Terms of Reference (ToR):

Agency for Media Coverage for PRABRIDDHI

# Background

## 1.1 Introduction

PRABRIDDHI is a Local Economic Development (LED) project, funded by the Government of Bangladesh and Switzerland, and co-implemented by the Local Government Division (LGD) and Swisscontact. The pilot phase of PRABRIDDHI came to a successful end by August 2020. Phase 1 of the project started in January 2021 for a period of four years and focuses on further development of the LED approach in participating municipalities, capacity building of stakeholders and facilitators of LED and an anchoring of the approach on national level. Throughout the phase, the project will be implemented in seven municipalities. **Shibganj, Jashore, Bogura, and Bhairab**, are the four municipalities where the project has been operating. In 2023, PRABRIDDHI has started implementation in two new municipalities, **Dinajpur and Kushtia**.

## 1.2 Approach

The PRABRIDDHI project aims to create a Business Enabling Environment and support better services for key actors by the municipalities and key stakeholders. A “territorial change management initiative” will be induced to foster Local Economic Development. The project supports the municipalities and local businesses to create a common platform and processes for identifying the key blockages for business growth which impacts wealth generation and employment creation. At this moment, multiple projects, and investments (financed by GOB as well as Development partners) are focusing on the evolvement of municipalities and to improve the infrastructure at municipal level. PRABRIDDHI complements these investments by utilizing resources, both physical and administrative, to foster business growth. The project supports municipalities and local business associations to identify key activities for economic growth while synergies are made with other initiatives of the government or development partners. It also supports private companies and businesses through partnerships to reduce the risks associated in piloting new business and growth strategies that create economic opportunities for the poor.

# Objectives

The main objective of the assignment is **to provide media coverage support for PRABRIDDHI events.**

# Deliverables

* Provide media coverage for assigned events.
* Provide maximum 10 electronic media coverage and 10 print media coverage for the specified events.
* Provide a PR book upon the completion of each event, with 2-3 working days of the event.

# Timeline of the assignment

The assignment will be carried out in a maximum of **50 days** from **20 January to 31 December 2024**.

# Payment schedule

The payment will be made through an account payee cheque/fund transfer as per the actual bill, as per requisition on a monthly basis. Bill/invoices should be submitted within the first week of each month.

#  Profile of the Service Provider

PRABRIDDHI is looking for agencies having:

* Previous experiences of media coverage targeting donor agencies, NGOs, INGOs, representatives of public and private sector working both on national and local level
* Understanding of the local context of Bangladesh

# Role of the service Provider

The agency will be responsible for the following tasks:

Cover various events and publish in multiple media channels. (As mentioned below)

|  |  |
| --- | --- |
| Print-media | 10 |
| TV Channels | 10 |

The agency should consult with PRABRIDDHI team in each step and take approval for finalizing the deliverables. PRABRIDDHI will provide content (text, photos, and videos) and overall guideline on communications, branding, and logo placement.

Note: The quantity per area is subject to change based on events and circumstances.

#  Reporting Structure

The agency will report to the Manager-MRM & Communications of the project.

# Required Documents

The name of the assignment should be mentioned in the envelope while submitting the proposal. The proposal should include the following elements:

* Portfolio and sample of previous works in hard copy
* Hard copies of the financial proposal

In addition to the above-mentioned requirements, it is mandatory for the applicant to submit necessary documents demonstrating their legal, taxation and financial status. The documents should be part of the proposal and include the following:

* Tax Identification Number (TIN).
* VAT registration number.
* Proof of a segregated account (providing the name and address of such an account).
* Other valid papers (Provided by Government institutions).
* The vendor must bear all Advance Income Tax (AIT) and VAT. The total amount of VAT should be mentioned in the financial proposal.

# Evaluation criteria

The review will be based on:

|  |  |
| --- | --- |
| **Criteria** | **Weight** |
| Portfolio  | 30 |
| Relevant Experience | 40 |
| Financial proposal  | 30 |
| **Total** | **100** |

# Submission details

Interested bidders should submit the sealed envelope containing hard copies of portfolio and sample work, and financial proposals separately addressing the following person by 17 January 2024.

**Samaun Bhuiyan**

Coordinator – Business Administration

PRABRIDDHI: Local Economic Development (LED)

Swisscontact

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For more information, please e‐mail to **bd.prabriddhi@swisscontact.org**

***Swisscontact is an equal opportunity employer.*** ***We strongly encourage female professionals to apply.***