

Government of the People's Republic of Bangladesh

Ministry of Food

Modern Food Storage Facilities Project –MFSP

Terms of Reference

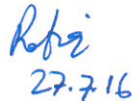
For

Selection of Consultant Firm

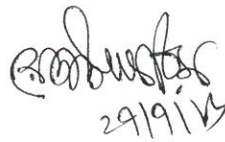
Title of services	Firm for Communication and Public Awareness
Assignment duration Contract period	Project Period
Primary assignment location	Dhaka
Funding source(s)	IDA Project Cr. Number: 52650- BD for Modern Food Storage Facilities Project – MFSP
Contracting entity	Project Director Modern Food Storage Facilities Project Directorate General of Food


27/07/16

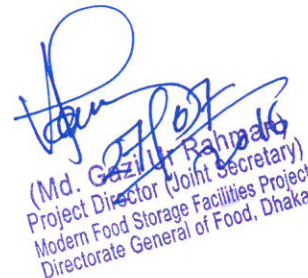
Kamal Najmus Salehin
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27.7.16

Engr. Syed Rafiqul Alam
Senior Procurement Specialist
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29/9/16

(মোঃ রেজাউল করিম সেখ)
উপ-প্রকল্প পরিচালক (উপ-সচিব)
আধুনিক খাদ্য সংরক্ষণাগার প্রকল্প
খাদ্য অধিদপ্তর, ঢাকা।


27/07/16
(Md. Gazilul Rahmat)
Project Director (Joint Secretary)
Modern Food Storage Facilities Project
Directorate General of Food, Dhaka

Background/ Introduction

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 Communication 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.

Objective of the Project

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 Objective of the Project:

1. Develop 8 Silo complex of capacity 535,500 MT;
2. Facilitate households access to domestic silos to ensure household level food security ;
3. Reduce quality and quantity losses;
4. Adopt the best suited technology for preservation of food grain quality, quantity and nutritional level;
5. Ensure safe storage of food grain during calamities;
6. Safe and long storage free of Chemical insecticide and preservative;
7. Ensure better monitoring and improved governance and management of food stocks.

Project Site & Capacity:

Sl. No.	Site	No. of Bins	Bin Size (in feet)	Each bin capacity (MT)	Silo capacity (MT)	Grain Type
1	Barisal	16	60 D X 40 H	3,000	48,000	Rice
2	Narayanganj	16	60 D X 40 H	3,000	48,000	Rice
3	Dhaka	16	60 D X 40 H	3,000	48,000	Rice
4	Ashuganj	35	60 D X 60 H	3,000	105,000	Rice
5	Mymensingh	16	60 D X 40 H	3,000	48,000	Rice
6	Maheshwarpasha	6	90 D X 78 H	12,700	76,200	Wheat
7	Chittagong	9	90 D X 78 H	12,700	114,300	Wheat
8	Madhupur	16	60 D X 40 H	3,000	48,000	Rice
	Sub-Total	130			535,500	

Objective of the Consultancy / Scope of the Assignment

The broader objective of the consultancy is to support the project object through strategic communication. Specifically, the consultancy will aim to create awareness, engage behavioral change communication and enhance knowledge and call for action of the targeted and general stake holders to improve participatory food management and to increase the grain reservation. The consultancy firm will be responsible for:

- Conduct a rapid communication need assessment and prepare stakeholders mapping
- Prepare comprehensive communication and media campaign strategy based on the findings of the rapid communication need assessment.
- Implementation of the communication strategy
- Production and dissemination of communication and Information, Education and Communication (IEC) materials as identified in the communication strategy
- Media impact assessment
- Planning and management of certain events and activities at local and national level.

Target Audience

Awareness created among the various target audience group:

At Local Level: Local community, women, local elites, youth and school children;

At National Level-Food Department Officials, Researchers, Cold Storage Owners, Retailers. Private sector, media and NGOs

Mass Audience- Journalist, NGOs and Civil Society Organizations (CSOs), and students of Food and Nutrition, policy makers and government agencies

The Consultancy will contribute towards achieving the following immediate objectives:

Design and implement behavioral change communication campaign at local level.

Production of videos (animation and shooting based) to highlight project result.

Create and maintain archive for high resolution field location photographs.

Organize outreach activities for the project beneficiaries to create awareness and generate consensus.

Develop and Disseminate IEC materials for the target audience.

Utilize traditional media (folk songs, pot songs, Jatra) for local level communications

Develop Media plan, organize press conference, editorials, articles, Talk shows and media visits to project sites and support press release dissemination.

Organize events to commemorate special day's production of needed communication materials

Utilize new and social media to communicate results and as part of behavioral change communication campaign

Website update

A. Proposed Consultancy

Proposed consultancy firm will deliver the following outputs as the project has a wide range of audience therefore the communication plan and strategy must be targeted for each audience group and materials must be catered according to the needs of each target group; i) develop a comprehensive communication strategy, ii) Implement the communication strategy in consultation with the MFSP Authority iii) Concept development, Design and produce information, communication and education (IEC) materials i.e. factsheets, leaflets, posters, booklets, bill boards, festoons, photograph and success story book, stickers with photographs, media releases etc, according to the communication strategy; iv) develop messages and slogan in Bangla; v) design, develop and publish all workshop and meeting reports, progress and annual reports; vi) develop and produce short video documentary (not more than 10 minutes and produce high resolution photographs from the field locations; vii) undertake campaign and outreach activities , vii) develop tool kit for media.

B. Scope of the Consultancy:

In order to meet the broader objective of the ToR, the Consultancy firm will work closely with Modern Food Storage Facilities Project. Based on the results of the field area assessment, the consultancy firm will undertake 7 major tasks but will not limit to the following.

Description of scope of work

Task 1: Development and Implementation of Communication Strategy

The firm will undertake a communication based need assessment for developing the comprehensive communication strategy. Before the development of the communication strategy, the firm will hold a meeting/workshop to present the findings of the need assessment for developing a communication strategy to the representatives of DG Food, MFSP and World Bank. The meeting/workshop will provide opportunity to clarify any questions or issues and identify the project's vision for the field locations to be covered by the communication strategy.

- In reorganization of the fact that, MFSP needs to create awareness and enhance the knowledge of the targeted audience, the firm will develop and implement the communications strategy and public education dimension. The communication strategy should include

awareness raising and outreach activities, behaviour change communication (BCC) and advocacy activities for key development actors and beneficiaries.

- In developing the communication strategy for the project, the firm will make sure to identify target audiences, develop key messages for each target audience, identify specific needs in terms of communication, and identify available communication channels and means and those that ought to be used by the project.

- Develop a media plan and through suitable transmission channels to publish (media releases, press conference, editorial, articles, interviews) in various national and local dailies. In addition, the firm will also develop a media tool kit for journalists.

Implementation Plan: The Consultancy firm will produce a detailed implementation plan along with timetable, which will outline, among others, methodology, budget, specific activities, responsible parties, evaluation, and coordination mechanisms to carry out the implementation of the Action Plan.

Develop and Implement Communication Activities: The Consultancy firm will be responsible for conceptualizing, developing, and delivering communication and information products/materials. This would include but not limit to:

Task 2: Produce information, education and communication (IEC) materials

- Design, develop, produce and disseminate various IEC materials i.e., factsheets on each activity of the project, 1000 leaflets, 1000 posters, 8 billboards (standard size), 1000 brochures, 1000 festoons, 100 roman banners, banner for events photo and 1000 copies of success story books, progress and annual reports of the project and reports of all the workshops and meetings, media tool kit and other materials as or when required. The firm will develop the IEC materials understanding the educational, social and other background of the target audience. The developed messages should reflect in the IEC materials. The firm shall consult with MFSP before final publication of any IEC materials.

Task 3: Develop and produce project video documentaries and capture high resolution professional photographs

The firm will produce a video documentary as a part of the promotion of the project and also will capture professional photographs from the project locations and its activities.

- 10 minutes Video clip which will be a project brief and will highlight the key features and activities of the project under each component and must be suitable for all target audiences.

- Photographs: The firm will capture various professional photographs from all project locations for uploading in the project website and printing in project brochures, annual report and other IEC materials. Firm will provide CD for each site.

Deliverables

The firm will deliver a detailed production and post-production schedule for filming process. Draft scripts, including proposed interview questions for the documentary films for comments by MFSP project. First cut of the documentary on DVD for comments by MFSP and World Bank and Finalized draft documentary for MFSP & World Bank clearance. The documentaries should be in Bangla (voice over) and Sub-title in English with 120 words/minute voice over. Be available for the film's official presentation with participation of MFSP and World Bank. Provide 100 copies of the Product(s) on professional labelled and packed DVD. The label design must be approved by MFSP.

Task 4: Updating Project Website and making Effective (www.mfsp.gov.bd)

The Communication firm will be responsible for updating the project website. They will prepare new write up, success stories, paper clips etc. and upload in the website. Maintenance and other technical support will be provide by Website development firm.

Task 5: Advocacy and Outreach Activities

The firm shall plan for Advocacy as advocacy is influencing and NOT creating mass awareness or awareness among leaders. Advocacy always go beyond awareness and lead to specified action. Therefore, the advocacy component of the strategy should taking actions such as: changing policies, allocating resources, speaking out on critical issues, and initiating public discussion. Along with national level, advocacy component will play an important role in the community level through the local social, political and religious leaders. The firm shall plan for some advocacy campaign in both local and national level.

Deliverables:

Sector Leaders Workshop in National Level. Minimum 500 participants. MFSP will select the venue. Another 8 seminars (8 selected sites). Per seminar minimum participants 70.

Outreach Activities:

The firm shall plan for Outreach Activities as such street drama, folk songs, target the local festival fairs. To disseminate messages along with the use of Interpersonal Communication (IPC), for focus group discussion, female group discussion, small and medium group discussion could be important and effective. Targeting the youths and the children, the firm can plan for some activities especially for school going children. The firm can also use mix and match channels-many of the media/channels (i.e., poster, flyer, video, folk theatre) when combined with interpersonal communication (IPC) will become more effective. After the

materials or a drama have been shown, a facilitator from the firm can lead an interactive session with the audience to reinforce the messages. Thus the ongoing programme activities will motivate the community people. Mass media will reinforce localized IPC activities and broad reach of positive social norms. The Firm will arrange 8 focus group discussion meetings (8 selected Sites)

Task 6: Organize Project closing seminar:

The firm will arrange project closing seminar in presence of minimum 500 guests. MFSP will select the venue.

Task 7: Training session (3 Training sessions)

Training 1- Firm will organize a day long workshop on Internal & External Communication for Food Ministry, Dg Food & MFSP Officials.

Training 2- Organize a day long training on Introduction of Right to Information (RTI) Act for Food Ministry, Dg Food & MFSP Officials.

Training 3- Topics will suggest from the Firm.

The Communication Consultant Firm may be requested to conduct any other communication related activities as requested by MFSP. The firm will get cost at actual and service charge (5% of total actual cost)

Selection Criteria

At least 08 years of corporate / firm experience in the field of media planning, campaigning & advocacy activities.

Have experience of managing at least 6 successful nationwide media campaign in the last 5 years
In-house availability of adequately experienced manpower (Campaign team, Media planning team including expert in development communication)

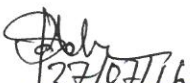
In-house capability and availability of logistics and other resources (Office setup, staffs etc.) to be assigned for services.

Firm must have aggregate turnover of at least Tk. 8 Crores in the last three years.

Firm must have liquid asset or Working Capital or Credit Facility of at Tk. 5 Crores.

Reporting Arrangement

The team will work closely with the Sr. Outreach & Public Awareness Specialist, MFSP. The Team Leader will report to the Project Director, MFSP and will keep close liaison with the 3 Project Coordinators, MFSP. All reports have to be submitted to the Project Director of MFSP.


27/07/16
Kamal Najmus Salehin
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Directorate General of Food, Dhaka







Proposed Team Composition

The assignment requires a multidisciplinary team having experience in development of communication strategy, implementation of communication strategy, web site development, outreach activities and media liaison. The team should have experience in working with food related assignment.

The team will be composed of a Team Leader, an Assistant Team Leader and a Documentary Film maker. The minimum qualification and experience of each team member is as follows:

1. Team Leader

- The position requires a post graduate university degree in journalism communications or a related field with at least 15 years of proven experience in the field of social and development communication, campaign and awareness raising
- Design and implement a comprehensive communication strategy to attain the objectives of the project
- Plan and manage all publicity and promotional events, public information programs for awareness raising issues.
- Provide direct supervision in development and manage the quality of the content of the website
- Provide direct supervision in the production of electronic media, printed publications and reports developed content for news releases, brochures, photo and success story books and progress and annual reports and others.
- Initiate, develop and maintain media contacts for disseminating information

2. Assistant Team Leader

- The position requires a post graduate university degree in journalism communications or a related field with at least 10 years of proven experience in the field of social and development communication, campaign and awareness raising
- Assist the Team Leader in developing the Communication Strategy
- Assist the Team Leader in preparing and developing the electronic and print media materials and campaign materials such as brochures, media briefs photo books, reports and other publications.
- Must possess at least 7 years of experience in designing camping materials such as leaflets, brochures, booklets, posters etc.
- At least 5 years of printing experience, including editing of campaign materials (print materials) such as leaflets, brochures, booklets, posters etc. Including proof reading

3. Documentary Film maker

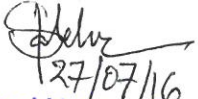
- The Documentary Film Maker must possess extensive experience in producing public information video documentaries. Must possess at least 10 years of working with the


people in the field. Experience of working with the food sector will be an added advantage.

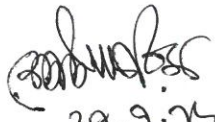
- Experience in working with international organizations and/or international donors as well as in working with state institutions, NGOs and local authorities in Bangladesh.
- Excellent technical capacities to ensure smooth and high quality production (video production staff, owner of its own video production studio or a documentary proof of an access to a rented video studio, etc.).
- Excellent planning and organizational skills.
- Excellent ability to meet deadlines.

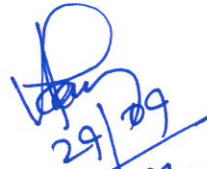
Deliverables and time frame

SI	Deliverable	Reporting time in months from the date of signing contract
1.	Submission of Communication Strategy	1 month
2.	8 Workshops (Minimum 70 Persons)	In 2018
3.	Video Documentary & Photographs	4 months
4.	Sector Leaders Workshop (Dhaka)	In 2017
5.	3 Training sessions for Officials	In 2018
6.	IEC Materials	9 months
7.	Focus Group Discussion meetings	In 2017
8.	Project Closing Workshop	End of Project
9.	Final Report	End of Project


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27.7.2016
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29.9.15
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খাদ্য অধিদপ্তর, ঢাকা।


29/09
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