

Memo no. 51.01.0000.019.025.65.13- ০২

Date: 14-01-2015

## Request for Expressions of Interest

(For Selection of Consulting Firm)

Assignment Title: Training on Safety Net Program Operations & Public Information Campaign (Package# SF-3)

1. The People's Republic of Bangladesh has received financing credit from the International Development Agency (IDA) towards the cost of the *Strengthening of Ministry of Disaster management and Relief Programs Administration (SMoDMRPA)*-under *Safety Net Systems for the Poorest (SNSP) Project (IDA Cr# 5281-BD)* and it intends to apply part of the proceeds of this credit to make payments under the Contract for Consulting Services for Training on Safety Net Program Operations and Public Information Campaign.
2. This assignment will support the Department of Disaster Management (DDM) as the main implementation arm of the Ministry of Disaster Management and Relief (MoDMR) who is responsible for the implementation and supervision of largest safety net programs and humanitarian assistance programs that include Employment Generation Program for the Poorest (EGPP), Food for Work (FFW), Test Relief (TR), Vulnerable Group Feeding (VGF), Gratuitous Relief (GR), among others. The objectives of this assignment are to: (1) develop training materials based on existing Government guidelines and OMs and deliver such training to all relevant officials to improve their capacity to plan, implement and monitor the major MoDMR safety net programs; and (2) design and implement an appropriate Public Information Campaign strategy targeting local communities to provide consistent and updated information on program objectives, eligibility criteria, entitlements and grievance redress processes on the major MoDMR safety net programs.
3. The firm/consortium will work under the guidance and supervision of the Department of Disaster Management (DDM) involving them in every stage of the development and delivery of the training and the design and implementation of the public information campaign. Under the scope of works, the tasks to be carried out are as follows, but not limited to:

### (1) Training on Safety Net Program Operations

- 1) Conduct a review of existing Government guidelines and OMs for public workfare programs and humanitarian assistance programs to develop a course curriculum for PIOs, SAEs, DRROs, UNOs, UP members and PIC members.
- 2) Develop a training manual and facilitator's guide to be used by trainers and resource persons for orientation of PIOs and SAEs on safety net program implementation.
- 3) Develop a training manual and facilitator's guide to be used by trainers and resource persons for orientation of DRROs and UNOs on safety net program implementation.
- 4) Develop a training manual and facilitator's guide to be used by trainers and resource persons for orientation of UP members and PIC members on safety net program implementation.
- 5) Develop guidance material for key stakeholders, e.g. reference handbooks for district, upazila and union levels.
- 6) Pre-testing and modification of materials if necessary based on feedback from local levels or MoDMR/DDM.
- 7) Printing of all relevant material.
- 8) Prepare a training plan for coverage of all relevant stakeholders.
- 9) Conduct Training of Trainers program comprising mix of DRROs and PIOs to ensure capacity building beyond scope of Project.
- 10) Conduct initial and follow-up training on safety net program operations for PIOs, SAEs, DRROs, and UNOs.

### (2) Public information Campaign

- 1) Conduct a situation assessment of existing practices, methods and materials used by MoDMR/DDM to communicate information on the five programs' objectives, eligibility criteria, entitlements and grievance redress processes. The survey should identify existing gaps in the communication of information about the programs, the appropriate target audience/audiences for a public information campaign, and the best modes of communication (using informant interviews, focus group discussions, on-site observations, etc.) based on best practices.
- 2) Develop a detailed strategy to communicate program objectives, eligibility rules, entitlements and grievance redress processes to beneficiaries and stakeholders, including a timeline for periodic delivery of the campaign. The strategy should take into account various mediums of communication (e.g. print, electronic, mobile phone, etc.) outline best ways to reach different target audiences, and define resource (human, financial, technological, etc.) required to implement the strategy.
- 3) Hold meetings with relevant stakeholders to determine best methods for public information dissemination.
- 4) Design necessary materials for the public information campaign including existing and potential beneficiaries as primary audience and local government officials and community members as secondary audience.
- 5) Produce materials including posters, television and radio spots, village plays, loudspeaker announcements, brochures, illustrative leaflets and SMS announcements specially design for different target audiences as necessary
- 6) Pre-testing and modification of materials if necessary based on feedback from local levels or MoDMR/DDM.
- 7) Printing of all relevant material.



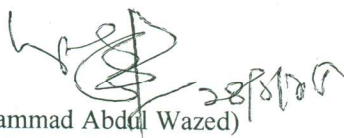
- 8) Conduct of training of PIOs and SAI's, including Training of Trainers, for effective implementation of the public information campaign.
  - 9) Conduct the public information campaign nationally as per the strategy and rollout plan (this may require partnering with local organizations to ensure grassroots-level outreach).
4. DDM now invites eligible consulting firms having minimum experience in relevant field of area to indicate their interest in providing the services. The interested Consultants shall have to provide information demonstrating that they have the required qualifications, capabilities and adequate relevant experiences to perform the services of assignment. Interested consulting firms must provide information indicating that they are qualified to perform the services. EOIs should include brochures, description of similar appropriate skills among key staffs with short biographies (one paragraph), availability of resources and snapshots of relevant transactional experience. The EOIs would be reviewed on the basis of the following criteria to prepare a short list:

- Registration information of firm/organization
- Experience with developing and delivering large scale training programs
- Experience in designing and implementing public information campaign other awareness raising initiatives
- Experience in working with Government and/or donor agencies
- Relevant technical qualifications among professional staff
- Availability of resources and logistical facilities

A suggested list of professionals is given below as an example of the team requirements. The list is only indicative and the firm/consortium is encouraged to recommend other requirements as needed at the time of submission of the experience of interest.

- Team Leader
  - Training & Capacity Building Specialists
  - Master Trainers
  - Communications & Advocacy Specialists
  - Development Studies (or Safety Nets) Specialists
  - Needs Assessment Surveyors
  - Creative Directors
  - Copywriters
  - Graphic Designers
  - Video Production Specialists
5. Consulting firms may associate to enhance their qualifications, but should mention whether the association is in the form of a "joint venture" or "sub-consultancy". In the case of an association, all members of such "association" should have real and well-defined inputs to the assignment and it is preferable to limit the total number of firms including their association to maximum of four.
  6. A consultant will be selected under Quality Cost Based Selection (QCBS) method in accordance with the procedures set out in the World Bank's Guidelines: Selection and Employment of Consultants by World Bank Borrows, January 2011.
  7. Interested consulting firms may obtain additional information from the office at the address given below during office hours i.e. 0900 to 1700 hours, Sunday to Thursday except public holiday.
  8. Expressions of interest (**2 copies including original**) shall be delivered to the address below by **01 February, 2015**.

The authority reserves the right to accept or reject any or all EOI's, or annual the process at any stage without assigning any reason(s) whatsoever and without incurring any liability to the affected applicant(s).

  
(Mohammad Abdul Wazed)  
Project Director  
SMoDMRPA-SNSP Project  
Phone: 9841581  
[dg@ddm.gov.bd](mailto:dg@ddm.gov.bd)

