

Government of the People's Republic of Bangladesh
Directorate General of Food
Modern Food Storage Facilities Project (MFSP)
Probashi Kallayan Bhaban (Level-17),
71-72 Eskaton Garden, Dhaka-1000.

Memo No: 13.01.0000.362.11.010.14.51

Date: 26/07/2017

**Request for EOI for
Senior Outreach and Public Awareness Specialist**

Package No. SD-12

IDA Credit No. 5265 BD

1. Government of The People's Republic of Bangladesh has received an IDA credit toward the cost of the Modern Food Storage Facilities Project (MFSP), being implemented by the Directorate General of Food, Ministry of Food; and intends to apply part of the IDA credit for Individual Consultancy Services.
2. Duration of consultancy: 16 months from the date of signing contract. There is possibility of extension.
3. Selection Criteria :

The Senior Outreach and Policy Communication Specialist should have the following academic qualification, skill and professional experiences:

Education:

- (a) Minimum Masters Degree in Mass communication and Journalism, Business studies, Marketing, International Relations
- (b) In exceptional cases, when candidates demonstrate outstanding professional experience directly relevant to this assignment and submit relevant references, a Bachelor degree in above mentioned subjects, could be considered.

Experience:

- (c) At least 10 years experience in the Outreach and public awareness activities or mass media activities or mass communication.
- (d) At least two years working experience in World Bank funded and/or other donor agency funded projects

Specific abilities and skills:

- (e) Strong team player with the ability to work in a high-pressure environment ;
 - (f) Understanding of local communities and the national political system;
 - (g) Ability to communicate policy, technical, and financial issues effectively and concisely both orally and in writing ;
 - (h) Innovative and open-minded approach to all aspects of work ;
 - (i) Strong interpersonal communicative skills, experience in team leadership and participatory management;
 - (j) Capacity to think creatively in dealing with policy and operational issues while maintaining a strong client and results orientations;
 - (k) Strong written and oral communication skills, demonstrated ability of making effective presentations to diverse audiences;
 - (l) Fluency in English and Bangla Language and Computer literacy (MS Word, Excel and internet)
4. Selection Procedures: Selection of Individual Consultant method of World Bank Guidelines for Selection and Employment of Consultants under IDA Credits & Grants by World Bank Borrowers updated January 2011.
 5. Expression of interest (hard copy or soft copy through email to gaziur60@gmail.com and SPS@mfsp.gov.bd) must be delivered to the address above by 2:00 PM 17 August 2017.
 6. The authority reserves the right to accept or reject all EoIs.
 7. Please find the TOR and CV format at MFSP website (www.mfsp.gov.bd)

(Md. Gazi Ur Rahman)
Project Director (Joint Secretary)
Modern Food Storage Facilities Project (MFSP)

Memo No: 13.01.0000.362.11.010.14.51

Date: 26/07/2017

Copy to:

1. The secretary, Ministry of Food, Bangladesh Secretariat, Dhaka.
2. Director General of Food, Directorate General of Food, Dhaka.
3. Manievel (Emmanuel) Sene, TTL of MFSP and Senior Rural Development Specialist, World Bank, Dhaka.

(Md. Gazi Ur Rahman)
Project Director (Joint Secretary), MFSP

Curriculum Vitae (CV) for the Individual Consultants

For MFSP Project (IDA Credit Number 52650-BD)

Photo

1. Proposed Position:
2. Package No.: SD-
3. Name of Applicant:
4. Applicant's phone number and Email address:
5. Mailing Address:
6. Permanent Address:
7. Date of Birth:
8. Nationality:
9. NID/Passport number:

10. Education:

Degrees and academic distinctions	Institution, place and country	Year of Passing	Division/Class/Grade

11. Membership of Professional Associations:

12. Training:

13. Computer literacy:

14. Languages:

Language	Speaking	Reading	Writing

15. Employment Record:

Type	Period	Positions held and responsibility	Employer

16. Work undertaken that best illustrates capability to handle the tasks applied for :

17. Working in IDA funded project:

18. Expected remuneration per day excluding VAT and source tax:

19. Publication:

20. Any other information other than above may be included here.

CERTIFICATION.

I, the undersigned, certify that to the best of my knowledge and belief, this bio data correctly describes myself, my qualifications, my experiences and my skills. I understand that any willful misstatement described herein may lead to my disqualification or dismissal, if engaged.

I agree to sign contract individually and not through firm.

Date of Signing
___/___/___

Signature

Government of The People’s Republic of Bangladesh

Ministry of Food

Modern Food Storage Facilities Project - MFSP

Terms of Reference for Consultant Services

Individual Consultant

Assignment title	Senior Outreach and Public Awareness Specialist Package No. SD-12
Assignment duration Contract period	16 man-months
Primary assignment location	Dhaka
Funding source(s)	IDA Project Cr. Number: 52650- BD for Modern Food Storage Facilities Project – MFSP
Contracting entity	Project Director Directorate General of Food

Context of the Assignment:

Government of The People's Republic of Bangladesh has received a grant from the Bangladesh Climate Change Resilience Fund Administered by the World Bank and an IDA credit toward the costs of the Modern Food Storage Facilities Project (MFSP), being implemented by the Directorate General of Food, Ministry of Food, and intends to apply part of the IDA credit for Individual Consultancy Services. The overall project development objective is to increase the grain reserve available to households to meet their post-disaster needs and improve the efficiency of grain storage management. The purpose of the MFSP in general and that of the BCCRF grants and IDA credits in particular could be achieved only when a large number of people and households, specifically those who are vulnerable to the impact of climate change, and individuals involved in the project becoming fully aware of the activities and opportunities created by the project.

The Project consist of major 3 components: (i) Development of an improved silo storage system to store grain through the construction of modern grain storage silos at eight selected strategic sites, provision of grain storage bins to eligible households under a voucher system for safekeeping of rice and other food in the event of disasters and food shortages and implementation of environmental and social safeguard management activities identified in the ESMPs and/or RAPs for the Project (Component-A). (ii) Implementation of a food policy research program including, inter alia, a range of priority studies for the development of evidence-based policies, strategies, legal and institutional frameworks for improved food stock management and distribution (Component-B). (iii) Project Management, Construction, Supervision, Technical Assistance, Training and Strategic Studies (Component-C).

The project will be implemented by the Ministry of Food through the DG Food. DG Food will have overall responsibility for project implementation, including fiduciary compliance. The DGFood will also be responsible for overall financial management and operation of the designated account. FPMU will lead the development, management and implementation of the integrated food policy research program under Component B. A Project Steering Committee (PSC), chaired by the Secretary, MoFood, will provide overall guidance and help coordination among various government agencies. The Secretaries of Planning, Agriculture, Forestry, Environment, Finance and Disaster Management, BADC, representatives of the Cabinet, Deputy Commissioners of the districts where silos are being constructed, the DG Food and DG FPMU will be the members of the PSC. The DG Food will act as the Secretary of PSC. The project will be implemented over a period of six years. All works will be completed in year four or five of the project and one to two years will be allowed for the warranty period. A Project Management Unit (PMU) has been established nearby the DG Food's office for day-to-day implementation and monitoring of the project activities.

Objectives of the Assignment

The overall objective of this assignment is to lead and coordinate, as a core member of the MFSP Project Management Unit (PMU), all aspects relevant to the Outreach and Communication strategy of the project, in accordance with the provisions of the legal agreements prevailing for the MFSP and in line with relevant government rules and regulations.

The overall objective of this consultancy is to implement an effective communication strategy to assist the project to achieve its development objectives. The assignment would include implementation of the

communication strategy and public awareness campaign; implement related activities; manage public perception and media relations; and prepare printed and audio-visual materials regarding the project and its components.

Specific objectives of this assignment include:

- Provide technical assistance to the PMU on the implementation of strategic communication program.
- Provide advice, guidance and support for implementing a comprehensive strategic communication to generate awareness and consensus for modern silos and household bins.
- Assist the project to communicate to policy makers, project key stakeholders and beneficiaries at national and local levels by communicating, informing and undertaking promotional activities about project's strategies, good practices and achievements;
- Conceptualize and develop effective communication materials including case stories, news bulletins, short videos, leaflets/ brochures, and other information, education and communication (IEC) materials;
- Maintain media relations and ensure that MFSP's activities are covered regularly in major National TVs, newspapers and radios
- Support organizing public awareness events and activities carried out by the MFSP.
- Coordinate the activities of various components of strategic communication and advocacy program ensuring the quality of different communication activities.
- Manage the tasks of vendors related to strategic communications, if needed.

Scope of the Assignment

Project Director through its nominated representative, Deputy Project Director and his supports staff, shall work in close association with the consultant with regard to Outreach and Policy Communication strategy of the project. In all these activities the consultant will work directly under and in coordination with the Project Director.

The need of Outreach and Policy Communication Specialist Consultant has been realized to manage the public awareness campaign of the MFSP so that impact of the grants and credits could be further enhanced and that the needy, potential households and stakeholders would participate in project's activities in transparent manner. He/she will not just be a consultant to provide professional expertise on media campaigning and public awareness, but also manage the events and produce products and services useful for the project. He/she will raise widespread public awareness regarding project activities, implementation procedures and results of MFSP achievements at national and local levels. Main scope of the task consists of development of communication strategies and information, education and communication (IEC) materials required for the public awareness regarding the project. Similarly, the assignment also includes management of promotional information on the project, and publication of the project reports and information materials. Ultimately, he/she will contribute towards the acceleration of project implementation, raise people's awareness particularly that of the beneficiaries, for cost-effective management of stored food grain, minimize leakages, and misuse at the grant recipients and beneficiaries level.

The Key Responsibilities of the Consultant would include, but not limited to the following:

- (a) Provide strategic guidance in developing key messages aimed at desired behaviour changes by key stakeholders including local and national stakeholders and the citizen in general;
- (b) Review and update the communication strategy.

- (c) Implement strategic communication activities to build support for the modern silos and behavioral change communication activities to popularize and motivate to adopt using the household bin silos at household level.
- (d) Prepare communication materials and promote project results using different communications vehicles including newspaper, magazines, radio and television, MoF that publicize the project activities for public and arrange its publication.
- (e) Acquire information from the Project and work closely with the PMU and site specific authorities to collect, process, and disseminate to the project stakeholders and public.
- (f) Conceptualize and manage developing of site specific Computer-Graphics based video on the infrastructure and operational facilities and disseminate through national TVs
- (g) Publish and promote success stories
- (h) Organize events and workshops to demonstrate outputs and outcomes of the project
- (i) Organize public hearing activities and disseminate achievements through radios and TVs.
- (j) Manage developing a project website that includes, among others, a complaints redressal mechanism. The consultant will draft the contents of the website.
- (k) Develop newsletters, brochures, booklets, leaflets, and any other promotional materials intended to publicize project activities, performance and impacts, as well as Provide editorial support to the project reports.
- (l) Prepare video clips of the workshops and visit programs organized by the project as per project's instructions.
- (m) Utilize traditional media for local level communications.
- (n) Ensure adequate press coverage.
- (o) Prepare a communications schedule for site visits and interactions with the stakeholders, the civil society and relevant personnel
- (p) Contribute to enhancing the capacity of the selected staff from the project implementing agency on info/communication strategy by providing regular training.
- (q) Work closely with consultant firms, and NGOs, and supervise communications firms for preparing communication products and developing and hosting websites.
- (r) Undertake any other duties as may be reasonably assigned by the PMU.

The Consultant will work closely with the DG Food Project Implementation Unit and Coordinate all relevant works with other units of DG Food and DG FPMU. The consultant will sit in PMU office in Dhaka at convenient location from DG Food office to whom they will be reporting on a day to day basis. He will work in close collaboration with the other staff in the PMU.

Expected Outputs & Deliverables

The Consultant will need to produce the following:

No	Description	Reporting Time
1	Preparation/update monthly action plan, roadmap, meeting minutes of the different meeting.	As and when required.
2	Publish success stories of the project	As and when required
3	Organize workshops and seminars on project outputs with video clips	As and when required
4	Develop and populate project website	All time
5	Preparation of documents on Focus Group Discussions	As and when required
6	Delivering documents on the “Next Steps Action Plan” The action plan will be submitted to the DG Food and DG FPMU;	As and when required
7	Mapping of local development activities in the areas of influence, with specific attention to priority areas of stakeholders;	As and when required
8	Preparing summary reports documenting the methodology and outcomes of all public scoping and consultation meetings.	As and when required
9	Supervision of the Communication and Public Awareness Services firm.	As and when required

Consultant qualifications and expertise required

The Senior Outreach and Policy Communication Specialist should have the following academic qualification, skill and professional experiences:

Education:

- (m) Minimum Masters Degree in Mass communication and Journalism, Business studies, Marketing, International Relations
- (n) In exceptional cases, when candidates demonstrate outstanding professional experience directly relevant to this assignment and submit relevant references, a Bachelor degree in above mentioned subjects, could be considered.

Experience:

- (o) At least 10 years experience in the Outreach and public awareness activities or mass media activities or mass communication.
- (p) At least two years working experience in World Bank funded and/or other donor agency funded projects

Specific abilities and skills:

- (q) Strong team player with the ability to work in a high-pressure environment ;
- (r) Understanding of local communities and the national political system;
- (s) Ability to communicate policy, technical, and financial issues effectively and concisely both orally and in writing ;
- (t) Innovative and open-minded approach to all aspects of work ;
- (u) Strong interpersonal communicative skills, experience in team leadership and participatory management;
- (v) Capacity to think creatively in dealing with policy and operational issues while maintaining a strong client and results orientations;
- (w) Strong written and oral communication skills, demonstrated ability of making effective presentations to diverse audiences;
- (x) Fluency in English and Bangla Language and Computer literacy (MS Word, Excel and internet)

Selection Procedures

Selection of Individual Consultant method of World Bank Guidelines for Selection and Employment of Consultants under IDA Credits & Grants by World Bank Borrowers updated January 2011.

Duration: 16 months from the date of the signing of contract. There is possibility of extension.

Reporting and Supervision Arrangements

The consultant will report to The Project Director, MFSP, Directorate General of Food .

Responsibilities of the contracting party

MFSP will provide office space and relevant institutional support needed to carry out the assignment. The contracting authority will provide all relevant reports, maps, data and studies as are available. The Employer will provide any other assistance not readily available that the consultant may reasonably request, including liaison with the Government and other agencies concerned.

Annex 1

Brief Description of the Project

Modern Food Storage Facilities Project (MFSP)

Project Description

The major component of the project is an improvement of silo storage system to store milled rice (and wheat to a lesser extent) with a total capacity of around 535,500 tons. Subject to full compliance with the requirements in the publicly disclosed ESAMF and prior completion of all complementary site-specific studies and analyses required, the silos would be constructed at about eight sites in various strategic locations across the country. The eight sites proposed are on land currently owned by the DG Food, and no land acquisition will be required. BCCRF funds are expected to be used for silo construction at the Naryangang site. Subject to the above requirements or in the event that end-of-construction date at that site would go beyond the BCCRF Grant Agreement closing date, these funds could be used for the silo construction at another project site, subject to prior consultations and approval by the BCCRF Management Committee.

Overall Project Objectives

The overall project development objective is to increase the grain reserve available to households to meet their post-disaster needs and improve the efficiency of grain storage management.

Specific Project Objectives:

The following are the key objectives of the project

- (i) Increased availability of grain stocks immediately following a major disaster event;
- (ii) Increased number of households whose grain needs can be met immediately after the disaster;
- (iii) Improved efficacy of the grain storage system, and monitoring and management of the food stock in the country;
- (iv) Reduced loss in grain stocks relative to pre-project losses;
- (v) Reduced cost in storing foods and its transportation and distribution;
- (vi) Ensured better monitoring, and improved governance and management of food stocks;
- (vii) Achieved higher operational efficiency;
- (viii) Minimized Land area required;
- (ix) Ensured higher security against pilferage; and
- (x) Minimized insect pest infestation and grain moulds.

Description of the Project Components:

Component A – Construction of Modern Grain Storage Silo Facilities

The primary objective of this component is: i) to improve the storage capacity for grain at the country level by financing the construction of modern steel silos for rice and wheat, that will be built in accordance with social and environmental sustainability parameters and safeguards compliance criteria; and (ii) facilitate the access of households to domestic silos for food grain and seed storage, to improve household level food security during and after natural disasters. This component would include: (A1) Public storage facilities in the form of modern grain storage silos; (A2) Household level storage facility or family silos particularly in the disaster prone areas of the coastal zone; and (A3) Implementation of social and environmental management plans.

Component B – Support for Food Planning and Monitoring.

Program The objective of this component is threefold: i) enhance the institutional capacity of DG Food and FPMU and support these agencies in carrying out their respective mandates; ii) address analytical gaps and support the development of an evidence-based policy framework to improve the efficiency and performance of the country's overall food storage system and management of strategic grain reserves, and iii) improve the coordination of public agencies (in particular DG Food and FPMU with MoDMR) involved in procurement, public storage, and distribution of food grains, as well as disaster relief. FPMU is responsible for monitoring of the food situation in the country and the implementation of related policies, while DG Food is responsible for physical procurement and management of government food stocks in accordance with agreed food security policies including the supply of food to the disaster-affected population, through relief and rehabilitation programs. The component will contribute to reconciling policies and public interventions: i) on food distribution (taking into account short and longer term storage capacities), ii) in response to incremental demand for food grain in post-disaster situations, and iii) aimed at achieving price stabilization for coarse grains normally consumed by the poor and vulnerable.

Activities supported under this component will directly contribute to enhancing the coordination between MoFood and MoDMR agencies, and to improving the decision-making process on food storage, food distribution, and market intervention on the basis of up-to-date, sound and informed analyses. Subsequently, the Bank expects GoB to follow up on these policy recommendations with concrete policy actions and/or improvements to relevant regulations and institutional arrangements that address key questions around enhancing the efficiency and performance of the food storage and food distribution system. To that effect, a range of studies will be developed, undertaken and disseminated under Component B to answer the following strategic challenges: (a) the 'optimum' volume of grain to be stored and its implications on GoB's policies; (b) impacts of GoB food market interventions on price stabilization and broader food markets; (c) improvements in enabling environment to promote a sustainable participation of private sector; (d) strategy for disposing of the grain stored in the modern facilities; (e) current physical condition of the existing public storage facilities; (f) policy, legal and institutional framework, and technical requirements for nutrient fortification; and (g) introducing warehouse receipt system.

Component C - Project Management, Construction Supervision, Technical Assistance, Training and Strategic Studies.

This component will finance costs required to ensure adequate overall management of the project, monitoring and evaluation of the activities implemented, and capacity enhancement of selected stakeholders. It will include: (C1) project management of the task, incremental staff and expenditures of the DG Food in implementation of the project, the costs for implementing the Governance and Accountability Action Plan (GAAP), including a panel of experts, as needed, a procurement panel, audit and other such costs; (C2) cost of consultants for preparation of bidding documents, construction supervision and updating of designs required during the construction; this would among others include costs for construction supervision, monitoring and evaluation of project impacts; (C3) provision of technical assistance, training, institutional capacity building, preparation of future projects, and any strategic studies needed during project implementation and not covered under Component-B.