

Loan no. 4334: Skills for Industry Competitiveness and Innovation Program (SICIP)

Scheme Number and Name: Scheme-3: Enhancing Institutional Capacity for Skills Monitoring and Management

Package Number and Name: SD-306: Social Marketing Services for SICIP

Terms of Reference

1. Introduction

The Skills for Industry Competitiveness and Innovation Program (SICIP) has the overall objective of developing a skilled workforce adept in handling new technologies, especially for priority and emerging industries in Bangladesh. The program, financed by a \$300 million results-based loan from ADB, will support the Government of Bangladesh's Skills Development Framework for Economic Competitiveness 2023, as envisaged in the Eighth Five-Year Plan. SICIP builds on the government's flagship Skills for Employment Investment Program (SEIP), financed by ADB through a multi-tranche financing facility of \$350 million and implemented from 2014 to 2024. The SEIP aimed at enhancing the productivity and employability of the growing young workforce with industry-relevant skills across nine priority sectors identified by the government. SICIP will expand skills training and strengthen the development of the training ecosystem beyond the nine priority sectors covered under SEIP to include additional emerging sectors. The program aims to (i) increase the technology-oriented skilled workforce across emerging and priority sectors, (ii) promote inclusive skilling and upskilling opportunities for women and socially disadvantaged groups, (iii) incentivize industry–university partnerships to nurture innovation capacity and improve industry competitiveness, and (iv) foster skills for climate-resilient manufacturing processes and green technologies. The program is expected to benefit around 220,000+ new and existing workers over a 6-year implementation period from 2024 to 2029.

The expected outcome of the program is an increased technology-oriented skilled workforce for priority and emerging industries across skill levels. The outcome is expected to be achieved through four outputs: (i) output 1- training for advanced technical skills in priority and emerging sectors improved, (ii) output 2 - managerial capabilities and green innovation capacity strengthened, (iii) output 3 - socially inclusive skilling and upskilling expanded, and (iv) output 4 - institutional capacity for skills monitoring and management enhanced SICIP has initiated efforts to support, organize, and implement social marketing activities to increase public awareness of skills training programs. Strategically designed outreach and timely implementation of outreach activities are critical to ensuring enrollment in and completion of the training programs. To achieve the program's training target and promote the salient features of SICIP's training program nationwide, SICIP plans to engage a Social Marketing firm.

2. Key Objectives

The key objectives of this assignment are: (i) to raise nationwide awareness about the importance of skills training for personal development and for securing decent employment, using tailored approaches for different beneficiary subgroups; and (ii) to inform the target populations about the scope, key features, and training areas of SICIP, including details on training centers, enrollment requirements, allowance and benefits provided to selected groups of trainees and other relevant aspects, as well as the expected long-term impact of SICIP training.

Handwritten signatures and initials at the bottom of the page, including a signature with a large flourish, the name 'SR Rana', a signature in blue ink, and another signature.

3. Scope of Work

The scope of work includes the following:

- Targeted Inclusion and Action Plan:** The firm will prepare and implement a nationwide awareness plan about the importance of skills training through a series of targeted activities with a special focus on motivating women, those from socially disadvantaged groups, persons with disabilities and those from Small Ethnic Community People (SECP) into the SICIP program. To achieve this, the firm will prepare a time-bound action plan with an implementation strategy and submit to SICIP for approval. The firm will make the effort to familiarize themselves with the objectives and different types of training offered under SICIP.
- Develop effective information, education and communication (IEC) materials and disseminate them:** The firm will develop IEC materials (e.g., video clips, leaflets, print and audio or visual media advertisements) that are differentiated according to sector, skill level, type of training (for e.g., international certification for potential migrant workers, upskilling for retrenched garment sector workers), and type of targeted beneficiaries. IEC materials targeted at women or socially disadvantaged groups shall integrate descriptive as well as prescriptive norms, demonstrating positive images of women and socially disadvantaged groups. The firm will be responsible for ensuring both pre and post dissemination that the campaign materials and messages delivered are accurate and accessible
- Promotion of SICIP Objectives:** The firm will showcase SICIP's objectives, benefits, and targets, including its gender action plan. It will deliver key messages to potential beneficiaries about accessing training programs in priority sectors and highlight job prospects to maximize the program's impact. Additionally, the firm will mobilize a broad network of training providers, industries, and employers to support skills development and create opportunities for gainful employment.
- Leveraging SEIP Insights:** Drawing insights from the initiatives and implementation outcomes of the SEIP project, the firm will enhance social marketing efforts. It will use findings and lesson learnt from the social marketing activities accomplished during the implementation of SEIP project to strategize their interventions and actions in integrating targeted beneficiaries into the SICIP program.
- Methodology and Implementation:** The firm will submit a detailed methodology for executing social marketing initiatives. During implementation of the assignment, they will accomplish a wide range of activities to disseminate information about the skills training provisions & opportunities and promote SICIP among the target beneficiaries. Dissemination of IEC materials should be undertaken through diverse channels (workshops, focus groups, mainstream media outlets, social media etc.).
- Monitor and document to measure impact, and adapt strategy based on feedback:** The firm will maintain regular, reliable and systematic data and documentation on the level of participation in dissemination events and estimated coverage of outreach activities. The firm will assess the enrollment levels among different trainee subgroups and training programs against their strategy and adapt their approach/IECs to improve effectiveness. SDCMU will provide figures for enrollment (disaggregated by sex and socioeconomic groups) across different types of training program from

time to time. The firm will share the data and documentation from dissemination events/campaigns with SDCMU.

- **Use of Digital and social media:** The firm will utilize social marketing media to reach the target groups. It will use social media platforms and websites to connect with target groups to promote SICIP and its results, benefits and outcomes. The firm will proactively identify relevant platforms for disseminating IEC and promotional materials (including Upazila and District web portals) and upload them to the portals/platforms to expand outreach.

4. Duration, Location of the Assignment and Areas to be covered

- The total duration of the service will be 24 months from the date of signing the contract.
- All over the country.
- The information, core messages and importance of SICIP activities will reach the stakeholders such as industry associations, women associations, employers, social elites, community leaders, religious leaders, SICIP target groups, journalists etc. across the country with the ultimate objective of reaching potential trainees.

5. Key Activities for SICIP Promotion and Stakeholder Engagement

a. Meetings, Workshops and Consultations

- Organize meetings, seminars, workshops at various level (Division and District), involving government institutions, technical training institutes, people's representative, religious leaders, social elites, women associations, community leaders, representatives from industries, journalists, and other beneficiaries.
- Arrange consultation workshops with Industry Associations (IAs) and Employers' Associations (EAs), and other relevant key stakeholders for encouraging the potential enrollment with special emphasis on female /transgender/ physically and mentally challenged trainees/ and trainees from other socially disadvantaged groups.
- Conduct orientation workshops at upazila level on SICIP activities; (Messages will be developed in close consultation with SICIP).
- Hold sensitization workshops and awareness program with the underprivileged groups, persons with disabilities and targeted women's groups (messages will be developed in consultation with SICIP).
- Organize workshops in colleges/public and private universities as well as industry associations, chambers of commerce, ISCs, and government officials in Dhaka to attract women and promote the Executive Development Program and advanced technical training programs (venue to be finalized in consultation with SICIP).

b. Public Awareness and Promotional Activities

- Develop and disseminate IEC materials, including print media (such as leaflets, pamphlets, posters etc.), short videos (Pls. indicate the time Length), long video documentaries (indicate the time Length) and docudramas (indicate the time Length) (which need to be developed in consultation with SICIP).
- IEC and campaign materials should be sharp, impactful and based on general behavioral insights and specific insights to target different subgroups of trainees.

Handwritten signatures and initials at the bottom of the page, including a large signature on the left, a signature in the middle, and several smaller initials on the right.

- Conduct promotional activities nationwide to achieve the SICIP target of 30% female participation and increased enrollment of disadvantaged trainees in the SICIP project.
- Conduct rallies to promote SICIP initiatives.
- Ensure wide-scale promotion through electronic media, including television (BTV broadcasting TV spots, thematic dramas, video documentaries), Bangladesh Betar and community radio.
- Establish media partnerships (electronic and print) for continuous advocacy throughout SICIP implementation.
- Air radio jingles and float newspaper advertisements with coordinated messaging.
- Strategically display signboards and billboards in key locations.
- Distribute promotional materials (PVC posters, normal posters, leaflets) that need to be developed in consultation with SICIP.
- Publish newsletters on SICIP activities using pre-developed content.
- Any other activities suggested by SDCMU-SICIP

c. Social Media Campaigns

- Utilize Facebook, YouTube, and LinkedIn for targeted promotional activities, including live sessions and success story sharing.

d. Success Story Documentation and Knowledge Sharing

- Create video and written case studies and feature stories highlighting the success stories of SICIP in collaboration with stakeholders. The deliverable should be of high publishable quality.

6. Required Key Expertise

The following key experts will be engaged in the program period to effectively accomplish the assignment:

Areas	person-months (National)	Qualifications and Key Tasks
Team Leader (1)	24 (Full-time)	<p>The team leader should have minimum of a bachelor's degree in any discipline and have at least 10 years of experience in the media industry, including 5 years of experience leading teams, preferably in large programs, reality shows, commercial fictions, and/or campaigns. They must have experience in producing promotional dramas, short films, and advertisements for national TV channels, YouTube, and other social platforms. Additionally, experience working on projects with multinational and national companies or international development organizations, such as ADB, World Bank, or various embassies, will be considered an added advantage.</p> <p>Key Tasks:</p> <ul style="list-style-type: none"> • The team leader will lead a team of key and non-key experts to design and implement social marketing campaigns, organize meetings,

2
8220000

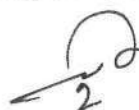
Areas	person-months (National)	Qualifications and Key Tasks
		<p>seminars, workshops to target key messages to potential trainees including females, disadvantaged groups (poor, minorities, in remote locations) and persons with disabilities in discussion with SICIP.</p> <ul style="list-style-type: none"> • When designing the social marketing programs s/he with inputs from other members of the social marketing team will (i) establish a good understanding of the SICIP; (ii) identify the target groups and various reforms included to ensure gainful employment after training; (iii) identify constraints and challenges facing in skills development programs (iv) verify and review the contents (gingal, videos etc.) based on the project needs; (iv) seek feedback and advice from key stakeholders under the SICIP at different stages and adapt IEC/campaign materials and strategies accordingly; and (v) develop plan for conducting the workshops/ training and developing materials within the stipulated timeline for social marketing for SICIP. • Ensure implementation of a system for data collection and documentation from marketing/dissemination activities related to number of participants as well as profile of participants. • In addition, s/he will manage the social marketing team effectively. The team will report to the focal person of the SICIP program and keep him update all the activities to be accomplished during implementation.
Content Development Specialist (1)	12 (intermittent)	<p>The Content Development Specialist should have minimum of bachelor's degree in any discipline and have at least 7 years' experience including 3 years' experience in developing and producing contents for print media, online media, and social media platforms. Additionally, experience working on projects with multinational/national companies or international development organizations, such as ADB, World Bank, or various embassies, will be considered an added advantage.</p> <p>Key Tasks:</p> <ul style="list-style-type: none"> • S/he will develop contents for IEC materials, short and long video documentary, docudramas, jingles, posters, billboards, newsletters etc. and facilitate implementation of promotional activities based on the SICIP needs such as (i) docudrama, advertisement in print media, electronic media etc.; (ii) identify and develop messages and materials to attract target trainees, to raise the image of the skills training socially and the benefits on skills training;(iii) translate all contents into English in addition with Bangla for docudrama, videos and ensure English subtitle for those, and (iv) any other tasks assigned by the Team Leader.
Social Development Specialist (1)	12(intermittent)	<p>The social development specialist should have minimum of bachelor's degree in a relevant social science discipline with at least 8 years' experience in conducting training/ workshops, including 5 years'</p>

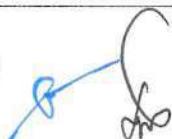





Areas	person-months (National)	Qualifications and Key Tasks
		<p>experience related to support in developing marketing/awareness content and organizing events related to social marketing.</p> <p>Key Tasks:</p> <ul style="list-style-type: none"> • S/he should also be familiar with skills training. S/he will support the team leader in (i) identifying the participants for the seminars, workshops, meeting and inviting them and to ensure participation in the programs; ii) Coordinating with Content Development Specialist to develop materials for attracting target groups into SICIP program; (ii) analyzing the constraints, opportunities in skills development and reflecting them in promotional activities ; (iii) developing messages for different target groups based on good analysis of such groups; (iv) providing training to partner institutions on targeting, selection and supporting of disadvantaged trainees;(v) assessment of effectiveness of the programs and base line on social marketing , (vi) conducting small scale case studies on the disadvantaged trainees during and after training (vi) any other tasks assigned by the Team Leader.
Non-key Experts (Technical Service)		
Coordinator (1)	24(full time)	<p>The coordinator should have a bachelor's degree in any discipline with at least 05 years' experience in training/ workshops/ event coordination.</p> <p>Key Tasks:</p> <ul style="list-style-type: none"> • Lead and coordinate overall program (workshop, seminars, and other events outlined in the ToR implementation and management) • Liaise with stakeholders, employers, trainees, institutes, and ensure successful implementation of all the events • Ensure program progress and align with the objectives of all events • Prepare periodic reports, updates, and documentation for management • Ensure effective communication and flow of information among team members • Provide inputs to enhance program or events impact
Cameraman (1)	24(full time)	<p>The Cameraman should have minimum Higher secondary certificate (HSC) with at least 10 years' working experience in media industry. Experience is required for producing dramas, movies, and advertisements for national TV channels, YouTube, and other social platforms.</p> <p>Key Tasks:</p> <ul style="list-style-type: none"> • Capture high-quality video and photo documentation of events, field visits, and activities • Edit video footage for promotional and documentation purposes

Areas	person-months (National)	Qualifications and Key Tasks
		<ul style="list-style-type: none"> • Maintain and manage camera and related multimedia equipment • Work closely with communication and documentation teams for visual storytelling • Archive multimedia content systematically for future use • Assist in producing IEC and promotional materials
Publication & Documentation Officer (1)	24(full time)	<p>The Publication & Documentation Officer should have a bachelor's degree in any discipline work with at least 05 years' working experience in publication, documentation and document editing.</p> <p>Key Tasks:</p> <ul style="list-style-type: none"> • Develop, edit, and publish project reports, newsletters, case studies, brochures, and IEC materials • Maintain proper documentation of project activities and outputs • Coordinate printing, publishing, and distribution of materials • Ensure consistent branding and quality in publications • Support monitoring and evaluation with documentation of project achievements • Manage digital and physical archives of all publications and records • Design banner, festoon for minimum Higher secondary certificate (HSC)workshop or events.
Workshop Facilitators (2)	24(full time)	<p>The Workshop Facilitators should have minimum bachelor's degree with at least 03 years' working experience in organizing national level seminars and workshops.</p> <p>Key Tasks:</p> <ul style="list-style-type: none"> • Plan, coordinate, and facilitate workshops, trainings, and seminars • Develop training materials, agendas, and presentations • Coordinate with stakeholders, trainers, and participants • Ensure logistics, equipment, and materials are available for smooth facilitation • Document workshop proceedings and generate reports • Evaluate training effectiveness and collect participant feedback
Social Marketing Field Officer (4)	24(full time)	<p>The Social Marketing Field Officer should have minimum bachelor's degree with at least 03 years' experience in field level coordination, arranging events etc.</p> <p>Key Tasks:</p> <ul style="list-style-type: none"> • Implement field-level social marketing activities and campaigns • Liaise with local stakeholders, community groups, and partners • Distribute IEC materials and promote behavior change messages • Monitor and report on field activities and outreach effectiveness • Collect field data and success stories






Areas	person-months (National)	Qualifications and Key Tasks
		<ul style="list-style-type: none"> Organize community events, focus group discussions, and awareness drives
Non-Key Staff (Management and Support Service)		
Administrative & Logistic Officer (1)	24(full time)	<p>The Administrative and Logistic Officer should have a bachelor's degree with at least 03 years' working experience in similar position.</p> <p>Key Tasks:</p> <ul style="list-style-type: none"> Manage day-to-day administrative tasks and ensure efficient office operations Ensure the office logistics for various workshops, seminars, meetings, program related activities Manage the inventory of office supplies and equipment Plan and arrange requirements for meetings, workshops, seminars and other events, including vehicle rents, food and other logistics support Prepare and maintain reports, records, and documentation related to administrative activities Maintain and preserve the IEC materials, posters and other promotional materials Coordinate with all staff to comply the official logistics related requirements to support the program smoothly.

7. Deliverables of the Social Marketing Activities

S/N	Activities	Total Activities/ number to be done
A	Meetings, Workshops and Consultations	
A.1	Organizing National level Workshops for Promoting Executive Development Program with universities, IAs, industries, ISCs, Chamber of Commerce, relevant government officials TIs and EAs with distribution of printing materials and presentation/playing of IEC TV materials. Venues and list of participants will be finalized in consultation with SICIP	02
B	District Level Activities	
B.1	Orientation Workshop/Seminar and Gender Sensitization at District Level with representatives from all industry associations and public training institutes and relevant organization with distribution of printing materials and presentation/playing of IEC materials	32
B.2	Sensitization Meetings with Female Representatives in the 8 districts (one in each division) with distribution and presentation/playing of IEC materials	08

Handwritten signatures and initials are present at the bottom of the page, including a signature that appears to be 'SICIP' and several other initials.

S/N	Activities	Total Activities/ number to be done
C	Upazila Level Activities	
C.1	Rally/Road Show/Cultural Show at Upazila level excluding Sadar Upazila	32
C.2	Orientation Workshops and Gender Sensitization at Upazila level with representatives from all industry associations and public training institutes and relevant organization (Excluding Sadar)	32
C.3	Dissemination Workshop in Advance Training Provision and Employment Opportunities under SICIP with the participations of College/University students in 6 Districts	10
D	Sensitization Meeting with the Disadvantaged/Special Need Groups	
D.1	Sensitization Workshops with the Ethnic Communities	03
D.2	Sensitization Workshop with the Persons with Disability	02
D.3	Sensitization Workshop with the Underprivileged (Orphan, Abandoned Youth, River Gypsies) People	02
D.4	Sensitization Workshop on Gender Mainstreaming Includes Third Gender)	02
E	IEC and Promotional Materials	
E.1	Development of TV Spots (30 Sec)	01
E.2	Development of Video Documentary (5 Min)	01
E.3	Development of the Radio Jingle (1 Min)	01
E.4	Development of Reel (2 Animation) (30 sec)	10
E.5	Development of Folk Song/Local Dialect (3 Min)	01
F	Development, Printing and Fixing/Displaying/ Distribution of Posters (Normal and PVC)	
F.1	Normal Poster (Size: 20" X 30", Paper 120 gsm art Paper 4 Color Print), as per sample already approved by SICIP	1,00,000
F.2	PVC Poster (Size: 2' X 3', PVC 4 Color Digital Print), as per sample already approved by SICIP	600
F.3	Development, Printing and Distribution of Colored Handout 8 pages (Size: A4, Paper 120 gsm art Paper 4 Color Both sides). Region-wise contents and program activities to be incorporated, Distribution in 08 Divisions	2,00,000
F.4	Sticker (Size: 4" X 8"- As per sample approved by SICIP, easy to unfold and stick)	50,000
F.5	Billboard/Signboard to be installed at the premises of DC Offices in 64 districts (Size: 12'X8'=96), which will continuously display for 12 months under any circumstances or any weather condition. Detailed specifications of the Billboard/Signboard will be finalized upon discussion with SICIP Frame: 1" x1" Inch Iron Angle Frame. Sheet: 22 Gaze Met Sheet. Sticker: Eco Solvent Digital Stiker Stand Pipe:3'.5" Dia Round Pipe (2 Psc) Each Pipe 18' High. Rcc Dhalai, Fitting Fixing All Completed.	64

S/N	Activities	Total Activities/ number to be done
F.6	Development of T-shirt with Logo & messages of SICIP and distribution (T-shirt 140gsm S/J 4 Color Print), as per sample approved by SICIP	10,000
F.7	Organizing Folk Songs after the community meeting in different places across the country. Locations will be finalized upon discussion with SICIP NB: Singer, instruments, miking	32
G	Media Intervention: Publicity through TV	
G.1	Airing of TV Spots through BTV and 04 renowned TV Channels at peak-hours (10 Times in each channel), TV Spots, to be developed in consultation with SICIP	50
G.2	Displaying Key Messages of SICIP through Digital LED Billboard in consultation with SICIP (30 Sec)	2,000
G.3	Key messages development and dissemination through Cable TV Network at District and Upazilla level in consultation with SICIP (30 Sec) for 30 consecutive days	64
G.4	Publicity of TVC in 50 Cinema Hall for 15 days in each 01 times a day (30 Sec each) in consultation with SICIP	750
H.1	Publicity through Radio	
H.1.1	Broadcasting of the Radio Jingle: Bangladesh Betar and 03 renowned radio channels per day 02(two) times for 1(one) Minute for 50 days in consultation with SICIP	400
H.1.2	Broadcasting of the Radio Jingle: Community Radio for 1(one) Minute 500 times.	500
H.2	Publicity through Newspaper	
H.2.1	National Level Newspaper (10x3 times) Advertisement Highlighting Skills Training Provision of SICIP. Contents and Newspaper will be finalized upon discussion with SICIP (Front page, 3 columns 10 Inch, colored)	30
H.2.2	Local Level Newspaper Advertisement Highlighting Skills Training Provision of SICIP (02 Times 60 Local Dailies). Contents will be finalized upon discussion with SICIP (Front page, 3 columns 10 Inch)	120
I	News Coverage of activities through TV channel and Newspapers	
I.1	News Coverage through Newspaper	04
I.2	News Coverage through TV channels (01 minute)	04
J	SICIP Activities on social media:	
J.1	Maintaining Verified Facebook page and uploading of IEC materials (24 months) (Content should be developed, such as Static post, Cover photos, Videos and Reels, Infographics)	24
J.2	Maintaining YouTube, and uploading of IEC materials (24 months) (Content should be developed, such as, Videos and Reels, Infographics, Animations)	24

S/N	Activities	Total Activities/ number to be done
J.3	Social Media boosting (Facebook, YouTube, etc.) 48 Times every month, 2 times Boost. (Static- 250, Video- 8, Story- 260, Follower- 150k-200k, Reach- 10M)	48 Times
J.4	Messaging of masked bulk Text SMS (10,00,000 x 2)	20,00,000 SMS
J.5	Identification and Development of Case Studies on the Success of SICIP (Subject to approval of SICIP. - Case studies should include at least 3 from output 1 (advanced technical training); at least 3 from output 2 (mid-level managerial training); at least 1 from international certification training; at least 4 from targeted women's training;	10
J.6	Identification and Development of Feature Stories on the Success of SICIP (Subject to approval of SICIP). Feature stories should include at least 3 from output 1 (advanced technical training); at least 3 from output 2 (mid-level managerial training); at least 1 from international certification training; at least 4 from targeted women's training.	11
J.7	Develop and publish Newsletter (Size: A4 Both side)-after every four months (6 unit).	5000
K	Preparation of Periodic and Final Reports (Analytical)	
K.1	Prepare and submit report on the marketing activities conducted and assessment of their effectiveness as measured by enrollment and retention across different training type and different subgroups of beneficiaries.	As required

8. Time Schedule for Deliverables

The firm will deliver the following in the stipulated time mentioned below

Sl. No.	Key deliverables	Timeline (to be finalized after negotiation)
1.	Time-bound Detailed Action Plan with implementation strategy covering activities, number of activities, workshops, location, frequency, quality control and other issues following Key deliverables outlined in Para 5.	By the end of Month - 1 from the date of the signing of the contract.
2.	Printing/development of various IEC materials, installation of signboards, confirmation of the continuation of the existing Billboards& readiness of all the materials	Within three (03) months from the signing of the contract
3.	Community-level stakeholder engagement activities	Throughout the assignment period starting from the acceptance of the action plan with implementation strategy.
4.	Upazila-level stakeholder engagement activities	Throughout the assignment period, starting from the acceptance of action plan with implementation strategy.

Sl. No.	Key deliverables	Timeline (to be finalized after negotiation)
5.	District level stakeholder engagement activities	Throughout the assignment period starting from the acceptance of action plan with implementation strategy.
6.	Workshops on EDC	Within six months of the commencement of the assignment
7.	Implementation of other social marketing activities	Throughout the contract period, starting from the acceptance of the action plan
8.	Disclose all videos, pictures, docudrama in the SICIP website	Each month
9.	Monthly reports on progress and impact of social marketing activities	Within 10 days for the preceding month
10.	Report on assignment completion and impact of social marketing activities on the society	Within 01 month of the end of the assignment.

9. Equipment Procurement:

No equipment or furniture will be bought with the contract amount.

10. Client's Input and Counterpart Personnel

SDCMU will provide financial support for the assignment and facilitate contact with the key agencies in implementing the assignment. The firm will receive guidance from Deputy Executive Program Director (PM) and Gender and Social Development Specialist. Concerned Assistant Executive Program Director will coordinate the social marketing activities.

11. Basis of Payment

The Client shall pay the Consultant

- (i) Remuneration on monthly basis upon successful completion of deliverables as per timebound action plan and as per submission of relevant documents along with the invoice.
- (ii) Reimbursable expenses on monthly basis upon submission of relevant vouchers/receipts along with the invoice.

12. Short Listing Criteria

- (i) The firm must demonstrate a minimum of 10 years of experience providing consultancy services, evidenced by a proven and established track record within the consulting industry.
- (ii) Proven and demonstrable experience in organizing and managing campaigns or assignments similar in nature — e.g. public-awareness campaigns, skills-training promotion, social marketing, mass outreach, or public information programs. For each, they should provide a short summary (scope, target population, reach/impact, duration).
- (iii) Prior experience managing assignments that have been financed by development partners (e.g., World Bank, ADB, UN agencies) will be considered a significant added advantage.
- (iv) The firm must demonstrate proven financial stability and the necessary fiscal capacity to successfully undertake, manage, and complete the assignment.
- (v) The firm must have qualified, full-time professional staff with relevant expertise available and currently on its payroll.

