**Government of the People’s Republic of Bangladesh**

**Ministry of Finance, Finance Division**

**Skills for Employment Investment Program (SEIP)**

**Request for Expression of Interest (REOI)**

**For Consultancy Package SD 11: Social Marketing**

No. SEIP/SD-11/84/2015 Date: 19-05-2015

The Finance Division, Ministry of Finance has been allocated public funds from the Government of the People’s Republic of Bangladesh (GOB) and the Asian Development Bank (ADB) towards the cost of Skills Employment Investment Program (SEIP) and, intends to apply part of the proceeds of these funds under the ADB Loan No. 3131-BAN, to eligible payments under the contract for the provision of consultancy services for the Program by a Consulting Firm (National).

2. The main purpose of this assignment is two-fold: (i) to support, organize and implement social marketing strategy and activities to raise general public awareness of skills training programs under SEIP; and (ii) to implement targeted social marketing for motivation and integration of disadvantaged groups (as prescribed in NSDP 2011) in SEIP program. An experienced firm will be selected competitively for this assignment.

3. The first objective is intended to support, organize and implement social marketing for the skills training programs to raise the awareness of the general public. It will highlight the objectives of SEIP, its benefits, targets set in the design including the gender action plan. It will communicate messages to the potential beneficiaries regarding access to the training programs in priority sectors and raise awareness on the job prospects for the beneficiaries to maximize benefits from SEIP. It will mobilize a wide network of training providers, industry and employers to provide support for skills development and opportunities for gainful employment. It will draw lessons from various ongoing initiatives to strengthen the social marketing programs. It will also raise awareness on occupational health and safety among key stakeholders.

4. An associated objective is to help to raise the image of skills development training programs. It will involve intensive stakeholder consultation. The value and status of skills training need to be upgraded and enhanced. Skills based education and training is no longer considered as a second class option for students and workers (National Skills Development Policy 2011). Firm will work to ensure establishment of a partnership among SEIP, industry associations and social partners and thereby organize and implement various activities to raise the status of skills based training and education. The assignment is also intended to create an arrangement with the electronic and print media for a continuous advocacy program during implementation of SEIP to promote skills based education and training.

5. The second objective is to undertake promotional activities in different parts of the country to achieve its overall target of 30% female participation and enrolment target of 40,000 disadvantaged trainees in SEIP project. SEIP will support disadvantaged trainees (which include female, rural, extremely poor, persons living in remote communities, ethnic minorities, persons with disabilities) with additional stipends, 80% through industry associations, BBSME, PKSF and 20% through 32 public training institutions. The firm will also review the target groups and targeting strategy identified in the National Skills Development Policy (NSDP) to map the target groups living in different parts of Bangladesh and implement promotional activities like organizing focused group discussion with key stakeholders at field level, road shows, preparation and implementation of docudrama, annual planning and implementation of social networking campaign and outreach service, disseminating promotional materials, advertisement through print and electronic media, national and local daily news papers etc. The firm will also review the targeting strategies adopted by different education and training institutions and projects in Bangladesh and ascertain drawing lessons learned. The firm will consult with major training providers to seek their advice and feedback on how to include socially disadvantaged people in their training programs.

6. Based on the national and international experiences, firm will (i) develop strategies to help participating training institutions to identify the target groups; (ii) help the training institutions to implement targeting mechanisms to provide stipends and other related support to identified target groups; (iii) assess the effectiveness of the targeting mechanism and propose strategies to scale up targeting from tranche 2; and (iv) develop a manual to target support to disadvantaged groups and (v) conduct sample surveys on the experience of target groups in SEIP participation. The consultant team will organize workshops and focused group discussions as required with key stakeholders to facilitate the activities.

7. The firm will work to develop strategy, targeting mechanism and manual of target support to disadvantaged groups in first six months of the contract and implement strategy of social marketing in the remaining 18 months. All implementation costs will have to be borne by the selected firm.

8. The assignment will ensure engagement of 1 Team Leader for 24 person-months, one Content Development Specialist, one Communication Specialist and one Social Development Specialist each for 24 person months.

9. For detailed information please visit the website of SEIP project ([www.seip-fd.gov.bd](http://www.seip-fd.gov.bd)), CPTU (www.imed.gov.bd), and ADB (www.adb.org).

10. Interested eligible consulting firms having adequate similar experience in relevant fields are hereby invited to submit EOI including, but not limited to, the following information with supporting documents:

a) Background of the consulting firm with brochures including name, year of establishment, trade license (if any), VAT and tax payer’s identification, address, telephone number, contact person, key activities etc.;

b) Management competence of the firm/institute/organization (maximum of two pages) to conduct training programs to raise awareness of skills training programs and raise awareness on the job prospects for the beneficiaries to maximize benefits from SEIP;

c) Technical competence of the firm/institute/organization including: (i) specialization vis à vis the sartorial focus of the assignment; (ii) experience vis à vis the assignment’s Terms of Reference (TOR); and (iii) brief on similar projects executed during last 5 (five) years

d) Report on financial status (audited financial reports for the last three years).

11. EOI must be submitted in standard format that may be downloaded from ADB web site or obtained on request from the office of the undersigned.

12. A Consulting Firm will be selected using the **Quality Based Selection method** in accordance with the ADB Guidelines for Use of Consultants. It is expected that the services will commence from November 2015.

13. Interested Firms may obtain further information by applying to the address below during normal office hours.

14. Expressions of Interest shall be submitted by 3:00 pm BST on 20-06-2015 in sealed envelope to National Project Director, SEIP Project (Room # 127, Building # 7), Finance Division, Ministry of Finance, Bangladesh Secretariat, Dhaka, Bangladesh be clearly marked “Expressions of Interest for Social Marketing of a Consulting Firm.”

15. The procuring entity reserves the right to accept or reject any or all EOIs.

Jalal Ahmed

Additional Secretary and

National Project Director

SDCMU/SEIP Project

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