



PALLI KARMA-SAHAYAK FOUNDATION (PKSF)

www.pksf.org.bd

**Recovery and Advancement of Informal Sector Employment (RAISE)
Project**

Terms of Reference (ToR)

for

**Selection of Consulting Firm for Communication,
Documentation and Publication of the RAISE Project**

(Package: PKSF/RAISE/S-11)

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1.0 Introduction

Palli Karma-Sahayak Foundation (PKSF), an apex development organization, was established by the Government of Bangladesh (GoB) in 1990, for sustainable poverty reduction through employment generation. In the beginning, 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 current 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.

The microenterprise (ME) has been playing a significant role in relieving hunger, ensuring good health, and building the foundation for inclusive and sustainable economic growth, and sustainable industrialization. One-fourth of the country's population is youth (source: BBS). Every year more than 21 lakh youth are entering the workforce. Most of these youths lack formal education or proper technical skills, and either become employed in the informal sector or self-employed in microenterprises with low productivity and low income. By investing in capacity enhancement and employment generation of this young population Bangladesh can realize the true potential of the demographic dividend and can experience sustainable economic growth.

Continuous expansion of the micro-enterprise has been contributing to poverty alleviation. In order to facilitate sustainable growth of micro-enterprise, PKSF initiated the Agrosor program in 2001 to offer financing support for the MEs through its Partner Organizations (POs). In continuation of this, PKSF has been providing financial and technical support to strengthen the micro-enterprises through various projects; such as Micro-Finance and Technical Support (MFTS), Finance for Enterprise Development and Employment Creation (FEDEC), Promoting Agricultural Commercialization and Enterprises (PACE), Rural Microenterprise Transformation Project (RMTP), Sustainable Enterprise Project (SEP) and Skills for Employment Investment Program (SEIP) among others.

In 2018, the World Bank in association with PKSF, carried out a Gap Analysis Study in order to identify the gaps in the services provided under the micro-enterprise programs/projects so that these could be properly addressed. From this study, it was found that the micro-enterprises in the informal sector are constrained by lack of skills of the entrepreneurs including life-skills, entrepreneurial skills and technical skills; lack of access to finance especially for the start-ups and those entrepreneurs are falling behind; use of low-technology which causes lower productivity; and substantial gender gaps in labour market outcomes among others. In addition to that, many skilled youths including females prefer to be self-employed; however, due to lack of business knowledge and start-up capital constraints they are unable to do so. The need for targeted labour market programs for those in the informal sector, especially urban and peri-urban youth, has been made more urgent by the recent COVID-19 crisis, due to the urban and peri-urban informal sector being disproportionately affected by the COVID related shocks.

In this context, PKSf undertook the 'Recovery and Advancement of Informal Sector Employment (RAISE)' Project in February 2022. The project is jointly financed by the World Bank and PKSf. This USD 250 million project will facilitate employability and increase productivity of the informal sector, and provide financial assistance to 1.91 lakh low-income youths, micro-entrepreneurs including Covid-19 pandemic-affected micro-entrepreneurs and master craftspersons (MCPs) in urban and peri-urban areas across the country. The project also emphasizes on creating a dignified and decent work environment in microenterprises and managing microenterprises maintaining environmental and social standards.

2.0 Project Overview

2.1 Project Objective

To enhance access to earning opportunities for low-income youth, including COVID-affected micro-entrepreneurs in urban and peri-urban areas.

2.2 Expected Outcome of the Project

The project interventions are expected to lead to improved business management and technical skills of the micro-entrepreneurs; reduction of shortage of skilled workforce; and development of new micro-entrepreneurs with appropriate financial support.

2.3 Project's Sub-components and Services

- **Capacity Enhancement of Young Micro-entrepreneurs:** PKSf is providing training on Business Management and Entrepreneurship Development to young micro-entrepreneurs, who have lagged behind, in order to develop their capacities on risk management & business continuity, life-skills, generic business management and occupation-specific technical skills. These young micro-entrepreneurs will also be eligible to receive inclusive finance for the expansion of their businesses.
- **Apprenticeship Program:** The *Ustad-shagred* system is a centuries-old system of transferring skills from one generation to another and is mutually beneficial for both the *ustads* (masters) and the *shagreds* (apprentices). Under this project, youth from low-income households are matched with skilled and experienced Master Craftspersons (MCPs) selected by the POs according to the eligibility and selection criteria to host an apprentice. The apprentice receives on-the-job training under the MCP and Life-skills Development training from a skilled trainer in order to develop his/her capacity to ensure sustainable employment. A minimum of 10% of the apprentices also receive inclusive finance as start-up fund to start a new business/enterprise.
- **Recovery of Covid-19 pandemic-affected Micro-entrepreneurs:** The Covid-19 pandemic-affected micro-entrepreneurs, who were previous borrowers of the POs and are in need of financial assistance, receive inclusive finance on easy terms under the project to restore their enterprises/businesses. In order to develop the capacities of these micro-entrepreneurs, they are provided training on Risk Management and Business Continuity (RMBC). Informal sector micro-entrepreneurs are exposed to various risk factors including man-made and natural disasters but do not usually have the capacity to deal with those. Through this training, the micro-entrepreneurs will learn how to incorporate risk management, coping mechanisms, and business

continuity plans in the event of a shock. This will help the local youth build their capacities to secure sustainable employment for themselves which will, in turn, help them support their families and contribute to the national economy.

2.4 Target Population

- 90,000 young micro-entrepreneurs (at least 35% are female) from low-income households
- 43,000 youths (at least 35% are female), from low-income households, who are not in education, employment or training
- 50,000 COVID-19 affected micro-entrepreneurs

Youths from disadvantaged groups, e. g. Dalit, ethnic minorities, inhabitants of char, haor, hill tracts, tea estate and coastal areas, and persons with disabilities get priority to be enrolled in this project.

2.5 Project Areas

The project is being implemented in urban and peri-urban areas and economic clusters with high growth potentials in Bangladesh.

3. Objective of the assignment

A substantial portion of the project's tenure has already passed, and the impacts of various activities implemented at the field level are currently being observed. To capture these achievements and insights ensure their optimal utilization, this assignment has been designed.

The objective of this assignment is to convey uniform messages to the project-implementing units of partner organizations and project participants at the field level as well as document and demonstrate the contributions of PKSF's RAISE project to the informal sector among project stakeholders and a broader national and international audience.

3.1 Specific objectives: The specific objectives of the assignment are -

- i. Conveying uniform messages to the project participants through various communication materials such as video contents, posters, printing of training modules and different publications;
- ii. Documenting and promoting the project progress and achievements in available digital, audiovisual, print media by producing various communication products such as video documentaries, Video Reels/shorts, photo storybooks and other print publications; and
- iii. Engaging mass media to mainstream the achievements, learnings, and best practices of the Project.

4. 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 area (covering 4 zones: Dhaka and nearby districts, Rajshahi/Bogura/Rangpur/Dinajpur/Thakurgaon/Pabna/any other recommended districts from Northern zone, and Jashore-Khulna-Satkhira/Faridpur-Shariatpur or any other recommended districts from Southern zone, Chittagong/Chittagong Hill Tracts (CHT) or any other recommended districts from South Eastern zone). A discussion meeting will be held between the firm and the

procuring entity to determine the strategy and action plan. To begin with, the firm will develop an inception 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 scripts and write-ups in consultation with PKSf and later get those approved by the client. The firm will have to make a presentation about the progress of the activities every two months in front of PKSf. The Firm(s)/Consultant(s) will be required to provide one or more face-to-face presentations on PKSf premises before finalizing any document or before the submission of the final deliverables. The Firm(s)/Consultant(s) will deliver all outputs to the RAISE Project Coordinator, PKSf.

The list of tasks and corresponding scopes are explained in **Annexure-1**.

5. Duration of the assignment

The assignment needs to be completed within a duration of 6 months starting from the date of contract signing.

6. Deliverables and mode of payment

Summary List of deliverables (Please see Annex-1 for details):

- Video documentaries (05)
- Video Reels/shorts (15)
- Photographs (1000)
- Print publication (18)
- News publication on print media and corresponding social media page (02)
- News broadcasting on TV channel and corresponding social media page (02)

Sl.	Deliverables	Description	Deadline	Payments (% of Contract Value)
1.	Deliverable 1	An inception report clearly explaining how the firm will carry out the assignment (with a Gantt chart) followed by a presentation on the detailed action plan.	within 15 days from contract signing	20%
2.	Deliverable 2	A report on work progress including proof of completing the following activities: <ol style="list-style-type: none"> a. 4 documentaries on the following topics: <ol style="list-style-type: none"> 1. Enhancing Human Capacity in Microenterprises: RAISE-A project of PKSf 2. Recovery of Covid-19 pandemic-affected microenterprises 3. Apprenticeship Program 	within 02 months from contract signing	40%

Sl.	Deliverables	Description	Deadline	Payments (% of Contract Value)
		<p>4. Young micro-entrepreneurs (YME) Program</p> <p>b. 500 photos of the project activities</p> <p>c. A news covering success stories of RAISE project aired on BTV and other renowned television channel and their social media pages. The air time of that news should be prime time.</p> <p>d. A news covering success stories of RAISE project should be published in print media and in their social media pages</p>		
3:	Deliverable 3	<p>a) A report on work progress including proof of completing the following activities: Photo storybook on 'Recovery of COVID-19 pandemic-affected microenterprises', 'Apprenticeship Program' and 'Young Micro-entrepreneurs (YME) Program' Documentary on 'Glory of the Master Craftspersons as a mentor of apprentice"</p> <p>a. Video Reels/shorts/cut versions</p> <p>I. Cut version of all documentaries (Qty:5)</p> <p>II. Individual success story from Apprenticeship Program (Qty: 03)</p> <p>i. Individual success story from YME Program (Qty: 03)</p> <p>ii. Social Inclusion in RAISE (Qty: 01)</p> <p>iii. OHS Management in workplace (use of PPE, use of fire extinguisher) (Qty: 01)</p> <p>iv. Women in ICT trade in the Apprenticeship Program (Qty: 01)</p> <p>v. Any other topics (Qty: 01)</p> <p>b. 500 photographs</p> <p>c. Posters on the following topics:</p> <p>i. Apprenticeship program</p>	within 06 months from contract signing	

Sl.	Deliverables	Description	Deadline	Payments (% of Contract Value)
		<ul style="list-style-type: none"> ii. Young micro-entrepreneurs (YME) iii. Female participants in apprenticeship program iv. Social inclusion v. Occupational Health and Safety (OHS) vi. Young micro-entrepreneur learning experience 		40%
4.	Deliverable 4	<p>A report on work progress including proof of conducting the following activities:</p> <ul style="list-style-type: none"> a. Communication and Printing Materials (all) b. Training Manuals and Guidelines c. Photo album d. A news covering success stories of RAISE project aired on BTV and any other renowned national television channels and their social media pages. The air time of that news should be prime time. e. A news covering success stories of RAISE project should be published in print media and in their social media pages f. A Completion Report 	within 06 months from contract signing	

7. Reporting Obligations

a. Inception Report

- i. The consulting firm will submit an inception report with detailed activity plan within 15 days of the date of signing the contract.
- ii. The inception report should detail the firm's understanding of what the activities are to be done on a priority basis.
- iii. The inception report should elaborate and finalize the proposed schedule of tasks, activities and deliverables, designating specific team members with specific tasks.
- iv. One Gantt Chart including timeline of each deliverable along with identification of critical item.

b. Submission of Deliverables

The firm will submit a report with each set of deliverables (as detailed under section 6).

c. Completion Report

The selected firm will submit a completion report after delivery of all deliverables.

8. Requirements for the Service Provider/Consultancy Firm

8.1 The qualification of the firm will be evaluated based on the following criteria.

a. General Experience

- I. A minimum of 5 years of experience in conducting communication-related activities such as film/TVC/documentary production, printing, media activation, etc.;
- II. Experience of completing at least 5 relevant assignments (comprising all major tasks mentioned in Annex 1) in the last 5 years.

b. Relevant Experience to the assignment

- I. Experience of completing at least one long-term (minimum 6 months long) assignment in last 5 years as a lead partner comprising all major tasks mentioned in Annex 1. The minimum contract amount for the assignment should be BDT 1.00 crore.
- II. Experience in producing at least 3 print publications on national contexts. Online link of published publications will add extra advantage.
- III. Experience of working with international development partners such as; The World Bank/ UN agencies or projects/programs funded by The World Bank/UN agencies in similar assignments will be an added advantage.

c. Organizational Capability

- I. The firm should demonstrate its logistical capacity by ensuring availability of assignment related professional skills among staffs in the fields of communication, film, and multimedia and possession of necessary logistics (office nos, office space, vehicles, 4K (3840X2160 Pixel) camera, drone, proper lights, grips, Hi -quality audio set up, other shooting equipment, computer graphics, music and SFX as per the demand, editing panel, sound studio, etc.) and manpower. The firm need to submit the relevant document with the offer;
- II. Must have updated Trade License with TIN, BIN and Certificate of Incorporation (in case of Joint Stock);
- III. Latest Income Tax Assessment Certificate/Acknowledgement;
- IV. Any relevant license, certification, and accreditation;
- V. The consultancy firm must provide bank solvency certificates and the last 6 months of bank statements showing a minimum transaction of BDT 80.00 Lakh. These statements must come from any scheduled bank in Bangladesh and should not be older than 20 days before the deadline for submitting the EoI.
- VI. Yearly turnover of minimum BDT 1.00 Crore in last three years. Financial audited report/Payment Certificate/Completion certificate will be considered as proof of evidence.

d. Management Capability

- I. Firm must demonstrate its management capacity (website link or brochures and other documents describing similar assignments, experience, availability of

appropriate permanent professional staff and experience among applicant's staff, resources to carry out the assignment);

II. List of expert pool that may fit to particulars of this assignment.

8.2. Team composition

The firm must have the following key personnel in their proposed team:

Sl.	Position (number)	Educational qualification and experience	Corresponding Task/Role/Scope
1.	Creative Supervisor (Team Leader) (01)	<ul style="list-style-type: none"> a) Minimum graduation in Film and Media/Journalism/ Communications/Fine Arts/Journalism/Marketing or any other related subject. b) 10 years of experience in managing communication-related assignments is desirable. c) Experience as team leader for 5 assignments related to documentary videos and publications. d) Prior experience in working with international development agencies would be an added advantage. e) A list of completed assignments must include with the CV. 	<ul style="list-style-type: none"> • Play the role of focal person for corresponding with PKSF • Coordinate all tasks under the ToR
2.	Copy Editor (01)	<ul style="list-style-type: none"> a) Minimum graduation in Media Studies/Communications/Journalism/ Literature or any other related subject. b) 5 years of experience in copy editing for a reputed media outlet/organization is desirable c) Experience of working in 8 publication projects involving the tasks of developing or editing textual/graphical contents is desirable d) Prior experience in working with international development agencies would be an added advantage e) Prior experience of copy editing in both Bengali and English publications f) A list of completed assignments must include with the CV 	All print publications and all scripts, subtitle (Bangla and English) editing for video contents.
3.	Media Expert (01)	<ul style="list-style-type: none"> a) Graduation from any reputed university, preferably in Film and Media/Communication/ Fine Arts/Journalism or any other relevant subject 	Media engagement [in national TV channel(s) and Newspaper(s)]

Sl.	Position (number)	Educational qualification and experience	Corresponding Task/Role/Scope
		<ul style="list-style-type: none"> b) 5 years of experience of working as a newsman in reputed news outlets/news agencies/media houses is desirable. c) Prior experience of working with multimedia production house would be an added advantage d) A list of completed assignments must include with the CV 	
4.	Photographer (01)	<ul style="list-style-type: none"> a) Graduation in any discipline and training in Photography. b) A minimum 5 years of professional work experience in documentary photography for national and international development organizations. c) Experience in photography in 10 assignments for print publications accepted by the national and international development organizations is desirable; d) Having a national or international acclamation/award/entry on any national or internationally accredited photography publication/festivals would add extra value. e) A list of completed assignments must include with the CV. f) Educational qualification can be relaxed for highly experienced candidate. 	Photography
5.	Graphic Designer (03)	<ul style="list-style-type: none"> a) Graduation from any UGC approved university b) 5 years of experience of professional graphic designing is desirable. c) A list of completed assignments must include with the CV. d) Educational qualification can be relaxed for highly experienced candidate. 	Design print publication and video contents (if necessary)
6.	Executive Producer (Deputy Team Leader) (01)	<ul style="list-style-type: none"> a) Graduation in any discipline. b) A minimum of 5 years of operational management experience of documentary video/video fiction/web series /TVC video production works/publications. c) Experience as executive producer/ deputy team leader for 2 assignments related to documentary videos and publications. d) A list of completed assignments must include with the CV. 	<ul style="list-style-type: none"> ● Play the role as deputy of focal person for corresponding with PKSf ● Support the Team Leader to coordinate all tasks under the ToR

Sl.	Position (number)	Educational qualification and experience	Corresponding Task/Role/Scope
7.	Film Director (02)	<ul style="list-style-type: none"> a) Graduation in any discipline; professional training in relevant fields will add additional value b) A minimum of 10 years of professional work experience in social impact documentary video making. c) Experience in directing 7 social impact documentary videos making. d) Experience in directing 5 documentary videos/audiovisuals for national or international development organizations is desirable. e) Having a national or international acclamation/award/entry on any national or internationally accredited video festivals would add extra value. f) A list of completed assignments must include with the CV. g) Educational qualification can be relaxed for highly experienced candidate. 	Video content development
8.	Scriptwriter (02)	<ul style="list-style-type: none"> a) Graduation in any discipline. Training in scriptwriting/screenplay writing would carry extra value. b) A minimum 8 years of professional work experience in creative writing scripts/screenplays for documentary videos/video fictions is desirable. c) Experience in creative writing scripts/screenplays for 5 documentary videos/video fictions is desirable; d) Having a national or international acclamation/award/entry on any national or internationally accredited video/documentary video festivals would add extra value. e) A list of completed assignments must include with the CV. 	Video content development
9.	Cinematographer (02)	<ul style="list-style-type: none"> a) Graduation in any discipline and training in Cinematography. b) A minimum of 5 years of professional work experience of cinematography for documentary/video fiction/web series. 	Video content development

Sl.	Position (number)	Educational qualification and experience	Corresponding Task/Role/Scope
		<ul style="list-style-type: none"> c). Experience in cinematography for at least 8 documentary videos/video fictions/web series is desirable; d) Having a national or international acclamation/award/entry on any national or internationally accredited video/documentary video festivals would add extra value. e) A list of completed assignments must include with the CV. 	
10.	Video Editor (03)	<ul style="list-style-type: none"> a) Graduation in any discipline. b) Training in video editing. c) A minimum 5 years of experience of video editing in documentary/video fiction/web series/TVC projects. d) Experience in video editing for 15 documentary videos/video fictions/web series/TVC videos is desirable; e) Experience in video editing for 3 documentary video/audiovisual projects for national or international development organizations is an added advantage; f) Having a national or international acclamation/award/entry on any national or internationally accredited video/documentary video festivals would add extra value. g) A list of completed assignments must include with the CV h) Educational qualification can be relaxed for highly experienced candidate. 	Video content development

9. Selection process

The Fixed Budget System (FBS) method described in the World Bank Procurement Regulations will be followed to select the consulting firm for this assignment. The contract value will be maximum BDT 1,47,50,000/- (One Forty-Seven lakh Fifty thousand only).

8. Service and facilities to be provided by the procuring entity

The necessary information on the RAISE 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 procuring entity will not provide any logistic support to the firm. If necessary, officials of PKSf may accompany the crews while visiting the fields.

9. 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 procuring entity while making corrections 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. In addition to that all the deliverables and raw footage should be provided in editable format with unlocked version.

12. Professional Liabilities

The 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.

13. 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 permission of PKSf or the government.

14. Rights

PKSf will reserve the Intellectual Property Rights (IPR) for all deliverables 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.

15. Quality Assurance

- I. All papers for printing should be moisture resistant.
- II. All photographs and visuals must not create insensitivity to the audiences.
- III. Ensure the printing color must not fade out.
- IV. All hard binding of the printing items must ensure proper binding that will not lose.

List of communication and publication materials under the RAISE project

The overall objective of this assignment is to demonstrate the achievements and learnings of the project through producing quality communication materials to ensure effective documentation and knowledge management of the project.

1. Video Content/Audio-visual/Documentary

Specific Objective: To document/promote/portray the project's various features and achievements as well as motivate young entrepreneurs and unemployed youth to participate in the project and disseminate the project's message to the participants.

Description: Quality video content including documentaries to be produced on project's achievements/key learnings, interventions, and focus areas.

Quantification/Specification:

Duration: 3-8 minutes for video documentaries, maximum 80 to 90 seconds for Video Reels/shorts

Video Aspect ratio: 16:9 for all video documentaries, 9:16 for Video Reels/shorts.

Output: A total of 20 video contents would be produced in the following manner:

Sl	Type	Quantity	Topic	Topic Details	Objective	Duration	Timeline
1	Documentary	5	i. 'ছোটো উদ্যোগে মানব সক্ষমতার বিকাশ' RAISE – A project of PKSF	How the RAISE project strengthens the capacity of micro-entrepreneurs, equipping them with the skills and resources needed to drive inclusive growth and make a meaningful impact on the economy. For further details please see Annex-2	To portray the project's interventions and its impacts	6-8 minutes	Within 02 months from the contract signing date
			ii. Features of 'Recovery of COVID-19 affected	How RAISE Project help COVID-19 pandemic-	To document the outcome of project's	4-5 minutes	Within 3 months from the contract

Sl	Type	Quantity	Topic	Topic Details	Objective	Duration	Timeline
			microenterprises'	affected microenterprises to revive and restore their businesses. For further details please see Annex-2	intervention regarding COVID-19 affected MEs		signing date
			iii. Features of Apprenticeship Program along with success stories of Apprentices (Ustaad-shagred model)	The innovative Apprenticeship model of the RAISE project combines hands-on technical training with life-skills development, providing apprentices with comprehensive on-the-job learning experiences that empower them to secure meaningful and sustainable employment opportunities. For further details please see Annex-2	To document the outcome of apprenticeship program	5-6 minutes	Within 02 months from the contract signing date
			iv. Features of young micro-entrepreneurs (YME) Program along with success stories	How the RAISE project unlocks the potential of YMEs by enhancing their skills, capacity, and resilience, enabling them to contribute	To document the outcome of project's intervention regarding YMEs	5-6 minutes	Within 02 months from the contract signing date

Sl	Type	Quantity	Topic	Topic Details	Objective	Duration	Timeline
				significantly to economic growth and create a lasting impact on their communities. For further details please see Annex-2			
			v. Glory of the Master Craftspersons as a mentor of apprentice	The transformative role of Master Craftspersons as mentors in shaping the lives of apprentices through the RAISE project's apprenticeship program, showcasing how their guidance, skills, and support empower apprentices to overcome challenges and build sustainable livelihoods. For further details please see Annex-2	To highlight the role of MCPs in success of the apprenticeship program	3-5 minutes	Within 04 months from the contract signing date
2.	Video Reels/shorts (horizontal and vertical orientations)	15	1. Video Reels/shorts of all documentaries (Section: 1) (Qty: 05)	For details, please see the Annex-2	To inform various stakeholders about the project's activities and achievement	80 to 90 seconds	Within 04 months from the contract signing

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SI	Type	Quantity	Topic	Topic Details	Objective	Duration	Timeline
			2. Individual success story from Apprenticeship Program (Qty: 03) 3. Individual success story from YME Program (Qty: 03) 4. Social Inclusion in RAISE (Qty: 01) 5. OHS Management in workplace (use of PPE, use of fire extinguisher) (Qty: 01) 6. Women in ICT trade in the Apprenticeship Program (Qty: 01) 7. Any other topic (Qty: 01)		s as well as to convey project's messages to stakeholders using social media		

Scope: The firm has to recce the project area; develop script outlines, storyboards, if and as required; shoot extensively across the selected areas, process and edit according to the client's demand; and deliver the required video contents. The documentaries and the video contents should be made in a manner that reflects the gradual change of the subject based on the Project's interventions.

a) Development of Scripts and Music

- ✓ Develop scripts for all video contents and jingle and share with PKSf's Project Management Unit (PMU) for feedback.
- ✓ Obtain approval from the procuring entity for the finalized scripts and music (jingle) before proceeding to the production phase.

b) Video Production

- ✓ Initiate the production phase after having approval from the procuring entity, encompassing shooting and other essential tasks.

- ✓ Produce video content according to specified criteria for each video, covering diverse project activities and special features.

c) Creative Naming

- ✓ Provide engaging names (in Bengali and English) consisting of 2-3 words for each video.

d) Jingle: One touching youthful and motivational jingle will be developed for use in video documentaries and reels that will attract youths from the mass communities.

e) Voiceover: The documentaries will feature voiceovers by a compelling voice artist to attract young people from the general population. Young voiceover artists will be preferred to say the story about youth. The documentaries will use a mix of male and female voices to avoid monotony and maintain engagement and appeal to both genders. The video documentary under Topic-1 (Annex-1) will be produced separately in Bengali and English voiceover.

All contents will include one theme jingle (to be used in all video content), voiceover, and background music (BGM).

f) Technical Specification:

Video Quality	4K, full HD
Delivery Video Format	mp4 and mov formats, in both 4K resolution and HD resolution
Language	English [Topic-1 (Annex-1)] and Bangla voice-over and English subtitle (American English) Documentary 1 will have both Bangla and English voice-over with English sub-title option
Method of Presentation	audio, video footage, drone shot, computer graphics, motion graphics, etc.

2. Photography

Specific Objective: To photograph project's activities and participants selected for success stories.

Specification:

Format: JPEG + RAW;

Resolution: minimum 300 ppi;

Dimensions: minimum 5000 px X 3000 px;

Orientation: both portrait and landscape.

Output: A total of 1000 photos

Delivery: 500 at 2 months and 500 at 4 months. (Total-2 terms)

Scope: The relevant personnel of the selected firm will capture the photos by traveling across the project areas reflecting the objectives of the assignment in consultation with the client. The photographs will include the photographs required for the print publication mentioned in section 3, 4, 5 and 6 of Annex-1.

Expected outcome: To be used in visual, online and print publication and any other medium for various purposes.

3. Photo Album

Specific Objective: To document the project's activities through photographs in all thematic areas.

Description: The Photo Album will contain attractive high-quality photographs (with captions in English and Bangla) of various project activities including, but not limited to, community outreach, loan disbursement, training, field monitoring and supervision, stakeholders' engagement etc. reflecting the objectives of the assignment.

Quantification/Specification:

Size: 10.5 inch x 8.5 inch;

Cover: 24 oz solid pasting board;

Jacket: 150 GSM art paper (with matte and spot lamination);

Inner 300 GSM Shiro Echo White (or similar) paper (or similar);

Print: 4 color print (both inner, cover and jacket);

Pages: 48 (excluding covers);

Binding: Hard binding with paper gel;

Proof: machine proof;

Number of copies: 600;

Design: to be designed by the selected firm.

Dummy Approval: Selected firm should take necessary approval of paper, design and machine proof copy before final production

Output: One photo album on RAISE project activities.

Scope: The firm will develop the captions (in Bengali and English) with the support of RAISE-PKSF Project Management Unit, and design and print the publication.

4. Design and Printing of Photo Storybooks

Specific Objective: To document the impact of the project through individual success stories of the project participants.

Description: The Photo Storybooks will contain success stories, each in 100 words (both in English and Bangla), with attractive photographs of the participants under the sub-components.

Quantification/Specification:

Size: 9.25 inches x 8 inches;

Cover: 24 oz solid pasting board;

Inner 300 GSM Shiro Echo White paper (or similar);

Print: 4 color print (both inner and cover);

Pages: 48 (excluding covers);

Binding: Book binding

Proof: machine proof;

Number of copies: 600;

Design: to be designed by the selected firm.

Dummy Approval: Selected firm should take necessary approval of paper, design and machine proof copy before final production

Output: 1 Photo Storybooks on the following topics:

Sl	Topic	Quantity	Completion Timeline
1	A case story book on successful participants from the components of COVID-19 affected microenterprises, Apprenticeship program and Young micro-entrepreneurs program	600 nos	Within 4 months from the date of contract signing

Scope: The firm will interview the project participants selected by the procuring entity (PKSF), write the case stories with the support of RAISE-PKSF Project Management Unit, design and print the photo storybooks.

5. Design and Printing of Posters

Specific Objective: To promote the project's visibility and disseminate specific messages.

Quantification/Specification:

Size: 22.5 inches x 35.25 inches;

Paper: 150 GSM art paper;

Print: 4 color print (one side);

Lamination: gloss;

Design: to be designed by the selected firm.

Dummy Approval: Selected firm should take necessary approval of paper, design and machine proof copy before final production

Output: The posters will be designed and printed in the following manner:

Sl	Topic	Objective	Quantity	Timeline
1	Apprenticeship program	To enhance the project's visibility and inspire potential participants by highlighting its impact, encouraging their involvement to create a demonstrative effect that drives positive change in society.	10,000 pcs	Within 4 months from the date of contract signing

Sl	Topic	Objective	Quantity	Timeline
2	Female participants and social inclusion in apprenticeship program	To promote the project's visibility related to encouraging potential female participants to join, fostering their productivity, empowerment, and meaningful inclusion in society and the broader economy. In addition, showcase and encourage participation from disadvantaged groups including Dalits/ ethnic minorities/ residents of char/ haor/ hill tracts/ tea estates/ coastal areas, as well as persons with disabilities and how the project will enhance their productivity, foster empowerment, and ensure meaningful inclusion in society and the national economy.	3,000 pcs	Within 4 months from the date of contract signing
3	Young micro-entrepreneur	Promote project's visibility and attract potential project participants those are striving for their business expansion.	5,000 pcs	Within 4 months from the date of contract signing
4	Common OHS management	To encourage/motivate entrepreneurs to implement OHS management and ensure decent work environment in their workplace	8,000 pcs	Within 4 months from the date of contract signing
5	YME learning experience	Learning from BMED Training on General Business, RMBC, Life Skill, OHS, GRM will be articulated in 8-10 points with icon/symbol to reignite the participants after training	20000 pcs	Within 6 months from the date of contract signing

Scope: The firm will design the posters in consultation with PKSF. The posters 1-4 will include photographs and infographics and poster 5 will include icons and illustrations to be designed by the firm, if necessary. After final approval from PKSF on designs, the firm will print the posters.

6. Publishing Success Stories in Print Media and Electronic Media

a) Print media

News on success stories at 2 months and at 6 months (Total- 2 times).

Scope: The firm will collect and write human interest/Feature/Box Feature/Analysis/Narrative story (minimum 300 to maximum 3,000) on the impact of project interventions on the participants to be published on one of the following newspapers: Daily Prothom Alo, The Daily Star, Daily Samakal, the Business Standard. The size of the news should be minimum 6 inch 4 columns with photo.

b) Electronic media

Output: 1-3 minutes' news on success stories at 2 months and at 6 months (Total- 2 times). To be broadcast on BTV and one of the following private channels at the same time: Jamuna TV, ATN Bangla/News, Channel i, NTV, Channel 24. The private channel should broadcast the news in their social media page and YouTube channel.

7. Designing and Printing of Training Manuals and Guidelines

Specific Objective: To disseminate the project's message to the project participants through the POs and to ensure proper implementation of the project.

Sl	Name of the Packages	Objective	Quantity	Specification
1	Printing & Publication of Community Outreach Operation Guideline	1. To standardize implementation of the Community Outreach plan by Partner Organizations. 2. To enhance efficiency and accountability in outreach activities. 3. To serve as a resource for aiming appropriate participants for the project, training, knowledge sharing, and future project planning.	200 nos	Cover Paper : 350 Gsm Art Card Size : 8.5"X11" Print : 4 Color Lamination: Matte and spot Inner Paper : 120 Gsm matte paper Page : 20 Pages Size : 8.5"X11" Print : 4 Color both sides Binding : book binding juice Design: to be designed by the selected firm Dummy Approval: Selected firm should take necessary approval of paper, design and machine proof copy before final production

Sl	Name of the Packages	Objective	Quantity	Specification
2	Printing & Publication of Business Management & entrepreneurship Development (BMED) Training Manual	<p>1. To provide a comprehensive guide for PIU officials of Partner Organizations (POs) to ensure effective implementation of the BMED training.</p> <p>2. To standardize training content and methodologies for consistent delivery across all POs.</p> <p>3. To enhance the knowledge and skills of trainers and facilitators in business management and entrepreneurship development.</p> <p>4. To serve as a reference for monitoring and evaluating the program's impact.</p> <p>5. To act as a resource for scaling and replicating similar initiatives in future projects.</p>	500 nos	<p>Cover</p> <p>Paper : 350 Gsm</p> <p>Art Card</p> <p>Size : 8.5"X11"</p> <p>Print : 4 Color</p> <p>Lamination: Matte & spot</p> <p>Inner</p> <p>Paper : 120 Gsm (matte Paper)</p> <p>Page : 120 Pages</p> <p>Size : 8.5"X11"</p> <p>Print : 4 Color</p> <p>both sides</p> <p>Binding : book binding juice</p> <p>Design: to be designed by the selected firm</p> <p>Dummy Approval: Selected firm should take necessary approval of paper, design and machine proof copy before final production</p>

Sl	Name of the Packages	Objective	Quantity	Specification
3	Printing & Publication of Risk Management & Business Continuity (RMBC) Training Manual	<p>1. To provide a comprehensive guide for PIU officials of Partner Organizations (POs) to ensure effective implementation of the RMBC training.</p> <p>2. To standardize training content and methodologies for consistent delivery across all POs.</p> <p>3. To enhance the knowledge and skills of trainers and facilitators in business management and entrepreneurship development.</p> <p>4. To serve as a reference for monitoring and evaluating the program's impact.</p> <p>5. To act as a resource for scaling up and replicating similar initiatives in future projects.</p>	500 nos	<p>Cover Paper : 350 Gsm (Art Card) Size : 8.5"X11" Print : 4 Color Lamination: Matte & spot</p> <p>Inner Paper : 120 Gsm (matte Paper) Page : 90 Pages Size : 8.5"X11" Print : 4 Color both sides Binding : book binding juice</p> <p>Design: to be designed by the selected firm Dummy Approval: Selected firm should take necessary approval of paper, design and machine proof copy before final production</p>

Sl	Name of the Packages	Objective	Quantity	Specification
4	Printing & Publication of Life-skills Training Manual	<p>1. To provide a comprehensive guide for PIU officials of Partner Organizations (POs) to ensure effective implementation of the Life skills training.</p> <p>2. To standardize training content and methodologies for consistent delivery across all POs.</p> <p>3. To enhance the knowledge and skills of trainers and facilitators in business management and entrepreneurship development.</p> <p>4. To serve as a reference for monitoring and evaluating the program's impact.</p> <p>5. To act as a resource for scaling up and replicating similar initiatives in future projects.</p>	500 nos	<p>Cover Paper : 350 Gsm (Art Card) Size : 8.5"X11" Print : 4 Color Lamination: Matte & spot</p> <p>Inner Paper : 120 Gsm (matte Paper) Page : 120 Pages Size : 8.5"X11" Print : 4 Color both sides Binding : book binding juice</p> <p>Design: to be designed by the selected firm Dummy Approval: Selected firm should take necessary approval of paper, design and machine proof copy before final production</p>
5	Printing & Publication of Apprenticeship Operation Guideline	To ensure proper implementation of the apprenticeship program by the Partner Organizations and to be used as a resource for future projects	6000 nos	<p>Cover Paper : 350 Gsm (Art Card) Size : 8.5"X11" Print : 4 Color Lamination: Matte & spot</p> <p>Inner Paper : 120 Gsm (matte Paper) Page : 90 Pages Size : 8.5"X11"</p>

Sl	Name of the Packages	Objective	Quantity	Specification
				Print : 4 Color both sides Binding : book binding juice Design: to be designed by the selected firm Dummy Approval: Selected firm should take necessary approval of paper, design and machine proof copy before final production
6	Printing & Publication of Environmental Management Guideline	To raise awareness among all project participants and target participants regarding environmental norms related to project target components	200 nos	Cover Paper : 350 Gsm (Art Card) Size : 8.5"X11" Print : 4 Color Lamination: Matte & spot Inner Paper : 120 Gsm (matte Paper) Page : 90 Pages Size : 8.5"X11" Print : 4 Color both sides Binding : book binding juice Design: to be designed by the selected firm Dummy Approval: Selected firm should take necessary approval of paper, design and machine proof copy before final production

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SI	Name of the Packages	Objective	Quantity	Specification
7	Printing & Publication of Social Management Guideline	To raise awareness among all project participants and target participants regarding social safeguard related norms relevant to project target components	200 nos	<p>Cover Paper : 350 Gsm (Art Card) Size : 8.5"X11" Print : 4 Color Lamination: Matte & spot</p> <p>Inner Paper : 120 Gsm (matte Paper) Page : 90 Pages Size : 8.5"X11" Print : 4 Color both sides Binding : book binding juice</p> <p>Design: to be designed by the selected firm Dummy Approval: Selected firm should take necessary approval of paper, design and machine proof copy before final production</p>
8	RAISE Communication Strategy	<ol style="list-style-type: none"> To outline a structured approach for effective communication across all project stakeholders. To provide guidelines for designing and implementing targeted communication activities that align with project goals. To enhance the capacity of Partner Organizations (POs) in delivering clear, consistent, 	200 nos	<p>Cover Paper : 350 Gsm (Art Card) Size : 8.5"X11" Print : 4 Color Lamination: Matte & spot</p> <p>Inner Paper : 120 Gsm (matte Paper) Page : 90 Pages Size : 8.5"X11" Print : 4 Color both sides Binding : book binding juice</p> <p>Design: to be designed by the selected firm Dummy Approval: Selected firm should take necessary</p>

Sl	Name of the Packages	Objective	Quantity	Specification
		and impactful messages. 4. To standardize communication tools and methods for fostering transparency and stakeholder engagement. 5. To serve as a resource for monitoring, evaluating, and improving communication strategies in current and future projects.		approval of paper, design and machine proof copy before final production

Scope: The firm will design the training manuals and guidelines in consultation with PKSf. Suitable icons and illustrations may need to be designed by the firm, if necessary. After final approval from PKSf on designs, the firm will print the manuals and guidelines.

8. Communication and Printing Materials

Sl	Items	Specifications	Quantity	Remarks
1	Notepad	Size: 5.5 inches x 8.5 inches Orientation: Portrait Number of Pages: 10 (excluding cover and back board) Print: Cover Page: 4 color (1 side) Backboard: 200 GSM Swedish board Inner Paper: 80 GSM Off-white offset natural shade Binding: glue and pin binding (with perforation) Design: To be provided by PKSf Dummy Approval: Selected firm should take necessary approval of paper and machine proof copy before final production	1000 nos	To be distributed during meetings in and outside of PKSf with different stakeholders
2	Spiral Notebook (200 pages)	Size: 5.5 inches x 8.5 inches Orientation: Portrait Number of Pages: 200 (excluding cover)	2500 nos	To be distributed among PKSf officials, PIU

260

Sl	Items	Specifications	Quantity	Remarks
		Inner Paper: A-grade 80 GSM Off-white offset natural shade (2 corner round) Color: INNER – 1 color (first 5 pages: 4 color) Cover: 600 GSM Swedish board (2 corner round) Cover page color: 4 color (4 pages) Lamination: Matte & Spot lamination Binding: Wire-O Binding (Twin loop, color-black) Design: To be provided by PKSF Dummy Approval: Selected firm should take necessary approval of paper, design and machine proof copy before final production		members, PO ED and Focal Persons of RAISE Project, FID, WB, PSC members and other relevant stakeholders
3	Folder	Size: 12.5 inches x 8.75 inches Pockets: 2 Paper: 300 GSM Swedish board Number of Pages: 4 Print: 4 color Lamination: Matte, Spot lamination, Emboss, Foil Design: To be provided by PKSF Dummy Approval: To be provided by PKSF	1000 pcs	To be distributed during meetings with different stakeholders
4	Pen	Pen: Elkos ball point with metal silver clip Color: White body Design: As per Dummy (with PKSF and RAISE logos) Print: 4 color UV print Dummy Approval: To be provided by PKSF	2500 pcs	To be distributed during meetings with different stakeholders

The 5 video documentaries and respective 5 reels need to be developed based on the following synopses.

1. RAISE – A project of PKSF in enhancing capacities of micro-entrepreneurs

Mode of content: Documentary with interview

The video will include a brief overview of the RAISE project. The video will include stock or new footage and infographic presentation of relevant data. The video will also include interviews of the PKSF senior officials and experience of the project participants.

Synopsis: The microenterprise (ME) sector in Bangladesh constitutes 56% of the country's labor force (source: Government of Bangladesh, Bangladesh Bureau of Statistics. Economic Census 2013). But the technologies being used in the sector have become outdated and thus the sector remains stuck in a low-efficient technology trap. In this context, to compete in the global market, there is a need to adopt more advanced technologies.

One-fourth of the country's population is youth (source: BBS). Every year more than 21 lakh youths are entering the workforce. Most of these youths lack formal education or proper technical skills and end up in jobs with low productivity and low income. By investing in capacity enhancement and employment generation of this young population Bangladesh can realize the true potential of the demographic dividend and can experience sustainable economic growth.

To complement the Government's initiatives to achieve the Sustainable Development Goals (SDGs), PKSF has undertaken various projects over time. 'Recovery and Advancement of Informal Sector Employment (RAISE)' is one such project jointly financed by the World Bank and PKSF. This USD 250 million project will facilitate employability and increase productivity of informal sector, and provide financial assistance to low-income youths, micro-entrepreneurs and COVID-19 affected micro-entrepreneurs in urban and peri-urban areas across the country.

The RAISE project is enhancing capacities of the youth engaged in microenterprises with high growth potential (through self or wage-employment) through transfer of trade-specific technical skills, soft-skills, business management skills and risk management. 43 thousand youths will receive technical skills training under the direct supervision of master craftspersons adopting the ustad-shagred model. 90 thousand young micro-entrepreneurs will receive financing training on Business Management and Entrepreneurship Development (BMED). Apart from this, 50 thousand COVID-19 affected micro-entrepreneurs have received financing and training on Risk Management and Business Continuity (RMBC).

The project interventions are expected to lead to improved business management and technical skills of the micro-entrepreneurs; reduction of shortage of skilled workforce; and development of new micro-entrepreneurs with appropriate financial support.

2. Young Micro-entrepreneur

Mode of content: Documentary with interview

The video will include a brief overview of the 'Capacity Enhancement of Young Micro-entrepreneur' program under RAISE. The video will include stock or new footage and infographic presentation of relevant data. It will also include short interviews (20-30 seconds) of YMEs about their experience of being involved in the project.

Synopsis: The documentary highlights the comprehensive support provided by the RAISE project to facilitate the business expansion of Young Micro-Entrepreneurs (YMEs). Central to this initiative is a robust 96-hour training program in Business Management and Entrepreneurship Development (BMED). This program encompasses essential aspects such as general business management, trade-specific technical skills, risk management, business continuity, and life skills development.

Participants apply the knowledge gained from this training to the daily operations of their microenterprises, resulting in improved organization in areas such as bookkeeping, employee management, and maintaining a decent work environment. These enhancements contribute significantly to the growth and sustainability of their businesses. To further support this expansion, the project also offers access to low-cost financing, empowering YMEs to scale their ventures effectively.

3. Apprenticeship (*Ustad-shagred* model)

Mode of content: Documentary with interview

The video will provide an overview of the apprenticeship model under the RAISE project. It will include footage of apprentices learning directly from the master craftsperson (MCP) in a safe and decent work environment. The video will also include short interviews (20-30 seconds) of apprentice and MCP about their experience of being involved in the project.

Synopsis: The video will be an introduction to the Apprenticeship Program under the RAISE project. At the beginning the video will include the rationale for undertaking this program. Apprenticeship has been a tried and tested method for transferring skills in both formal and informal sectors. In this model, the apprentices get hands-on training on technical skills under the direct supervision of a master craftsperson who is also a skilled and experienced entrepreneur. Aside from getting the opportunity to acquire technical skills, the apprentices included in the RAISE project also get to learn about enterprise management directly from the entrepreneur (master craftsperson). In addition, the apprentices receive classroom-based training on essential life-skills which will be beneficial for them whether they are wage-employed or become an entrepreneur. After successful completion of the Apprenticeship by an apprentice, the project will provide job placement assistance. Those who want to become an entrepreneur, will be eligible for financing support from the project. RAISE will also provide assistance for Recognition of Prior Learning (RPL) for selected apprentices.

4. Restoration of COVID-19 affected microenterprise

Mode of content: Informative documentary with interview

A video on the sub-component (COVID-19 affected micro-entrepreneurs) of the RAISE project.

Synopsis: Bangladesh is a growing economy with rapid urbanization rate. The onset of COVID-19 pandemic brought the whole world to a standstill. Bangladesh was no exception. Many small

businesses including microenterprises perished due to lack of risk management skills. The ones that survived, struggled to cope in this new era because of insufficient capital. As part of the COVID-19 response, the GoB initiated some stimulus packages including an unconditional one-time BDT 2,000 cash transfer targeted to informal sector workers, low-income informal workers, day laborers and self-employed individuals whose earnings have been impacted by the crisis, including many in urban areas. However, the COVID-response assistance and stimulus packages did not cover informal microenterprises.

To restore 50,000 COVID-19 affected microenterprises, RAISE ensured easy access to low-cost finance with hundred percent digital transactions. The project also provided 'Risk Management and Business Continuity' training to these micro-entrepreneurs to develop them along with low interest financial services. Throughout the training, participants received information on various risks including COVID-19 pandemic, extreme climate events and disasters. It also included information on how to incorporate risk management in the event of a shock to ensure business continuity.

5. Social inclusion in the RAISE project

Mode of content: Documentary

The video will include stock or new footage and infographic presentation of relevant data.

Synopsis: Social inclusion is the process of improving the terms on which individuals and groups take part in society—improving the ability, opportunity, and dignity of those disadvantaged on the basis of their identity. The video will portray how RAISE is promoting social inclusion by especially targeting youth, low-income households, dalit, transgender, ethnic minorities, persons with disabilities and other people from marginalized communities. The video will include their inclusion process that is outreach programs in the field to include socially excluded disadvantaged group, special intervention in training, grievance issues, social counselling, occupational health and safety (OHS) and job placement.

6. Glory of the Master Craftspersons as a mentor of apprentice

Mode of content: Documentary with interview

The video will include stock or new footage and infographic presentation of relevant data.

Empowering Youth through Skilled Mentorship: The Role of master craftsperson in the RAISE Apprenticeship Program

Synopsis: The video begins with an engaging overview of the RAISE Apprenticeship Program, highlighting its purpose and rationale. It emphasizes the value of apprenticeships as a proven method for transferring skills across formal and informal sectors. The narrative shifts to the role of the master craftsperson—a skilled and experienced entrepreneur who mentors apprentices. The video showcases their hands-on approach, guiding apprentices in technical skills while demonstrating entrepreneurial practices as mentors. The video illustrates how apprentices not only gain practical technical skills but also learn the intricacies of enterprise management directly from their mentors. Testimonials from apprentices and master craftspersons bring authenticity to the narrative. The video ends with a powerful call to action, showcasing the RAISE Apprenticeship Program as a transformative initiative that connects skilled mentorship with the aspirations of the youth workforce. This synopsis sets a structured and inspiring tone, effectively communicating the significance of master craftspersons in the program.



7. Women in ICT trade in the Apprenticeship Program of the RAISE project

Mode of content: Documentary

The video will include new footage and infographic presentation of relevant data.

Synopsis: Women participation in tailoring, beautification trade made significant progress over the years. Despite progress over the years, women still face many challenges in participation in economic activities, especially those from low-income households. One of the biggest challenges is the family and society do not allow them willingly to go outside home for working specially after marriage and giving birth. Many people believe that women are not strong or skilled enough to do the work in ICT or are too emotional or delicate. Additionally, some women may not receive the necessary support from their families and friends when they decide to pursue a career in any technology-based sector like ICT. Despite the ICT sector holding immense potential in regard to providing employment opportunities for women, their participation has been very low in the sector. Of the total ICT (information and communications technology) workforce in Bangladesh, only 16 per cent are women, according to a new study ('survey on ICT job market in Bangladesh' conducted by Daffodil International University). However, women still need to be represented in certain areas, such as ICT, which can be a favorable working condition for remote work options. Two trades in ICT; Digital Marketing and Graphic Design and Multimedia are available in the RAISE project under Apprenticeship program. If we can increase the participation of women in these courses, that can help them to work from home, engage in the gig economy and contribute to the country's economy.

8. OHS Management at workplace

Mode of content: Documentary

The video will include new footage and infographic presentation of relevant data.

Synopsis:

This video highlights the importance of Occupational Health and Safety (OHS) management in master craftsperson (MCP) workplaces to ensure a safe and decent work environment for apprentices and workers. The video begins by showcasing the rationale for prioritizing OHS, emphasizing its role in fostering productivity, safeguarding workers' well-being, and aligning with global labor standards.

Through real-life examples and visuals, the video demonstrates key OHS practices implemented in MCP workplaces under the RAISE project. These include maintaining clean and organized workspaces, ensuring proper use of protective equipment, implementing safety protocols for machinery, and providing regular safety training to apprentices and workers.

Additionally, the video underscores the value of embedding OHS in the apprenticeship model, where apprentices not only learn technical and enterprise skills but also develop a strong understanding of workplace safety and health standards.

Finally, the video emphasizes the project's commitment to creating safe and inclusive workplaces, enabling apprentices to thrive in environments that promote dignity, respect, and safety, whether they choose wage employment or entrepreneurship.

12/12/24
Joy Ram Saha
Procurement
Specialist
RAISE, PKSF

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