

Terms of Reference

Selection of vendor as a communication partner to carry out all assignments related to project promotion and visibility including **(Design and printing of brochures, Making Video Documentary, Capturing Photography, Collection of longitudinal Case Studies)** under the project “Shifting the power to grassroots communities through strengthening farmer led CSOs and improving their engagement in the sustainable development process (SWABOL)”

1. Introduction:

Project Name	Shifting the power to grassroots communities through strengthening farmer-led CSOs and improving their engagement in the sustainable development process (SWABOL) project
Project Location	Bangladesh – Mymensingh, Sherpur, Netrokona, Kurigram, Gaibandha, Panchagarh, Thakurgaon, Rajshahi, Chapai Nawabganj, Faridpur, Jashore, Khulna & Satkhira Districts
Project duration	42 months from 1 st April 2023
Co-Donor	European Union
Implementing agency and partners	The project is led by Traidcraft Exchange and co-implemented by RDS, GUK, USS, Bikash BD, ASSEDO & BEDS

“Shifting the power to grassroots communities through strengthening farmer-led CSOs and improving their engagement in the sustainable development process (SWABOL) project” is a consortium initiative of Traidcraft Exchange implementing through six local partners RDS, GUK, USS, Bikash BD, ASSEDO and BEDS. The project is underway in 33 Upazilas under Mymensingh, Sherpur, Netrokona, Kurigram, Gaibandha, Panchagarh, Thakurgaon, Rajshahi, Chapai Nawabganj, Faridpur, Jashore, Khulna & Satkhira Districts. The European Union is providing financial support with an aim **to enhance social capital and capacities of Federated Smallholder Farmer-Led Civil Society Organisations (FSFCSOs) to become active actors of good governance and promote inclusive sustainable development.**

The project targets 46 FSFCSOs and their 1,580 LFOs (Local Farmer Organizations) in 33 Upazilas across 13 districts. The final direct participants of the project are 47,400 small and marginal farming households (farmers with landholdings less than 1 hectare), of which 50% are women, 7% are from ethnic minorities and 5% are disabled people.

Table: Target Districts, Upazilas (Sub-districts) and Unions

Project Location and Target Participants							
Working Zone	District Name	Upazila Name	No. Unions	No. FSFCSOs (upazila)	No. FSFCSOs (district)	No. LFOs	No. Direct participants
Zone 1	Mymensingh	Mymensingh Sadar	3	1	1	29	870
		Gouripur	3	1		40	1,200
		Phulpur	8	1		30	900
		Haluaghat	8	1		51	1,530
		Dhobaura	7	1		40	1,200
		Tarakanda	5	1		30	900

	Sherpur	Sherpur Sadar	10	1	1	40	1,200
		Nakla	9	1		40	1,200
		Sreebordi	6	1		42	1,260
		Jhenaigati	7	1		51	1,530
	Netrokona	Sadar	8	1	1	56	1,680
Zone 2	Khulna	Dacope	4	1	1	60	1,800
	Jashore	Jashore Sadar	5	1	1	54	1,620
		Jhikorgacha	3	1		64	1,920
		Manirampur	5	1		55	1,650
	Faridpur	Sadar	3	1	1	45	1,350
		Boalmari	4	1		44	1,320
		Bhanga	4	1		48	1,440
Zone 3	Gaibandha	Gaibandha Sadar	8	1	1	48	1,440
		Fulchuri	4	1		50	1,500
		Sundorganj	5	1		52	1,560
		Shaghata	4	1		38	1,140
		Gobindaganj	5	1		45	1,350
	Kurigram	Rowmari	3	1	1	39	1,170
		Rajibpur	3	1		28	840
Zone 4	Panchagarh	Sadar	6	1	1	65	1,950
		Tetulia	5	1		79	2,370
	Thakurgaon	Baliadangi	5	1	1	65	1,950
Zone 5	Rajshahi	Tanore	5	1	1	40	1,200
	Chapai Nawabganj	Nachole	4	1	1	110	3,300
Zone 6	Satkhira	Assasuni	3	1	1	42	1,260
		Shamnagar	3	1		30	900
		Debhata	3	1		30	900
Total	13	33	168	33	13	1,580	47,400

Specific Objective of the project: To strengthen the legal identity and operational capacity of FSFCSOs and build their civic space to influence effective delivery of services in line with national policies and regulations.

Outputs:

Output 1: 46 FSFCSOs are legally registered with state authorities and sustainably supporting their members, LFOs, to lead their own development and advocacy.

Output 2: FSFCSOs engage with duty bearers to facilitate representation in local governance and effective implementation of policies, contributing to an enabling environment for civil society.

Output 3: FSFCSOs work in alliance with their networks to promote inclusion of marginalised groups' priorities at family, society, and national level.

Output 4: FSFCSOs actively promote, and practice locally led climate adaptation to protect their agricultural ecosystem and ensure greater resilience to climate shocks.

2. Organizational overview:

Traidcraft Exchange

For more than 30 years, TX has been fighting poverty through trade, believing in the positive and transformational potential of trade to bring hope to millions trapped in poverty. It's our mission to use the power of trade to create lasting solutions to poverty. We believe that trade affects the life of every person and can provide the most sustainable way of overcoming poverty. Yet markets do not always work in favor of the poor, and often work against them. This is a major factor contributing to their poverty. Traidcraft Exchange exists to do two things:

- To support people to harness the benefits of trade
- To fight against injustice in global trade
- To ensure that there is a shift of power to the vulnerable people in the value chain.

In all our areas of work, TX plays a key role as catalyst and convenor, encouraging different actors to work together to develop approaches that lead to inclusive economic growth. We have a particularly strong track record of constructive engagement with the private sector as both trading and development partners. Over the last 11 years, Traidcraft has worked directly with over half a million vulnerable and socially excluded members developing democratically-run village-based groups and associations and nurturing their links to duty-bearers and private sector players. This has resulted in significant up-skilling of marginalized producers: increasing confidence and productivity, reducing costs, improving market access, diversifying incomes, and reducing environmental impact.

TX is implementing the project as the lead organization with direct support from 6 local partner NGOs located in the 6 working zones, Ulashi Sreejony Shangha, Bikash Bangladesh, Bangladesh Environment and Development Society, Gana Unnayan Kendro, Rural Development Sangstha, and Agriculture Sustainable & Socio-Economic Development Organization. They are highly competent local organisations as they have strong and established presences in the target districts and strong competencies in necessary areas including grassroots mobilisation, gender-based projects, and income generating activities. They have strong connections with and expertise in working with Elected Local Authorities and Public Extension Officials and are essential in establishing connections to LAs and other relevant stakeholders in their respective zones. All will work side by side with FSFCSOs and will guide them throughout the project, facilitating their engagement in project activities and managing the disbursement of financial support.

3. Purpose:

The purpose of this TOR is to call proposals/EOI from competent consultant/vendor for Designing and printing of brochures, Making Video Documentary (2 times-1st year & last year), Capturing Photography (2 times-1st year and last year) and Collection of longitudinal Case Studies (2 times-33 per year- 1st year& last year) considering the Bangladesh context for the SWABOL project. These activities are for project visibilities, learning and dissemination.

4. Major Task:

The major task under this assignment would include the following:

Task 1: Design and prepare 1000 brochures for the SWABOL project.

Draft design of brochure must be shown to the respective person of Traidcraft Exchange for rectification before finalizing.

Task 2: Making two video documentaries (3 minutes and 8 minutes each) focusing on project contribution to the supply chain, family life and wider community of project areas. Video documentation will be done 2 times. One in the project 1st year and another will be done in the last year in different project areas/upazilas.

Task 3: Capture photographs of project participants and all relevant stakeholders and wider communities whose case will be collected. Capturing will be done 2 times. One in the project 1st year and another will be done for same person/theme in the last year in different project areas/upazilas.

Task 4: Collect and write 66 cases of 33 stakeholders of different project areas/upazilas. Cases will be collected 2 times in the project period. One in the project 1st year and another will be done in the last year.

5. Deliverables:

The Consultant/vendor should be delivered-

- 1000 printed Brochures (Size: 24" x 9", Paper: 350 gsm matte card, Print: 4 color, Fold: 3 crease) of SWABOL project. Show draft documents for approval before printing.
- A storyboard and script for the video documentary to Traidcraft Exchange for approval before filming
- Submit two edited Video of 3 minutes and 8 minutes each of the scenarios captured, and the footage of the recorded stories with English sub-title in two times.
- Edited soft copy of captured photograph of 33 farmers families related with case studies in two times of the project period.
- Printings of 33 case studies collected from fields in two times of the project period in the form of publications.

6. Timeframe:

Activity	Deadlines
Closing date for receipt of proposals	10 October 2023
Interviews for selection	12 October 2023
Meeting to discuss detailed TOR and contract	16 October 2023
Assignment starts	17 October 2023
Brochure and Poster closing date	07 November 2023
Video documentary (1 st draft) submission date (1 st phase)	30 November 2023
Video documentary (1 st draft) submission date (2 nd phase)	05 July 2026
Photography submission date (1 st phase)	20 November 2023
Photography submission date (2 nd phase)	10 July 2026
Case study draft submission date (1 st phase)	30 November 2023
Case study draft submission date (2 nd phase)	05 July 2026

7. Documents that we will be provided

1. The approved project proposal document
2. Other relevant resources – project approach, methodology etc.
3. Draft Content for brochure
4. List of project stakeholders and target beneficiaries
5. Project Logframe

8. Budget and Mode of payment:

The vendor should develop all separate budget (different budget for different assignment) for completing the assignments as outlined in this TOR by clearly allocating expenses and daily rate.

- 30% of the total fee will be paid on signing the contract.
- 40% of the amount will be paid after the submission of the draft report.
- The remaining amount (30%) will be paid upon acceptance of the final report.
- The payment would be made in crossed cheque in the name of the consultant.

The vendor/consultant must have VAT & Tax registration and valid Trade license. Photocopies of these documents must be submitted along with the EOI/proposal.

9. Application Process:

Interested organizations or individuals are requested to submit their Expression of Interest (EOI) electronically to the following address on or before 10 October 2023:

Please email to: TX_Bangladesh@traidcraft.org with Attention to Ms. Nabila Nusrat, Head of Programme.

The EOI should include:

- Contact details and up to date and detailed CV of the consultant(s) with brief descriptions of similar assignments.
- A clear and detailed overview of how this piece of work will be approached, the methodology proposed, and the outputs generated, with a clear timeline for the specified activity and a budget apportioned for the assignment.
- Two references

The EOI, excluding the consultant CVs, should not be more than 10 pages long, should have single spacing, and use Arial typeface with a minimum font size of 10.

Shortlisted candidates will be invited to attend an interview.

10. Selection Criteria

On receive of the EOI designated project management team will study the proposals including an interview and take a decision about the consultant/s/ agency for the study. Selection of the consultant/s/ agency will be based on:

Selection Criteria	Scores
Technical Proposal - level of understanding of TOR (20 points)	20
Methodology (20 points)	20
Relevant Experience (20 points)	20
Knowledge and skills of conducting assignment (20 points)	20
Competency of Team Leader and Team Composition (20 points)	20
Total as per Percentage (Total x 0.7)	0.7
Budget (20 points)	20
Total as per Percentage (Total x 0.3)	0.3
Grand total:	100%

11. General terms and conditions:

- Traidcraft Exchange reserves the right to accept or reject any proposal without giving any verbal and/or written rationale.
- Any report and document prepared during the assignment will be treated as the property of Traidcraft Exchange.
- The report/document or any part, therefore, cannot be sold, used and reproduced in any manner without prior written approval of Traidcraft Exchange.
- Traidcraft Exchange reserves the right to monitor the quality and progress of the work during the assignment.