**Terms of Reference (ToR):**

**Strategic Media Engagement for National Promotion of PRABRIDDHI’s Local Economic Development (LED) Efforts**

**1. Introduction**

PRABRIDDHI is a Local Economic Development (LED) project, funded by the Governments of Bangladesh and Switzerland, co-implemented by the Local Government Division (LGD) and Swisscontact. The current phase of the project (September 2020 – August 2025) focuses on further developing the LED approach in participating municipalities of Bangladesh, capacity building of stakeholders and facilitators of LED and anchoring of the approach on national level. The project is being implemented in seven municipalities - **Shibganj, Jashore, Bogura,** **Bhairab, Dinajpur, Kushtia and Cox’s Bazar** respectively**.**

**2. Background and Project Overview**

The PRABRIDDHI project aims to create an improved Business Enabling Environment and support inclusive services for key actors by the municipalities and other providers. 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 and employment generation. At this moment, multiple projects, and investments (financed by the government of Bangladesh as well as development partners) are focusing on the evolvement of municipalities and to upgrade the infrastructure at municipal level. PRABRIDDHI complements these investments by utilising human and financial resources to enhance the competitiveness of municipalities and induce business growth. It also supports private companies through partnerships to reduce the risks associated in piloting new business strategies that create economic opportunities for women, men, and marginalised groups. The project also encourages businesses to adopt green practices and develop sustainable business models, which in turn stimulates economic growth while safeguarding the environment.

An integral component of the PRABRIDDHI project's strategy is the implementation of the Bangla LED model. This model emphasizes participatory planning, bottom-up development, and public-private collaboration, aiming to create a competitive advantage for local enterprises and enhance communities' economic and social well-being within the target municipalities. The Bangla LED Model aims to foster sustainable economic growth, leveraging local resources and engaging community stakeholders in development.

**3. Scope of Work**

The PRABRIDDHI project is currently in its final phase, scheduled to conclude in December 2025. As the project nears completion, it is crucial to amplify its key achievements, learnings, and impact stories at the national level to ensure sustainability, policy influence, and replication of its Bangla Local Economic Development (Bangla LED) model.

To this end, PRABRIDDHI seeks to engage a qualified media and communications agency to design and implement a comprehensive national-level promotional campaign. This assignment will focus on the following distinct components:

* **Media Engagement:** This component includes organizing strategic media field visits to selected PRABRIDDHI project locations, facilitating the publication of impact-focused feature stories in a prominent national English daily, and coordinating a field visit by a leading TV channel to produce and air news packages on agreed themes. Additionally, the agency will coordinate the production and broadcast of a 45-minute TV talk show on Local Economic Development (LED) and decentralization, featuring relevant stakeholders. The overarching objective is to engage mainstream media in generating credible, wide-reaching narratives that highlight PRABRIDDHI’s impact, promote the LED model, and enhance visibility at the national level.

**4. Major Tasks**

**Media Engagement** will comprise the following specific activities and outputs:

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| **Particulars** | **Details** |
| **Media Field Visit** | * **Participants:** Senior reporters, video journalist, staff photographer from the selected TV channel and print media. * **Location:** Shibganj, Jashore, Bogura (including one intervention area in a Char of Gaibandha), and Dinajpur. * **Themes: (i)** Decentralization & improved municipal governance (LED committee, digitization of municipal services, women’s corner, MCI etc.), **(ii)** Sectoral development initiatives in Mango, Light Engineering and Handicraft sectors (digitization, market expansion, industry-academia linkage, product innovation etc.), **(iii)** EMS adoption in the rice milling industry and green growth. * **Interviews:** Representatives from LGD, SDC and Swisscontact, municipality leadership, business associations, local entrepreneurs (including women), partner universities, project beneficiaries etc. * **Assets:** High-resolution photographs and b-roll video footage. |
| **Print Feature in English Daily (Daily Star)** | * **Number of Feature(s):** 3 * **Length & Placement:** 800–1,000-word feature, full-colour half-page in print; same content adapted for online (with social-media teasers). * **Byline & Visibility:** Credit PRABRIDDHI, LGD, Swisscontact, and Switzerland government. |
| **TV News Package** | * **Number of Package(s):** 5 * **Duration:** 1.5- 2-minute * **Slot:** Prime time (6-10pm) * **On-air Graphics:** Project logos, co-funders’ branding, key statistics overlay. |
| **Professional Podcast series (TV’s Social Media Platforms – Jamuna or Shomoy TV)** | * Develop and release two professionally produced podcast episodes on a bi-monthly basis, each aligned with key strategic themes of Local Economic Development (LED), such as inclusive growth, urban resilience, and municipal competitiveness. * Research, script, and curate expert-driven content focusing on topics including Local Economic Development strategies, Urban Resilience practices, and the Municipality Competitive Index (MCI), ensuring relevance to both public and private sector stakeholders. * Record and produce high-quality audio content, incorporating expert interviews, local case studies, and stakeholder insights to foster broader engagement and awareness. * Ensure bilingual accessibility, with episodes delivered in Bangla and accompanied by English summaries to reach a diverse and inclusive audience base via radio and traditional broadcast media. * Collaborate with national and local radio and TV channels for strategic broadcast placements and secure promotional airtime to enhance outreach. * Deliver comprehensive post-broadcast reporting, including airdates, audience reach metrics, and qualitative feedback to inform future content planning and assess impact. |
| **TV Talk Show (Jamuna or Shomoy TV)** | * **Duration:** 45 minutes * **Format:** Live/recorded panel discussion * **Theme:** LED and decentralization. * **Channel & Slot:** Same TV channel, primetime (6–10 PM) * **Panel Composition (4-5 speakers):**   + Senior LGD official on decentralization policy   + Municipality leadership   + PRABRIDDHI technical lead (Swisscontact and SDC)   + Private‐sector advocate   + Academic expert * **Deliverables:** Script, run‐of‐show, guest briefs, final video file with English subtitles. |

**5. Summary of Key Deliverables and Timeline**

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| **Component** | **Deliverables** | **Timeline** |
| **Media Engagement** | * Selection of TV channel and English daily | August 2025 |
| * Organize field visit with one English daily and one TV channel | August 2025 |
| * Publish 3 impact feature stories in English national daily (print + digital) | September 2025 |
| * Produce and air 5 package news report on selected TV channel | September 2025 |
| * Coordinate and broadcast one 45-minute TV talk show on LED and decentralization | September – October 2025 |
| * + - Submit a PR covering outreach, results, links, footages and hard copies of printed news reports. | October 2025 |

**6. Duration of the Contract**

The duration of the assignment will be from **August – October.**

**7. Geographic Location**

* **Media Engagement:** Shibganj, Jashore, Bogura (including one intervention area in a Char of Gaibandha), and Dinajpur.

**8. Reporting**

The agency will report to the Team Leader – PRABRIDDHI and work closely with the Communications team.

**9. Qualifications and Experience of the Agency**

The selected media and communications agency must demonstrate the following qualifications and competencies:

* + - **Proven Track Record:** Minimum 5 years of relevant experience in national-level media engagement, particularly in development or governance-related themes.
    - **Strong Media Network:** Demonstrated working relationships with leading national newspapers and TV channels, with proven capacity to place feature stories and coordinate broadcasts.
    - **Creative Content Production:** In-house capacity for high-quality content development, including videography, short-form video editing, infographics, and writing for digital platforms.
    - **Team Composition:** A multidisciplinary team including media relations experts, content creators and field coordinators.
    - **Training & Capacity Building Experience:** Ability to design and deliver hands-on media training for local government officials or community-based stakeholders.
    - **Understanding of Local Context:** Familiarity with local economic development (LED) issues and working experience with local govt. institutes will be an added advantage.
    - **Compliance & Ethics:** Must adhere to relevant safeguarding, data protection, and ethical communication standards in line with development sector best practices.

**10. Payment Schedule**

Payments will be disbursed in three installments based on the successful completion of key project milestones, as follows:

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| **Milestone** | **Percentage** | **Description** |
| 1. Upon Contract Signing | **30%** | Signing of the agreement and submission of final workplan and content calendar. |
| 1. Mid-Term Deliverables Submission | **30%** | Completion of the media visit, feature stories published, in at least four municipalities. Includes delivery of interim progress report. |
| 1. Upon Completion of All Deliverables | **40%** | Successful broadcast of TV talk show, full implementation of the media campaign across all municipalities, completion of in-person trainings, and submission of final report with links and analytics. |

*All payments will be made upon approval of deliverables by the PRABRIDDHI communications team.*

**11. Proposal Submission Guidelines**

Interested media and communications agencies are invited to submit a comprehensive proposal that aligns with the Terms of Reference (ToR). The proposal must be prepared in English and include the following components:

**I. Technical Proposal**

* **Understanding of the Assignment:** A brief overview demonstrating the agency’s understanding of the objectives, scope, and intended outcomes of the assignment.
* **Methodology and Approach:** A detailed explanation of how the agency plans to execute the two components of the assignment: (i) Media Engagement and This should include proposed strategies, content development approach, coordination plans with media partners, and sustainability measures.
* **Work Plan and Timeline:** A detailed, phase-wise work plan highlighting major activities, timelines, and responsible team members.
* **Team Composition and Profiles**: Brief bios of key personnel assigned to the project, clearly mentioning their roles, relevant experience, and technical expertise. CVs of team members should be attached as annexes.

**II. Financial Proposal**

* **Detailed Budget Breakdown:** An itemized budget in BDT clearly listing costs for each activity, including consultancy fees, travel, logistics, content production, and training facilitation.
* **Payment Schedule:** The financial proposal must align with the milestone-based payment schedule outlined in the ToR.

**III. Samples of Previous Work**

At least two examples of relevant communication materials (e.g., feature stories, TV show production, campaign visuals) previously developed by the agency.

**12. Submission Format and Required Documents**

The proposal must be submitted in **hard copy, sealed in an envelope** clearly marked with the name of the assignment: “**Strategic Media Engagement for National Promotion of PRABRIDDHI’s Local Economic Development (LED) Efforts**”.

In addition to the technical and financial proposals, applicants are required to submit valid documentation demonstrating their legal, financial, and taxation status. These documents must be included as annexes in the proposal and should comprise the following (as applicable):

* Copy of valid Tax Identification Number (TIN)
* Copy of VAT Registration Certificate
* Copy of Trade License (for registered businesses)
* Registrar of Joint Stock Companies and Firms (RJSC) Certificate (if registered under RJSC)
* Proof of Segregated Bank Account, including name and address of the account
* Any other relevant and valid certifications issued by government authorities

Additionally, the applicant must comply with the following financial conditions:

* The agency is responsible for all applicable Advance Income Tax (AIT) and VAT.
* The total VAT amount must be clearly stated in the financial proposal.

*Incomplete proposals or those lacking required documentation will not be considered for evaluation.*

**13. Proposal Evaluation Criteria**

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| **Section** | **Criteria** | **Weight (%)** | **Remarks** |
| **Technical Proposal** | Relevant Background and Experience of the Agency (max 2 pages) | 10% | Proven experience in media engagement and development sector work. |
| Profile and Expertise of Key Personnel (max 3 pages) | 10% | Qualifications, roles, and relevant experience of team members (CVs must be included). |
| Understanding of the Assignment and Methodology (max 5–7 pages) | 25% | Depth of understanding of PRABRIDDHI’s objectives and an actionable, well-articulated approach. |
| Detailed Work Plan and Timeline (max 2–3 pages) | 25% | Structured, realistic plan with milestones, deliverables, and municipality-specific timelines. |
| **Subtotal** |  | **70%** |  |
| **Financial Proposal** | Budget Breakdown and Cost Effectiveness | **30%** | Clear, competitive budget with VAT/AIT breakdown and cost justifications. |
| **Total** |  | **100%** |  |

**14. Submission Instruction**

Interested agencies are requested to submit sealed envelopes containing hard copies of the technical and financial proposals separately by **August 05, 2025 before 05:00 pm**. Proposals must be addressed to:

**Samaun Bhuiyan**

Sr. Coordinator – Business Administration

PRABRIDDHI - Local Economic Development (LED)

Swisscontact

Swiss Foundation for Technical Cooperation

House 28, Road 43, Gulshan-2, Dhaka 1212, Bangladesh

*In addition to the hard copy submission, the technical proposal must also be emailed to:* [*bd.prabriddhi@swisscontact.org*](mailto:bd.prabriddhi@swisscontact.org)*.* Please mention **“Media Engagement for PRABRIDDHI Project”** in the subject line of the email.For any queries or additional information, please contact via email at [*bd.prabriddhi@swisscontact.org*](mailto:bd.prabriddhi@swisscontact.org).

***N.B.: Only shortlisted agencies meeting the qualification criteria will be contacted. Proposals received after the deadline or not submitted according to the specified requirements will be disqualified and will not be considered.***