

## **Terms of Reference**

### Promotion of agriculture programmes of Bangladesh Television (BTV) among audiences including farmers and other actors in the field of agriculture in rural areas

#### **Background**

Society for Media and Suitable Human Communication Techniques (SoMaSHTe) is a media and communication focused organization which works to raise the voices of the poor and marginalized, particularly women and children, to promote positive impacts in their lives by building the capabilities of the people involved in the media. To foster sustainable development, SoMaSHTe promotes human rights, governance, gender and other socio-economic issues by engaging media and frontier communication initiatives.

**This ToR refers to the engagement of an activation firm** who has sound knowledge and previous experiences of conducting activation events, particularly in rural areas. The hired firm would conduct innovative and focused events to promote the farm BTV shows among audience in different locations in December 2015- January 2016.

#### **Scope**

The plan is to promote the agricultural TV programs (title, content, benefits, engaging, airtime etc.) to their intended audiences including women and men farmers and other agriculture value chain actors. For this, systematically-packaged, culturally appropriate and cost-effective events will be organized for Bangladesh Television (BTV) with which the project is currently working. The place of occurrence of the events will be five different rural major haat locations of Barisal, Jessore, Mymensingh, Bogra and Rangpur districts. This is expected that poor and women farmers will be reached through the activation package.

#### **Objective**

The objective of the activation is to create awareness and interest among audiences in agricultural TV programmes of Bangladesh Television (BTV) which are benefitting farmers by providing useful information on agriculture. Through the activation events, the firm will also encourage the audience to engage in the programme production process by providing the programme production team with feedback or information. Furthermore, the activation event will also make the participating audience to act as ambassador so that the programmes can build stronger and dedicated audience.

Following activities are expected to be carried out by activation firm:

- (i) **Event design/Structure:** The firm will propose innovative ideas for the activation with scope of customization which will be finalized in consultation with the project team and TV channels' programme teams. The activation package will specify the items, locations, outdoor and indoor interpersonal events, outreach strategy, timing and duration etc. The firm will propose different event for women and men farmers.
- (ii) **Activation plan:** The firm will develop an activation plan specifying timeline of the events and finalize the plan by taking feedback from the teams.
- (iii) **Ensure participation of the targeted audience:** The firm will make necessary publicity for set events to ensure the participation of targeted farmers and other value chain actors.
- (iv) **Implementation:** The firm will implement all the activities in line with the plan and acquire necessary permissions from relevant bodies where required. During the field events, the firm will ensure venue and required logistics for the event.
- (v) **Develop promotional materials:** The firm will develop generic promotional materials which will be visually appealing to the farming communities. It should promote programme title, airtime, and feedback/contact information of the each agricultural TV programme.
- (vi) **Documentation and reporting:** The firm will document the process of each event including photos and videos. After completion of the activation, the firm will produce and submit the report to the project team.

## **Location**

Barisal, Jessore, Mymensingh, Bogra and Rangpur districts.

## Major Tasks

Under this assignment the activation firm will be responsible to carry out for the approved activities. The firm will include an activity plan in the proposal stipulating activities, numbers and timeline. The engagement will entail:

Activity
i. Activation packaging: based on approved items, the firm will repackage the activation. (A generic design is recommended.)
ii. Revised event schedule/route plan
iii. Implement activities (communication, event organization, publicity, develop promotional materials)
iv. Documentation and reporting

## Required documents for submission

### Technical and Financial Proposal

Technical and Financial Proposal must include information showing understanding of the assignment, rationale behind the proposed activities, budget, activity timeline, etc. Along with the hard copy, organizations are requested to submit a soft copy of both the technical and financial proposal.

### Organizational Information

Organizational information must include the submission of an organizational profile, with the key persons (including the person responsible for finance related activities of the organization) who will be involved in the assignment, and history of past collaboration with other agencies.

### Mandatory and Legal Information

It is mandatory for organizations to submit documentary evidence demonstrating their legal, taxation, and financial status. This includes:

- a certificate of incorporation and Trade License (for individual/ sole proprietor companies, a trade license only);

- NGO bureau registration (if applicable);
- an organizational organogram of permanent key personnel, inclusive of the names of such personnel;
- tax identification number (TIN) certificate;
- VAT registration certificate;
- proof of a valid account with a bank (providing the name and address of such account);
- A signed statement testifying that all information contained within the proposal is correct and true.

### Submission deadline

The deadline for submission of the Project Proposal is: **03 December 2015 till 4:00 pm (Bangladesh Time)**

If a proposal is not received in the manner specified in the request, especially if it is not received by the due time, it is deemed a non-qualifying Proposal, and will not be considered. The proposal would be evaluated based on the criteria below. Contract to be awarded by: **9<sup>th</sup> December 2015.**

Evaluation Criteria	Scale:
Overall quality and cohesiveness of the technical elements in order to achieve the desired outcome	35
Competence and quality of the personnel in the proposed team	25
Relevant experience in similar projects and/or in the sector	10
<b>Total Score: Technical Proposal</b>	<b>70</b>
Proposed Budget	20
<b>Total Score: Financial Proposal</b>	<b>20</b>
Feasibility	10
<b>Score for Overall Feasibility</b>	<b>10</b>
<b>Total Score</b>	<b>100</b>

## **Form of submission**

**Submission for and address:** All offers must be received in original hard-copy form (i.e. submission of e-mail tenders alone are unacceptable) with a cover letter signed by a competent authority of the tendering organisation, and lodged either via the postal system or courier service or delivered directly to the SoMaSHTE office at the following address:

### **Director (Programme)**

SoMaSHTE – Society for Media & Suitable Human-communication Techniques  
4/20 Humayun Road, Block-B, Mohammadpur, Dhaka-1207

In all cases, the offer must be sealed in a covering envelope and addressed as per the RfP notice. Please write the subject as “Promotion of agriculture programmes of Bangladesh Television (BTV) among audiences including farmers and other actors in the field of agriculture in rural areas” on top of the envelopes. **The financial and technical proposals must be submitted in two different envelopes. A soft copy of both financial and technical proposals must be submitted in CD/DVD.**