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FOR TECHNICAL
COOPERATION**

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We are a leading organisation for the implementation of international development projects. We promote inclusive economic, social, and ecological development to make an effective contribution towards sustainable and widespread prosperity in developing and emerging economies.

INTRODUCTION

Swisscontact, Swiss Foundation for Technical Cooperation, is headquartered in Zurich and was founded in 1959 by leading figures from the Swiss private sector and Swiss universities. It is exclusively involved in international co-operation and since 1961 has carried out its own and mandated projects. In Bangladesh, Swisscontact is registered as an international non-governmental organization (INGO) under the NGO Affairs Bureau, Government of the People's Republic of Bangladesh. It has been implementing various development projects in areas of skills development (ASTHA, B-Skillful, Sudokkho, Uttoron), SME promotion (Katalyst, M4C, Shujola), financial services (Sarathi), and resource efficiency (AREE) from its office at House 28, Road 43, Gulshan 2, Dhaka-1212, Bangladesh.

Making Markets Work for the Jamuna, Padma, and Teesta Chars (M4C) is a project mandated by the Swiss Agency for Development and Cooperation (SDC) and the Ministry of Local Government, Rural Development, and Co-operatives. M4C aims to reduce the poverty and vulnerability of char households by facilitating market systems that enhance opportunities for income

generation. M4C is a 12-year project in 3 phases. Swisscontact in collaboration with Rural Development Academy (RDA), Bogura is continuing to implement the second phase of M4C (2020 to 2024). M4C aims to reduce the poverty and vulnerability of char households in six districts of northern Bangladesh (Gaibandha, Jamalpur, Kurigram, Lalmonirhat, Rangpur, and Shariatpur) by facilitating market systems to enhance opportunities for employment and income generation. The project implementation unit is based in the Rural Development Academy (RDA), Bogura. A team of dedicated project staff supported by implementing partners (local NGOs) manage the implementation of project activities in the field.

PROJECT APPROACH

The perennial economic struggle of the char dwellers due to loss and damage during natural disasters sets a natural context of vulnerability, causing a disjuncture in the market systems in the char areas. Therefore, in this phase, the project primarily aims to increase the income of the char dwellers by facilitating the improvements of the market systems and, in doing so, enabling them to diversify their livelihood opportunities. As char households' primary income source is semi-commercial

agricultural production and livestock rearing, M4C, like its previous phases, has been working to enhance commercialisation by making available and increasing the effectiveness of the public and private service delivery, mainly in these two sectors.

Since 2013, the project has been working to connect local service providers with institutional actors to create a beneficiary-level impact in the char context. In addition, in this phase, M4C focuses on promoting entrepreneurship (primarily agro-entrepreneurship), alternate financing, storage, private sector-led essential health services, and usage of climate-friendly products and services, e.g., solar-based agri-machineries and relevant other renewable energy solutions. Furthermore, the project is also exploring the scopes of other services that can help the char households increase their resilience against the challenges of natural disasters and environmental risks. These services include but are not limited to the early warning system, micro-insurance, post-disaster resilience financing, etc.

The co-implementer of M4C, RDA, has established CDRC, the leading anchoring agent of the project. The vision of M4C is that the public and private sectors can better understand the char potential, undertake char-focused initiatives, and mobilise public and private investments. M4C enhances its capacity, so the centre becomes a repository of char relevant knowledge and information, undertakes, and facilitates char-focused actions, and advocates to foster addressing economic and social challenges, including infrastructure development in char areas. M4C also closely works with CDRC to develop its capacity in market facilitation in collaboration with the local, regional, and national level private sector, public extension agencies, research institutes, and advocacy platforms.

SCOPE OF THE TASKS

During the remaining part of this phase, M4C must share the experiences and lessons gathered till now with the national and regional level stakeholders. With this aim, M4C is going to convene several events by 2024. The size of these events may vary from 30 participants to 200 participants.

The events include

- Dissemination workshops where key officials of line ministries and the Embassy of Switzerland in Bangladesh will be present.
- Regional residential or non-residential events with multiple sessions, workshops, dialogues, and roundtable discussions. Participants will be market actors, beneficiaries, political elites, govt. officials and officials from the partner.

- Symposiums involving high-level dignitaries including ministers, secretaries, heads of different GoB departments/divisions/institutes, Swiss Ambassador, lead representatives from the private sector, development partners, Non-Governmental Organisation (NGOs), academia, think-tanks, media houses, etc.

In this prospect, M4C is planning to hire an agency/ firm that will act as the strategic and creative partner to design and execute the planned events and contents. The firm is expected to undertake the following activities (but are not limited to)

Content Development

- Develop and design the content of dissemination products (project brief, booklets, books, flipcharts) based on project requirements.
- Printing and/or web visualisation of the content.
- Develop and design event products (banners, backdrops, etc).
- Printing or installation of the event products.

Inviting Guests

- Designing, printing, and distributing invitation cards (no. of guests to be discussed for each event).
- Reminder to the guests over the phone before the event.
- Reception of the guests on program day.

Venue arrangement

- Venue rental (with guidance from M4C).
- Manage seating arrangement, banner, festoon, sound system, light, etc. before the event as required.
- Still photography and video recording support during each event.
- Ensure aesthetic stage decoration with backdrop banner, and flowers inside the auditorium and outside of the venue, including the gate (s) decoration.

Conducting the program

- Two professional receptionists (with at least one woman) to be deployed for day-long events.
- Registration, snacks, lunch, and other assistance need to be provided by the firm
- Providing seminar kits which include folder, pad, pen, keyring, etc.

Food & beverage

- Food and beverage arrangement (Subject to discussion with the venue and M4C).
- Oversee the management.

Media coverage

- Press briefing (To be checked by M4C).

- News of the events must be widely covered by leading national dailies. Clippings to be submitted.
- Report of the event must be arranged to be telecasted by popular TV channels and aired clippings to be submitted.
- All news clipping (print & electronics) to be collected and submitted to M4C.

OBJECTIVE

The core objective of the task is to conceptualise, design, and management of the events with guidance from M4C.

DELIVERABLES

The agency or firm shall specifically provide the following deliverables:

SL	Tasks	Cost based on
Design		
1	PVC Banners of various sizes	Rate per unit
2	X-banner	
3	Invitation card	
4	Audio Visual	
5	Information books/ brochures/ flipchart/ booklet	
Printing		
6	PVC Banners of various sizes	Rate Per sq. feet (The vendor can provide various materials and colour options)
7	X-banner	
8	Information books/ brochures/ flipchart/ booklet	Rate per page (The vendor can provide various materials and colour options)
Press and advertising		
7	Photographer	Rate per hour (On event day)
8	Videographer	
9	Arranging news and media coverage	It is fixed (if and when required). To increase visibility, details are covered in the scope.
Event technology and Infrastructure		
10	Stage	Rate per unit and size (If not provided by the venues)
11	Registration/Check-in stand	
12	Podium	
13	Lights	
14	Canopy	
15	Backdrop stand	

16	LED Screen installation	
17	Projector	
18	Microphone	
19	Sound system	
Merchandise		
20	Gift	Rate per unit (M4C will communicate the number before the event)
21	Notepad	
22	Pen	
23	Bag	
24	Water bottle	
25	Mask	
26	Tissue	
27	Sanitiser	
HR		
28	Check-in/Registration booth attendees	Rate per hour (embedded with pre-event discussion with the venue, ensure quality, post-event arrangement)
29	Food management	
30	Venue arrangement	
31	Parking Arrangement	
32	Invitation card distribution	

This can be revised as per task/ assignment requirements.

SELECTION CRITERIA

This will be a quality-cost-based evaluation. The selection criteria are below:

- Strong track record of organising workshops, conferences, and meetings for ministerial level, donor agencies, private sector, and Civil Society Organisations (CSOs). Experience in managing events for different ministries, INGOs will be given preference.
- In-depth understanding of logistics and protocols to ensure high-level event management.
- Strong experience in showcasing audio-visual, venue branding/decoration, and managing a large number of participants.

TIMELINE OF THE ASSIGNMENT

The events will take place from September 2022 – June 2024. The specific dates for the events are yet to be decided.

REPORTING

The firm or individual will report to the Team Leader of M4C. S/he will work closely with the Innovation and Knowledge Management and Partnership and Grants team of M4C for field visits and consultation.

SUBMISSION DETAILS

Interested agency/ firms are requested to submit the financial and technical proposal (not more than 5 pages outlining the previous experiences and samples) by **2 October 2022** to the e-mail at bd.infom4c@swisscontact.org having subject heading **"Submission of proposal for Event Management and Content Development Services for M4C."** Also, the hard copies of the proposal must be submitted to House No: 28, Rd No: 43, Gulshan-2, Dhaka 1212, Bangladesh on the same date on or before **5.00 PM**.

For any queries, you can write to the e-mail at tahrima.ahmed@swisscontact.org

PRE-BRIEFING MEETING

A pre-briefing meeting will be held on **26 September at 10.00 AM** with all interested contractors to take their queries and elaborately describe the assignment. Interested contractors are requested to inform their interest to come for the meeting at Swisscontact Bangladesh Dhaka office (address: House 28, Road 43, Gulshan 2, Dhaka 1212, Bangladesh) through email address tahrima.ahmed@swisscontact.org by **25 September 2022 COB**.

SUBMISSION OF LEGAL DOCUMENTS

The contractor should submit the following documents along with the proposal (documents required as per the registration mode of the firm/ agency):

1. Updated Tax Identification Number (TIN) Certificate
2. VAT Registration Certificate
3. Business Identification Number (BIN)
4. Certificate of Incorporation
5. Trade License
6. Joint Stock Registration Certificate