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**Sesame Workshop Bangladesh**

**TERMS OF REFERENCE (TOR) FOR BUSINESS PLAN CONSULTANT FOR SISIMPUR**

**Title of the Consultancy: Informing - Business Plan for Sisimpur**

**Period of Consultancy: Three Months (July 1, 2019 – September 30, 2019)**

# About Sesame Workshop Bangladesh

Sesame Workshop Bangladesh (SWB), the country office of Sesame Workshop, produces Sisimpur, the local version of world-famous children’s television program Sesame Street in Bangladesh. The TV show has been airing since 2005 with a view to making early childhood education delightful and enjoyable for Bangladeshi children. This program has been developed to address educational needs of children between the ages of 3 and 8. Along with the children, parents, care givers and teachers are involved in Sisimpur through different school and community-based intervention. SWB undertakes different school and community-based intervention to reinforce the messages aired through TV program. It develops and distributes school based educational materials, train teachers, monitors classroom activities and provides technical assistance for using them in the classroom along with community engagement and outreach programs. Since its inception, Sisimpur has been a tremendous success in Bangladesh and within a very short time, it became the most famous television program for children as well as their caregivers. Further information can be found at [www.sisimpur.org.bd](http://www.sisimpur.org.bd) and [www.sesameworkshop.org/](http://www.sesameworkshop.org/)

# About the Consultancy

Sesame Workshop Bangladesh has been making significant differences in the lives of kids in Bangladesh since 2005 which has become a household name in Bangladesh today. In addition to the TV show, Sesame Workshop Bangladesh has reached to the classrooms and the front & backyards in the houses of many rural communities through its outreach interventions. Storybooks, learning and play materials are in the list of favorites of the little ones across the country. The brand of SISIMPUR is well popular and known by every single person in the country.

Footing on the success of 15 years operations in Bangladesh and on the popularity of brand, Sisimpur envisions its sustainability on local income which can be realized though commercial business ventures through developing partnership with successful entities. SWB prepared a 5-year business plan formulated in 2017 for the period 2017-2022, draws up the roadmap of ensuring organizational sustainability which suggested series of strategies regarding its business to maximize its reach, brand visibility and revenue. The strategies of the next five years are: 1. Increase frequency of viewing Sisimpur and increase number of TV channels for such viewing; 2. Introduce Sisimpur on Radio channels and scale up; 3. Scale up the school and community outreach program in partnership with the government; 4. Build digital preparedness; 5. Wider distribution of Sisimpur books, learning and play materials.

On the road map of 5-year journey, SWB has taken different initiatives in achieving the goals of the strategies and felt that there are ample opportunities of developing partnership with business entities to make the organization financially viable and looking for a consultant who will be responsible for outlining a commercial business plan and connecting with entities with potential business proposals capitalizing the popularity of Sisimpur brand.

# Scope of work and Objectives of Consultancy

The scope of this consultancy is to: inform the Sesame Workshop Bangladesh - Business Plan and conduct an analysis of the potential revenue streams, funding sources, and commercial opportunities with the objective of making SWB a financially viable organization.

**Key Activities**

The consultant shall propose the key activities in the proposal to be carrying out throughout the assignment which will be one of the indicators to be qualified as consultant. However, from SWB we outline the below activities:

* To review the existing business plan and documents
* To review the organizational performances on income generating initiatives
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* To prepare the business plan for SWB
* Add that he/she will suggest digital opportunities and provide recommendations for innovative digital solutions.

# Technical Specifications of the consultant

* Consultant or consultancy firm has successful track record of preparing commercial business plan of renowned brands
* The consultants are qualified by education with background of business degrees from renowned local or international institutions

# Deliverables

The deliverables of the project are below-

* SWB Commercial Business Plan Document

# Timeline

The assignment will be an involvement of three months starting from July 1, 2019 though September 30, 2019.

# Proposal Components

The file should have six separate sheets for the following six sections.

1. Understanding of the assignment (maximum 2 pager)
2. Personal or company profile
3. Reference of any previous work
4. Legal documents (tax certificate, bank detail, registration, trade license etc.)
5. Fee for the consultancy with detailed breakdowns (separate envelop)

# Evaluation criteria

Proposals will be evaluated based on the following criteria:

|  |  |
| --- | --- |
| **Section**  | **Weightage**  |
| Understanding of the project  | 20% |
| Previous experience | 10% |
| Quality of the proposal  | 10% |
| Thoughts and ideas around Philanthropic landscaping  | 20% |
| Thoughts are ideas around Commercial landscaping  | 20% |
| Thoughts and ideas around Digital landscaping  | 20% |

# Deadline

The proposal should be submitted by **June 17, 2019**

# Support from Sesame Workshop Bangladesh

* Making available the existing Business plan, Organizational legal documents, Projects, Contracts which are required for the desk review
* Providing Required Logistical support to organize the Business Plan Review Workshop
* Providing required inputs for workshop design and planning
* Providing working place whenever required to work at SWB office

# Point of Contact

Name: Mr. Mozammel Khokon

Designation: Manager Administration

Email: Mozammel.Khokon@sesame.org

# How to submit the proposal

Submit technical and business proposal separately to the address below:

Manager Administration,

Sesame Workshop Bangladesh,

Police Plaza Concord (Level 8)

Gulshan 1, Dhaka.

A soft copy of the technical proposal to be submitted to Mozammel.Khokon@sesame.org

For any questions and queries please reach the same email address mentioned above.