profile (including CV) ○ BIN (Business Identification Number) Certificate ○ TIN (Taxpayer Identification Number) Certificate ○ Tax return certificate ○ Trade license ○ Bank account information ○ Technical and financial proposal 	--	As required
Annex			
9	Annexes may be included for further clarification. However, for evaluation, only the main part of the proposal will be taken.	--	As desired

12. 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
 - Propose qualified keynote speaker(s) along with their detailed CV(s) or professional profile(s)
 - 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.
- If applicable, please also include:
 - Company profile

- VAT Registration Certificate
- TIN Certificate
- PSR (proof of income tax return acknowledgement)
- Joint Stock Company Registration Certificate, if applicable
- Trade License Certificate, if applicable

Interested and qualified consultants/firms are asked to submit their Technical and Financial Proposals to bangladesh.procurement@ideglobal.org. Please write **“Proposal for Hiring Media agency/ Firm for Round Table session and Media Engagement Services for Transforming Lives Through Nutrition Project”** in the subject line. The proposals should be submitted by **5.00 PM Bangladesh Standard Time (BST) on 26 May 2026**. We are only able to consider electronic submissions. Only shortlisted consultants/firms will be contacted and invited for a technical discussion.

Deadline: 26 May 2026 COB (5 PM BST)