



**PALLI KARMA-SAHAYAK FOUNDATION (PKSF)**

[www.pksf.org.bd](http://www.pksf.org.bd)

**Sustainable Microenterprise and Resilient Transformation (SMART) Project**

Terms of Reference (TOR)  
for  
**Selection of Firm for Communication Activities and Making  
Documentary under SMART Project**

(Package: PKSF/SMART/S-06)

## **1. About PKSF**

Palli Karma-Sahayak Foundation (PKSF), an apex development organization, was established by the government of Bangladesh (GoB) in May 1990, for sustainable poverty reduction through employment generation. Legally, PKSF is a 'company not for profit' and is registered under the Companies Act of 1913/1994 with the registrar of Joint Stock Companies. The legal structure of PKSF allows flexibility and authority to undertake programs in a dynamic environment, implementing them throughout the country and manage its affairs as an independent organization.

In the beginning of its operations in 1990, PKSF set the goal of creating self-employment opportunities in the rural off-farm sector and adopted the strategy of promoting a credit program for attaining this goal. This credit program, launched for the rural moderate poor, has been diversified over time in accordance with the changing needs of heterogeneous poverty-stricken segments of society and has gradually evolved into an "inclusive financing program". PKSF's present financing program includes the moderate poor of both urban and rural areas, ultra-poor, micro-entrepreneurs, marginal and small farmers; members of these poverty groups are offered customized services. Enabling the poor to come out from the low productivity trap, PKSF has integrated capacity building, technology transfer, value chain development and other technical services in its development program.

PKSF, over the years, has gained in-depth understanding and valuable experience on the multi-dimensional aspects of poverty. Adding new dimension to its mission in 2010, PKSF reshaped its core goal as "establishing human dignity", instead of limiting its efforts towards achieving economic freedom only and started undertaking new programs for attaining this goal. Ensuring accountability and transparency at all levels of its activities is of utmost importance at PKSF. Proper utilization of its resources, both from policy and implementation perspectives, is crucial. PKSF comprises of two policy-making bodies as per its Articles of Association; the General Body and the Governing Body. These two bodies are responsible for providing overall policy guidance and strategic directions for the implementation of all PKSF activities. Members of these bodies are highly distinguished professionals of national and international repute, having demonstrated track records in the development sector.

**Vision:** A Bangladesh where poverty has been eradicated; the ruling development and governance paradigm is inclusive, people-centered, equitable and sustainable; and all citizens live healthy, appropriately educated and empowered and humanly dignified life.

**Mission:** To implement policies and action programs involving multiple dimensions of human living and human poverty; pursue a life-cycle approach to human progress, catering to the appropriate needs at all stages of life. The policy planning and action programming center on human beings and focus on socio-economic development and environmental protection. The support and services provided relate to education, workforce development, health and nutrition, infrastructure, inclusive and appropriate financing for planned economic activities, social issues and social capital, response to climate change impacts, gender issues, cultural dimensions, sports and social advocacy etc.

## **2. Background of SMART Project**

The rapid expansion of the microenterprise (ME) sector has played a pivotal role in propelling Bangladesh's recent social and economic development, leading to consistent GDP growth and a reduction in poverty rates. About half of Bangladesh's population depends for its livelihood on 9 million microenterprises. These microenterprises constitute 56 percent of the country's total employment and 25 percent of its GDP. However, they face challenges in achieving sustainable

growth, primarily due to the absence of targeted policies and institutional limitations. Additionally, MEs lack awareness of resource inefficiencies, cleaner production methods, and access to financial resources required for implementing climate-resilient and environmentally friendly practices, often leading to unsafe working conditions and the production of contaminated goods.

PKSF has been working for the MEs, expediting poverty reduction by expanding opportunities for self and wage employment in Bangladesh. PKSF recognizes that embarking on a pathway of green growth for the MEs will provide major benefits for the country, which can be achieved through knowledge and innovation allowing Bangladesh to access new markets, generate public goods, and reduce vulnerability to climate shocks.

PKSF has undertaken the Sustainable Microenterprise and Resilient Transformation (SMART) project in 2023 to promote climate-resilient Resource Efficient and Cleaner Production (RECP) practices and technologies among MEs. This, in turn, will equip the MEs to anticipate, prepare for, and respond effectively to climate-related challenges.

The SMART project focuses on providing support to microenterprises operating in agribusiness, manufacturing, and services, with a specific emphasis on environmentally stressed areas susceptible to climate change and natural disasters. Additionally, the project aims to encourage the development of environmentally friendly businesses and the adoption of operational safety standards within microenterprises.

The SMART project places significant emphasis on capacity building, technology adoption, knowledge dissemination, and behavioral change among microenterprises. This multifaceted approach ensures the promotion of green growth solutions that are both sustainable and beneficial for the environment.

To maximize environmental and climate co-benefits, SMART project laid out interventions based on priority principles, including business clusters, pollution reduction, ecosystem preservation, economic and climatic vulnerability, and potential for replication and scaling.

The Project targets to provide financial and technical support to 80,000 microenterprises under 21 sub-sectors. The project activities, laid across the country, are expected to continue till June 2028. The area-wise sub-sectors are as follows:

**List of sub-sectors under the SMART project:**

<b>Business area</b>	<b>Sector</b>	<b>Subsectors</b>
Agriculture	Horticulture	High-value crops (vegetables, fruits, tea, and so forth)
	Livestock	Cattle & buffalo
		Poultry
Aquaculture	Pisciculture	
Manufacturing and processing	Footwear and Leather Products	Leather Products
	Mini Textile	Mini Garments
		Loom
		High-value Handicrafts
Light Engineering	Machinery and Equipment	

Business area	Sector	Subsectors
		Eco-friendly Construction Materials
		Metal products (imitation, metallic, steel)
	Plastic recycling	Plastic Recycling
	Food processing	Salt Processing
		Dry Fish Processing and Trade
		Rice Mill
		Jaggery Processing
Service	Service	Eco-friendly Tourism Development
		New Logistics, Packaging, Transportation including courier service, IT Services
		Waste Management Services
		Restaurants, Street and Bakery Food
		Automobile Workshop

### 3. Background of the assignment

The primary goal of the SMART project is **to increase resource-efficient and resilient green growth of microenterprises**. There are three core concepts which the Project has been built around.

- I. Resource-efficiency:** Promoting cleaner production measures while ensuring resource efficiency, profitability and livelihood improvement.
- II. Green growth:** Encouraging businesses to contribute to clean air, water, and healthy ecosystems, safeguarding natural capital and community health.
- III. Climate resilience:** Strengthening MEs' economic basis and social cohesion to withstand external shocks, constructing emergency shelters, and conducting climate-resilient assessments.

The Project aims to support microenterprises in areas that are environmentally stressed and vulnerable to climate change and natural disasters including areas prone to floods, drought, flash floods and salinity. The distinctive features of the project are to build resilience and to promote resource-efficient technologies and cleaner production practices among the microenterprise business clusters.

The project participants will need to be informed, educated, and made aware about the Project's principles and basic ideas. Additionally, the stakeholders of the Project will have to be informed about the project's progress, activities, best practices, lessons learned, and achievements. To help achieve the goals of the Project as well as to ensure effective knowledge management, a set of activities have been planned to be carried out under the Project.

### 4. Objective of the assignment

The objective of the assignment is to help achieve the Project's goal and demonstrate the achievements and learnings of the Project. This will involve producing quality communication materials to ensure effective documentation and knowledge management of the Project.

**4.1 Specific objective:** The specific objectives of the assignment are -

- i. Documenting the output and impact of the project in modern digital, audiovisual, print media by producing various communication products like social and behavioral change communication (SBCC) materials and video contents;
- ii. Developing a strategy and outreach plan by selecting appropriate media to reach targeted stakeholders;
- iii. Engaging mass media to mainstream the achievements, learnings, and best practices of the Project; and
- iv. Organizing events to promote the best practices and achievements of the Project and ME products.

## **5. Scope of the assignment**

The selected firm will carry out all the necessary tasks to complete the assignment. This will include necessary research and understanding of the assignment as well as extensive travel around the project areas. Discussion meetings will be held between the firm and the client to determine the communication strategy and action plan. To begin with, the firm will develop an initial report detailing out the work plan, schedule, strategy and other necessary information regarding the completion and submission of the required tasks. They will also develop necessary write-ups, articles, scripts in consultation with PKSf and get those approved by the client. The firm has to present on the progress of the activities every six months to PKSf.

The list of tasks and scopes is in **Annexure 1**.

## **6. Duration of the assignment**

The assignment is expected to be completed within **40 (forty) months** starting from the date of contract signing.

## **7. Qualification of the firm/consortium**

The firm/consortium should have:

- 7.1 10 (ten) years of overall experience in conducting communication activities including publication, film production, media activation, organizing events etc.;
- 7.2 experience of completing minimum one long-term (at least 12 months) communication assignment comprising at least 05 of the tasks mentioned in Annexure-1;
- 7.3 experience of completing 07 relevant assignments (each comprising at least 05 of the tasks mentioned in Annexure-1) within last 07 years;
- 7.4 demonstrated experience of content planning, developing, and producing 03 quality publications (coffee-table book) on national context (online link of the books have to be provided);
- 7.5 experience of working with the World Bank/ UN agencies or in the projects/ programs funded by World Bank/ UN agencies on similar assignments will be an added advantage;
- 7.6 availability of assignment related professional skills among staffs in the fields of communication, film, and multimedia and possession of necessary logistics (vehicles, shooting equipment, editing panel, sound studio, etc.) and manpower;
- 7.7 valid business documents (i.e. Trade license, TIN, and VAT certificate);
- 7.8 sound financial health to carry out such assignment;

## 8. Team composition

The firm should have the following key experts/ personnel in their proposed team:

Sl.	Position (number of person)	Educational qualification and experience (The experts should have the minimum following qualifications)	Expected engagement over the assignment period (man-months)
1.	Creative Supervisor (Team Leader) (01)	<ul style="list-style-type: none"> <li>• graduation in Television, Film and Media, English, Journalism, Communications or any other related subject</li> <li>• 10 years of experience in managing communication-related assignments</li> <li>• Prior experience in working with international development agencies would be an added advantage</li> </ul>	25
2.	Copy Editor (01)	<ul style="list-style-type: none"> <li>• graduation in Media Production, English, Journalism, Communications or any other related subject</li> <li>• 10 years of experience in copy editing for a reputed media outlet/organization</li> <li>• Prior experience in working with international development agencies would be an added advantage</li> </ul>	15
3.	Event Manager (01)	<ul style="list-style-type: none"> <li>• Graduate from a UGC approved university</li> <li>• 10 years of experience as an event organizer</li> <li>• Prior experience in working with international development agencies would be an added advantage</li> </ul>	5
4.	Media Expert (01)	<ul style="list-style-type: none"> <li>• Graduation from any UGC approved university, preferably in Mass Communication/Literature/relevant subjects</li> <li>• 10 years of experience of working as a newsman in reputed news outlets/news agencies/media houses.</li> <li>• Prior experience of working with multimedia production house would be an added advantage</li> </ul>	10
5.	Photographer (01)	<ul style="list-style-type: none"> <li>• Graduation from any UGC-approved university</li> <li>• 10 years of experience of professional photography.</li> <li>• Specialization in documentary photography and national/international award would be an added advantage</li> <li>• Prior experience in working with international development agencies would be an added advantage</li> </ul>	20
6.	Graphic Designer (01)	<ul style="list-style-type: none"> <li>• Graduation from any UGC-approved university</li> <li>• 10 years of experience of professional graphic designing</li> <li>• Prior experience in working for international development agencies would be an added advantage</li> <li>• Proficiency in 2D/3D animation would be an added</li> </ul>	15

Sl.	Position (number of person)	Educational qualification and experience (The experts should have the minimum following qualifications)	Expected engagement over the assignment period (man-months)
		advantage	
7.	Film Producer (Deputy Team Leader)  (01)	<ul style="list-style-type: none"> <li>• Graduation from any UGC-approved university</li> <li>• Experience in managing large-scale productions and working on long-term projects (spanning a period of at least 6 months)</li> <li>• Experience in producing full-length feature films, web series, and documentary series would</li> <li>• Having an international acclamation/award/entry on any internationally accredited film festival would add extra value.</li> </ul>	15
8.	Film Director  (01)	<ul style="list-style-type: none"> <li>• Graduation from any UGC-approved university</li> <li>• Experience in directing at least 10 documentaries/audiovisuals for development organizations</li> <li>• Experience in directing full-length feature film/web series would be and added advantage.</li> <li>• Having an international acclamation/award/entry on any internationally accredited film festivals would add extra value.</li> </ul>	15
9.	Scriptwriter  (01)	<ul style="list-style-type: none"> <li>• Bachelor degree from a UGC-approved university</li> <li>• Combined experience of journalistic and digital content creating work</li> <li>• Experience of writing scripts of at least 15 documentaries</li> </ul>	8
10.	Director of Photography  (01)	<ul style="list-style-type: none"> <li>• Bachelor degree from a UGC-approved university</li> <li>• Combined experience of photography and film-making work</li> <li>• Experience in working for at least 15 documentaries/ audiovisuals/ photography projects for development organizations</li> <li>• Experience of working in full-length feature film/web series would be and added advantage.</li> </ul>	8
11.	Video Editor  (01)	<ul style="list-style-type: none"> <li>• Bachelor degree from a UGC-approved university</li> <li>• Experience in working for at least 20 documentaries/ audiovisuals/ photography projects for development organizations</li> <li>• Experience of working in large production and a degree in relevant field would carry extra value.</li> <li>• Proficiency in motion graphics will be an added advantage</li> </ul>	10

## 9. Selection method

A consulting firm or consortium will be selected for this assignment following the **Quality and Cost-based Selection (QCBS)** method described in the World Bank Procurement Regulations.

## 10. Service and facilities to be provided by the client

The necessary information on the SMART project and PKSF will be provided by PKSF. Additionally, PKSF will also provide necessary guidance and comments on the draft versions of the documents and contents within the required period of time. The client will not provide any logistic support to the firm. If necessary, officials of PKSF may accompany the crews while visiting the fields.

## 11. Service and facilities to be provided by the firm/consortium

The firm/consortium will provide the deliverables within the mentioned period using their own office space and other necessary logistics. Additionally, the firm/consortium will host any member of the client while making correction to the draft versions of the videos. The firm/consortium will provide all the final versions of the deliverables along with the raw footage in an SSD storage device.

## 12. Deliverables and mode of payment

SL	Deliverables	Description	Deadline	Payments (% of Contract Value)
1.	Deliverable 1: Inception report with work plan and timeline of implementation	An inception report clearly explaining how the firm will carry out the assignment (with a detailed Gantt chart) followed by the meeting to determine the communication strategy.	within 30 days from contract signing	10%
2.	Deliverable 2	A report on work progress including proof of conducting the following activities: <ul style="list-style-type: none"><li>▪ 5 video-contents: 1 Project Promo, 1 Documentary on SMART Project, 3 Documentaries on Sub-sectors</li><li>▪ 5 Facebook Reels</li><li>▪ 1 RECP Brochure</li><li>▪ 3 two-pager publications</li><li>▪ 150 photographs</li><li>▪ 1 Newsletter</li><li>▪ 3 Poster designs</li><li>▪ 20 photo cards</li><li>▪ Printing of SPP summary booklet (SEP)</li></ul>	within 06 months from contract signing	10%
3.	Deliverable 3	A report on work progress including proof of conducting the following activities: <ul style="list-style-type: none"><li>▪ 6 Documentaries on sub-sectors</li><li>▪ 5 Facebook Reels</li><li>▪ 3 two-pager publications</li><li>▪ 250 photographs</li><li>▪ 1 English Op-ed publication</li></ul>	within 12 months from contract signing	10%



SL	Deliverables	Description	Deadline	Payments (% of Contract Value)
		<ul style="list-style-type: none"> <li>▪ 1 Newsletter</li> <li>▪ 18 Poster designs</li> <li>▪ 20 photo cards</li> <li>▪ 1 media visit</li> </ul>		
4.	Deliverable 4	<p>A report on work progress including proof of conducting the following activities:</p> <ul style="list-style-type: none"> <li>▪ 6 Documentaries on sub-sectors, 6 videos on technology transfer, 1 project promo, 1 documentary on SMART Project</li> <li>▪ 5 Facebook Reels</li> <li>▪ 1 Project brochure</li> <li>▪ 3 two-pager publications</li> <li>▪ 200 photographs</li> <li>▪ 1 Bangla Op-ed publication</li> <li>▪ 1 Newsletter</li> <li>▪ 20 photo cards</li> <li>▪ 1 media visit</li> </ul>	within 18 months from contract signing	10%
5.	Deliverable 5	<p>A report on work progress including proof of conducting the following activities:</p> <ul style="list-style-type: none"> <li>▪ 6 Documentaries on sub-sectors, 4 videos on technology transfer</li> <li>▪ 5 Facebook Reels</li> <li>▪ 1 Booklet on success stories</li> <li>▪ 3 two-pager publications</li> <li>▪ 300 photographs</li> <li>▪ 1 English Op-ed publication</li> <li>▪ 1 Newsletter</li> <li>▪ 20 photo cards</li> <li>▪ 2 media visits</li> </ul>	within 24 months from contract signing	10%
6.	Deliverable 6	<p>A report on work progress including proof of conducting the following activities:</p> <ul style="list-style-type: none"> <li>▪ 1 Project promo and 1 documentary on SMART project</li> <li>▪ 5 Facebook Reels</li> <li>▪ 1 Booklet on success stories</li> <li>▪ 1 Project brochure</li> <li>▪ 3 two-pager publications</li> <li>▪ 1 Booklet on summary of SPPs</li> <li>▪ 150 photographs</li> <li>▪ 1 Bangla Op-ed publication</li> <li>▪ 1 Newsletter</li> <li>▪ 10 Photo cards</li> <li>▪ 2 Media visits</li> </ul>	within 30 months from contract signing	15%

SL	Deliverables	Description	Deadline	Payments (% of Contract Value)
7.	Deliverable 7	<p>A report on work progress including proof of conducting the following activities:</p> <ul style="list-style-type: none"> <li>▪ 1 Booklet on success stories</li> <li>▪ 4 two-pager publications</li> <li>▪ 150 photographs</li> <li>▪ 5 Facebook Reels</li> <li>▪ 1 coffee table book publication</li> <li>▪ 1 Newsletter</li> <li>▪ 20 Photo cards</li> <li>▪ 2 Media visits</li> <li>▪ 1 Round table meeting</li> </ul>	within 36 months from contract signing	15%
8.	Deliverable 8	<p>- A report on work progress including proof of conducting the following activities:</p> <ul style="list-style-type: none"> <li>▪ 2 two-pager publications</li> <li>▪ 1 Newsletter</li> <li>▪ 10 Photo cards</li> <li>▪ 1 Microenterprise fair</li> </ul> <p>- A final report compiling all the activities performed under this assignment</p>	within 40 months from contract signing	20%

### 13. Professional Liabilities

The consortium/firm is expected to carry out the assignment with due diligence and in accordance with prevailing professional standards. A proper consultation with PKSf needs to be maintained in terms of planning, designing, documentation, development and reporting.

### 14. Confidentiality

All documents, reports and information from this assignment will be regarded as PKSf's property, so the mentioned outputs or part of it cannot be sold or used in any other case without the prior written permission of PKSf or the government.

### 15. Rights

PKSf will reserve the Intellectual Property Rights (IPR) for all deliverables and all the materials collected or prepared under of the assignment. PKSf authority also reserves the right to cancel, change, and modify any part or the whole assignment any time before the contract or during the contract period.

## The list of communication-related tasks under the SMART project

### 1.1. Video Content/Audiovisual/Documentary

**Description:** Quality video contents to be produced on the project, project's achievement/learning, interventions, focus areas, and specific sectors.

**Quantification/Specification:** Duration: 3-7 minutes depending on the topic; Video format: MP4; Video quality: 4K or above; Ratio: 16:9. Media of the video content: audio, video footage, animation, computer graphics, photographs, etc.; Language: Bengali; Subtitle: English subtitles (American language style)

**Output:** A total of **67 video contents** (37 videos and 30 Facebook Reels) to be produced in the following manner -

Type	Topic	Quantity	Duration
Audiovisual	Project promo	3	1-3 minutes
Documentary	SMART Project	3*	3-7 minutes
Documentary	Sub-sectors of SMART Project	21	3-5 minutes
Video content	Technology transfer under the Project	10	3-5 minutes
Video content	Facebook Reels**	30	30-45 seconds

*\*One video on the particular subject to be updated twice during the assignment timeline*

*\*\*Based on the project and sub-sectors video, develop Facebook reels (ratio 9:16)*

**Expected outcome:** Dissemination of information regarding project ideas, documentation of project activities

**Completion timeline:** Full assignment period (40 months)

**Scope:** The firm has to recce the project area; develop script outlines, storyboards; shoot extensively across the selected area, process and edit according to the client's demand; and deliver the required video content. **The documentaries and the video content should be made in a manner that reflects the gradual change of the subject based on the Project's interventions.** Additionally, the firm has to ensure **at least 50,000 views** on social media for each of the video content within 6 months of approval of the video content.

**Deliverables:** **67 video contents** (37 videos and 30 Facebook Reels) along with raw footage and photographs

### 1.2. Booklets on Successful Case Stories

**Description:** Three books on selected success stories of the micro-entrepreneurs.

**Quantification/Specification:** Cover: 300 gsm Swedish Board (with matte & spot lamination); Inner: 150 gsm Matte Paper; Color: 4 Color (Both Cover & Inner); Size: 11 x 8.5 inches (approx.); Forma: 8 forma (64 pages); Proof: Machine proof; No. of Copies: 500 (total 1,500 copies).

**Language of the publication:** Bangla and English

**Output:** **Three booklets** on the success stories of the micro-entrepreneurs to be published and disseminated among the key stakeholders. Each of the books would contain 30 stories.

**Expected outcome:** The success and learnings of the project initiatives would be documented and disseminated.

**Completion timeline:** Month 13 - 40

**Scope:** The firm has to capture the photos, collect and write the stories, edit the copies, design the book, and print it. The relevant personnel will have to visit extensively across the project areas and select the stories in consultation with the client. The stories should be collected and written based on the 'Most Significant Change (MSC)' technique. The stories of the books should be complemented with relevant visuals that also reflects the gradual evolution of the subjects. The soft copies of the publications should be disseminated via digital media.

**Deliverables:** 3 printed booklets, each with a print run of 500 copies (a total of 1,500 copies), along with their pdf copies and design files.

### **1.3. Project brochures**

**Description:** **Two brochures** on the SMART project to be published and disseminated.

**Quantification/Specification:** Size: 9.5x7.5 inches; Paper: 300 gsm art card; Lamination: matte, spot, lamination; Color: 4 Color Pages: 4 pages; Binding: Fold; Proof: Machine proof; No. of Copies: 1000 each (total 2000 copies)

**Language of the publication:** English

**Output:** Publication of **2 brochures**, each with a print run of 1,000 copies

**Expected outcome:** The publications would be used for effective information dissemination and documentation of the project ideas/learnings/key achievements

**Completion timeline:** Month 13 - 30

**Scope:** The primary information will be provided by the client. The firm will have to capture the photos, edit the manuscripts, design the brochures, and print it. The relevant personnel will have to visit extensively across the project area and select the content/photos in consultation with the client. The soft copies of the publications should be disseminated via digital media.

**Deliverables:** 2 printed brochures, each with a print run of 1,000 copies (a total of 2,000 copies), along with its pdf copies and design files.

### **1.4. RECP brochure**

**Description:** **One brochure** on the Resource-Efficient and Cleaner Production (RECP) practices/technologies of the SMART project to be published and disseminated.

**Quantification/Specification:** Size: 9.5x7.5 inches; Paper: 300 gsm art card; Lamination: matte, spot, lamination; Color: 4 Color; Pages: 4 pages; Binding: Fold; Proof: Machine proof; No. of Copies: 2,000.

**Language of the publication:** Bangla

**Output:** Publication of 1 RECP brochure, with a print run of 2,000 copies

**Expected outcome:** The publication would be used for effective knowledge dissemination and documentation of the project ideas/learnings/key achievements

**Completion timeline:** Month 1 - 6

**Scope:** The primary information will be provided by the client. The firm will have to capture the photos, edit the manuscripts, design the brochure, and print it. The relevant personnel will have to visit extensively across the project area and select the content/photos in consultation with the client. The soft copies of the publications should be disseminated via digital media.

**Deliverables:** 2,000 copies of the RECP brochure along with its pdf copy and design file.

### **1.5. Two-pager publications on Project interventions/achievements/learnings**

**Description:** A two-pager publication on the significant project interventions, achievements, learnings, technology transfers, etc. of the SMART project to be published and disseminated in every two months.

**Quantification/Specification:** Size: A4 (8.27 x 11.67 inches); Paper: 200 gsm art card; Lamination: matte lamination; Color: 4 Color; Pages: 2 pages; Binding: N/A (both page printing); Proof: Machine proof; No. of Copies: 1000 each (total 20,000 copies)

**Output:** Publication of **20 issues** of the two-pager publication, each with a print run of 1,000 copies

**Language of the publication:** English

**Expected outcome:** The publication would be used for effective information dissemination and documentation of the project ideas/learnings/key achievements

**Completion timeline:** Month 2 - 40

**Scope:** The primary information will be provided by the client. The firm will have to capture the photos, edit the manuscripts, design the publication, and print it. The relevant personnel will have to visit extensively across the project areas and select the content/photos in consultation with the client. The soft copies of the publications should be disseminated via digital media.

**Deliverables:** Printed copies of 20 issues (a total of 20,000 copies) of the publication along with their pdf copies and design files.

### **1.6. Booklet on summary of SPPs**

**Description:** **One book** on the summary of the sub-project proposals (SPPs) of the SMART project to be published and disseminated.

**Quantification/Specification:** Size: A4 (8x11.5 inches); Inner Paper: 150 gsm matte paper; Cover: Jell paper (120gsm classy cover white 03 TT or similar material); Postani: 280 gsm silky white or similar material; Binding: hard binding with paper gel; Color: 4 Color printing; Pages: 200 pages ( $\pm 10$ ); Proof: Machine proof; No. of Copies: 500

**Language of the publication:** English

**Output:** Publication of one book, with a print run of 500 copies

**Expected outcome:** The publication would be used for effective information dissemination and documentation of the project ideas for future reference.

**Completion timeline:** Month 20-30

**Scope:** The primary information will be provided by the client. The firm will have to capture the photos, edit the manuscripts, design the book, and print it. The relevant personnel will have to visit extensively across the project areas and select the content/photos in consultation with the client. The soft copies of the publications should be disseminated via digital media.

**Deliverables:** 500 copies of the printed booklet along with its pdf copy and design file.

### **1.6.1. Booklet on summary of SPPs**

**Description:** **One book** on the summary of the sub-project proposals (SPPs) of the SEP project to be printed.

**Quantification/Specification:** Size: A4 (8.27 x 11.67 inches); Inner Paper: 150 gsm matte paper; Cover: Gel paper (120gsm classy cover white 03 TT) or similar material; Postani: 280 gsm silky white or similar material; Binding: hard binding with paper gel; Color: 4 Color printing; Pages: 140 pages; Proof: Machine proof; No. of Copies: 200

**Language of the publication:** English

**Output:** Publication of one book, with a print run of 200 copies

**Expected outcome:** The publication would be used for effective knowledge dissemination and documentation of the project ideas for future reference.

**Completion timeline:** Month 1 - 6

**Scope:** The manuscript and design file will be provided by the client. The firm will have to edit and proofread the book, and print it.

**Deliverables:** 200 copies of the printed booklet along with its final pdf copy and design files.

### **1.7. Photography**

**Description:** Photographs on the project activities to be taken based on the sectors and sub-sectors across the project area.

**Quantification/Specification:** Format: JPEG + RAW; Resolution: minimum 300 ppi; Dimensions: minimum 5000 px X 3000 px; Orientation: both portrait and landscape; Project ideas/activities must be reflected in the photos.

**Output:** A total of **1,200 photos** to be curated to represent project ideas, activities, achievements, interventions in a clear and aesthetic manner.

**Expected outcome:** The photos would be used in exhibitions, print and online publications

**Completion timeline:** Full assignment period (40 months)

**Scope:** The relevant personnel of the firm will have to capture the photos, by travelling across the project areas, in consultation with the client.

**Deliverables:** 1,200 photographs (without repetition) on project ideas, activities, achievements, interventions in a clear and aesthetic manner.

### **1.8. Publication on photo story (coffee table book)**

**Description:** One photo-story book (coffee table book) to be published with the selected visuals on the significant interventions of the SMART project.

**Quantification/Specification:** Book size: magazine; Cover jacket: 290 gsm conqueror metal ice gold or similar material; 4 color print; foil/spot/press emboss; Gel: 120 gsm conqueror ice gold, 4 color print; Pustani: metal galvanized 250 gsm or similar material; Inner: conqueror diamond white 160 gsm or similar material, 4 color print; Gel and stitch binding; Page number: ±100; Proof: Machine proof; Copies: 200 pieces.

Outer box: pvc board, 120 gsm metal ice gold or similar material, die cut box; bag: 300 gsm Swedish board; 4 color print; matte/foil/press emboss.

**Language of the publication:** Bangla and English

**Output:** 200 copies of the photo book would be printed and disseminated among the key stakeholders

**Expected outcome:** Strong visual representation of the project activities and learnings which would inform and inspire the specific stakeholders

**Completion timeline:** Month 20 - 36

**Scope:** The primary information will be provided by the client. The firm will have to capture the photos, edit the manuscripts, design the book, and print it. The relevant personnel will have to visit extensively across the project area and select the content/photos in consultation with the client. The soft copies of the publications should be disseminated via digital media.

**Deliverables:** 200 copies of the printed book along with its pdf copy and design file.

### **1.9. Publish opinion articles (Op-eds)**

**Description:** Arranging the articles and get them published in top national dailies

**Quantification/Specification:** Two articles in English and two in Bengali, total four articles to be published in national dailies that have a circulation of 15,000 for English and 1,50,000 for Bengali per day.

**Output:** Two Bengali and two English opinion articles (Op-ed) will be written and published in national dailies, promoting the business potential of the project, identified problems and solutions. The articles should be written by academicians/development experts.

**Expected outcome:** The project objectives would be acknowledged in the national media; Specific messages will be disseminated among the stakeholders; and National-level advocacy will be ensured

**Completion timeline:** Month 6 - 40

**Scope:** The firm will have to have the articles written by academicians or practitioners from relevant fields and get those published in reputed national dailies in consultation with the client.

**Deliverables:** Copies of the published articles along with soft versions.

### **1.10. Newsletter**

**Description:** Six-monthly newsletter on project activities to be published

**Quantification/Specification:** Size: 11x8.5 inches, Page: 16-20, Paper: 150 gsm Art Paper, Print: 4 color, Cover: Matte/glossy Lamination, Binding: Pin binding, Proof: Machine proof, Quantities: 500 copies (total 3,500 copies).

**Language of the publication:** English

**Output:** Seven issues of the newsletter will be published during the assignment timeline in online and print versions, documenting the updates, progress, status, achievements, and activities.

**Expected outcome:** Regular updates, progress, status, achievements, and activities will be featured in these. It will serve as an important tool for documentation and knowledge sharing.

**Completion timeline:** Month 6 - 40

**Scope:** The firm will have to capture the photos, collect and write the stories, edit the copies, design the newsletter, and print it. The relevant personnel will have to visit extensively across the project area and select the stories in consultation with the client. The soft copies of the publications should be disseminated via digital media.

**Deliverables:** Printed copies of 7 issues (total 3,500 copies) of the newsletter along with its pdf copies and design files.

### **1.11. Designing posters**

**Description:** Posters on safe protocols for each of the sub-sectors of SMART Project to designed and disseminated among the project-implementing organizations.

**Quantification/Specification:** Twenty-one posters would be designed using illustrations and graphics

**Language of the publication:** Bangla

**Output:** Posters depicting the safe protocols for **each of the 21 sub-sectors** to be provided to the SMART project-implementing Partner Organizations

**Expected outcome:** Micro-entrepreneurs would be made aware of the resilient green growth protocols.

**Completion timeline:** Month 1-15

**Scope:** The primary information will be provided by the client. The firm will have to design the posters and provide specifications for printing those. The soft copies of the publications should be disseminated via digital media.

**Deliverables:** 21 design files of the posters.



## 1.12. Designing photo cards

**Description:** Photo cards on special occasions, festivals, promotional messages to be designed and disseminated via digital media.

**Quantification/Specification:** At least **120 cards** to be designed during the assignment timeline.

**Language of the publication:** Bangla and English

**Output:** Photo cards depicting the safe protocols for each of sub-sectors to be provided to the SMART project-implementing Partner Organizations

**Expected outcome:** Micro-entrepreneurs would be made aware of the resilient green growth protocols.

**Completion timeline:** Month 1 - 40

**Scope:** The primary information will be provided by the client. The firm will have to design the content. The soft copies of the publications should be disseminated via digital media.

**Deliverables:** 120 or more designed photo cards in JPEG format along with design files (psd, ai, etc.)

## 1.13. Visit for media personnel to the fields

**Description:** Media visits to be arranged in participation with the reporters and photographers of top media outlets of Bangladesh and if possible, representatives of international media houses including television, newspaper, and online media house.

**Quantification/Specification:** Number of media personnel per trip: 8; Items to be arranged: Transport, food, accommodation, daily allowance; Location: different districts around the country (to be specified later)

Trip duration: 3 days and 2 nights on each trip

**Output:** **Eight visits** will be conducted in selected project areas. Journalists from at least 8 media houses should be there in each of the visits. All the visits must cover at least 15 news media.

**Expected outcome:** With different editorial perspective, the success and possibilities will be featured in national and international media outlets.

**Completion timeline:** Month 6 - 36

**Scope:** The firm will have to contact with the media houses, organize the visits, take the journalists to the selected project areas, provide accommodation and allowance to the journalists, and ensure the publication of the reports/features in the invited newspapers/televisions, in consultation with the client.

**Deliverables:** Organizing visits for the media personnel for 8 times and providing published copies the news (Print, Online, Television)

### 1.14. Roundtable Meeting

**Description:** A roundtable meeting to be organized in participation with personnel from key stakeholder communities.

**Quantification/Specification:** One roundtable meeting to be organized in collaboration with a reputed English national daily with a daily circulation of 15,000 and above.

**Output:** One discussion meeting would be held among the key stakeholders and a supplementary issue (color) would be published on a reputed English newspaper with a daily circulation of at least 20,000.

**Expected outcome:** This initiative would foster awareness, advocacy and knowledge management on a broader scale and generate mass media coverage.

**Completion timeline:** Month 30 - 40

**Scope:** The firm will have to contact with the media house, organize the meeting, invite and ensure the presence of the participants, ensure the publication of supplementary in the newspaper, and ensure media coverage across the national-level mass media.

**Deliverables:** Organizing the roundtable meeting and providing the complete report of the meeting and published supplementary.

### 1.15. Microenterprise Fair

**Description:** Organize a grand fair in participation with the SMART MEs and probable consumer and consumer groups

**Quantification/Specification:** Expected number of stalls: 200; Venue facilities: Air conditioned, Multimedia, Sound, light, etc.

Duration: 5 days

Detail specifications are given below:

Sl.	Item Head	Description	Size	Day	Qty.
<b>A</b>	<b>Venue</b>				
1	Venue - Carnival	Carnival for Seminar Hall for 6 Days Including Setup Day		6	1
2	Venue - Harmony	Carnival and Harmony Hall for 6 Days Including Setup Day		6	1
3	Venue - Milky Way	Milky Way for 6 Days Including Setup Day		6	1
4	Outer Pavement (A)	Outer Pavement (A) for 7 Days Including Setup Day		7	1
5	Cleaning Charge	BICC Cleaning		5	1
<b>B</b>	<b>Pre-Event Activity</b>				

Sl.	Item Head	Description	Size	Day	Qty.
1	PR and Media coverage	PR and Media coverage for 6 days		6	1
2	Digital Campaign	Facebook (Static/Motion/Video, Measuring Metrics - BD Reach, Estimated Result - 2,00,000) YouTube (In stream Ads /Non-Skippable ad up to 15 sec, Measuring Metrics - BD impressions, Estimated Result - 1,00,000) Google Display Network (GDN) (Static/Gif, Measuring Metrics - BD Impressions, Estimated Result - 300000)	Package	1	1
3	TVC	CG based TVC (10/20/30 seconds)		1	1
4	TVC On Air	TVC on air at 5 TV Channel, 5 minutes (total 25 mins)		5	5
5	Newspaper Advertisement	1 Bangla and 1 English newspaper with a daily circulation of 20,000 and 1,50,000 respectively (on front/back page)	4col x 6"	1	2
6	Bill boards	At prime Locations in Dhaka City	30ft x 15ft	15	10
7	Leaflet	Leaflet production and distribution through Newspaper	5inch x 8inch	1	10000
<b>C</b>	<b>Outer Pavement (A) Tent Setup</b>				
1	Tent	Outer Pavement tent for stall setup 100ft x 50ft-2, 150ft x 50ft -1	17500sft	5	
2	Carpet for Tent Area	<i>Tripal</i> and Carpet	17500sft	5	
3	Air Conditioner	Portable	260 ton	5	
4	Brick Wall	Tent Area	Package	1	1
5	Tent Light		Package	1	1
6	BICC Elec Bill for AC		260 ton	5	
7	Elec. Mail Line for Tent		Package	1	1
8	Transport and Labor		Package	1	1
<b>D</b>	<b>Venue Outdoor Branding</b>			-	-

Sl.	Item Head	Description	Size	Day	Qty.
1	box banners	PVC Print with wooden Frame	4ft x 4ft	1	1,500
2	Roadside entry gate	3D shape with wooden board structure, digital pvc sticker print and pp board [2pcs in a set] - with base	12ft x 10ft	1	1
3	Drop down Banner	PVC Print	10ft x 35ft	1	10
4	Bridge Banner	PVC Print	36ft x 6ft	1	2
<b>E</b>	<b>Venue Decoration</b>				
1	Entry Gate - Minar Gate	3D shape with wooden board structure, digital pvc sticker print and pp board [2pcs in a set] - with base	8ft x 10ft	1	1
2	VIP Carpet	Milkyway Carpet	200ft	3	1
3	Secretariat	Photocopy machine, Laptop, Printer, Scanner, Paper, etc	Package	3	1
4	VIP lounge		Package	1	1
5	VIP lounge food	Tea / Coffee and Water	Package	3	100
6	Inauguration and Closing Program	Inaugural Head Table, Flower works		2	1
7	Stage - wooden	Customized stage	32ft x 12ft	1	1
8	Backdrop for Opening, Closing and Side Events	LED Backdrop	20ft x 10ft	5	1
9	Stair			1	2
10	Stage height branding	Wooden board with digital pvc print	32ft x 2ft	1	1
11	Projection screen	Solid LED	10ft x 6ft	5	2
		Wooden board	12ft x 10ft	1	2
		wooden base for LED projection	12ft x 3ft	1	2
		Digital PVC print with wooden board	12ft x 3ft + 1ft x 6ft - 2pcs + 1ft x 12ft	1	2

Sl.	Item Head	Description	Size	Day	Qty.
12	Online edit panel with switcher with laptop	Online panel with switcher and laptop-2 nos.	10 hours	5	1
13	Podium	Branded podium on stage - rental basis	2ft x 4ft	1	1
14	Panel cover	Digital PVC Print with wooden frame	18ft x 3ft	1	1
15	TV with Box and branding	For the Stage guests	42"	5	2
16	Ribbon cutting	Ribbon, scissor, Tray etc	Lumpsum	1	1
17	Name Tag			3	10
18	launch Banner	PVC Banner	16ft x 3ft	1	1
19	Confetti during launch	Hand Confetti Blower		1	8
20	Gas Balloon for Launching			1	1
21	Standee	PVC print with Wooden board	4ft x 8ft	1	10
22	Milky Way Backside Cover			1	1
<b>F</b>	<b>Stall Construction (Rental basis)</b>				
1	Stall Construction	Pre-fabricated Stall Construction (Rental basis)	8ft x 8ft	5	200
2	Name Fascia	Sticker	8ft x 8inch	1	300
3	Decorator Table - 1pc	Table with cover	6ft x 2ft	5	240
4	Cushion Chair - 3 pcs	Cushion chair	Standard	5	600
5	Power Cable	Multiplug and others		5	200
6	Tube Light			5	400
7	Display Stall Construction	Pre-fabricated Stall, Display Table, PVC Backdrop etc	Package	1	3
8	Carpet to install stalls	Carpet for Harmony		5	6000

Sl.	Item Head	Description	Size	Day	Qty.
9	Pedestal fan (rental)	For Counter		5	150
10	Bins			5	200
11	Display Rack	4 pcs Display Rack for each stall for display	4ft x 1 ft	5	100
14	Pagoda Tent for Food Distribution	Pagoda tent	10ft x 10ft	5	2
<b>G</b>	<b>Registration</b>				
1	Information and Registration Backdrop	PVC Print with Wooden Board	16ft x 8ft	1	1
2	Information and Registration Table	Table with cover	Customized	1	2
3	Information and Registration Carpet		16ft x 8ft	1	1
4	Exhibitors and Expo Attendant badges	Plastic holder with Printed card and neck ribbon		1	500
5	Visitor tracking system	Archway Gate with Counting		5	2
6	Registration Material	Pen, Attendance sheet, etc.	Package	1	1
<b>H</b>	<b>Gift items</b>				
1	Flower for VVIP		Standard	1	10
2	Crest for VVIP			1	10
3	Crest for Best Stall		Standard	1	10
<b>I</b>	<b>Documentation</b>				
1	Photographer	Professional photographers to cover the entire event	Standard	5	2
2	Videographer	Professional videographers to cover the entire event	Standard	5	2
<b>J</b>	<b>Print Production</b>				
1	Invitation Card for opening and Closing Program	Size: 8.25" x 5.5" bi folded, Paper: 300gsm paper, 4 Color print [which one is available]. Envelop: 120gsm paper, 4	8.25" x 5.5"	2	1000

Sl.	Item Head	Description	Size	Day	Qty.
		color print			
2	Product catalog	Size: A4, Paper: 120gsm paper, 4 Color print, Page: 200, Cover: 300gsm	A4	1	600
<b>K</b>	<b>Human Resource</b>				
1	Presenters/Anchors	Anchors/presenters for opening and closing ceremony		1	2
2	Volunteers & Ushers			5	15
3	Security service	Security for Day and night shifts		5	20
<b>L</b>	<b>Others</b>				
1	Payment System	Ensuring payment through MFS and debit/ credit cards in all stalls		5	
2	Sound Light	Standard Stage Light and sound	Package	5	1

**Output:** A grand fair to be organized in participation with the microenterprises of the SMART showcasing the products.

**Expected outcome:** MEs will get recognition both in national and international market; Promotion of safe goods and eco-friendly services will be boosted.

**Completion timeline:** Month 30 - 40

**Scope:** The firm will have to arrange everything required for organizing the fair including designing and printing invitation card for opening and closing program, arranging opening and closing ceremony, sound arrangement, multimedia facilities, promotional activities, etc. It will have to decorate the venue to get the maximum visitor attractions. Also, the firm will have to take required measures for extensive media coverage and ensuring visual documentation (photography and videography). The firm will also have to maintain a visitor tracking system to keep the count of visitors. A product catalog is also need to be published.

**Deliverables:** Organizing one fair as per the given requirements.