

## RfP (Request for Proposal) for communication materials for **Building Youth Employability Through Skills (BYETS) Project**



SWISS  
FOUNDATION  
FOR TECHNICAL  
COOPERATION

*We create opportunities*

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.

### **Background**

Swisscontact was established in 1959 as an independent foundation by notable figures from the worlds of commerce and science in Switzerland. It is exclusively involved in international development co-operation and has carried out its own and mandated projects since 1961. Based in Zurich, Swisscontact currently manages 117 projects in 39 countries on behalf of public and private donors. Swisscontact's working principles include inclusive systems development, learning culture, evidence-based adaptive management, and engaging the private sector. In addition, the organisation's sustainable criteria comprise of gender equality and social inclusion, financial capability, environmental responsibility, and good governance.

The Building Youth Employability through Skills (BYETS) is a four year long programme supported by the Embassy of the Kingdom of the Netherlands (EKN) and implemented by Swisscontact. The project

commenced in October 2022 and aims to empower 25,000 Bangladeshi youth (including 50% women) with improved technical, employability and entrepreneurial skills, and connect them to income generating opportunities, namely, jobs and self-employment in three sectors: Ready Made Garments (RMG), Agro-Processing (AP) and Information and Communication Technology (ICT). BYETS will partner with Training Service Providers (TSPs) and Employers to facilitate employment opportunities for youth across Dhaka, Chattogram, Khulna and Rajshahi in Bangladesh. BYETS will also support 50 private sector employers in the AP and RMG sectors to adopt Swisscontact's proven workplace-based training (WBT) model.

The interventions of the project are expected to improve capacity of TSPs to deliver market-driven training and job placement services to job-seeking youth and enable them to offer customised entrepreneurship development support to youth

seeking self-employment opportunities. In partnership with private sector employers, the project will assist them in either improving existing WBT systems or setting up new ones within their enterprises to upskill and reskill existing workers, particularly women. BYETS will also embed content on labour rights and decent work (LRDW), gender equality and social inclusion (GESI), and Environmental Responsibility (ER) within the technical modules to develop youth's capacity on transversal issues.

### Objectives

The objective of this assignment is to design and develop communication materials for BYTES to promote the project to its public and private stakeholders, donor etc. This Terms of Reference (ToR) is call for proposals from potential vendors for designing and developing different communication material which includes pen, notebook, calendar, mug, gift box, and gift bag. The vendor is requested to provide sample of different communication materials mentioned in the below table along with budget/ unit cost for each item. Vendor will deliver the communication materials to the mentioned address of BYTES project office according to the specifications and sample approved by BYETS project of Swisscontact.

### List of sample items:

Item Name	Sample
Pen, notebook, calendar, mug, card holder, flash drive, or other functional corporate item.	Vendor must provide several samples of each item.
Box	Sample of boxes.
Bag	Sample of bags that would be used to carry the box.

The quantity of the materials will be decided later.

### Tentative timeline of the assignment

Sl no.	Activities	Tentative Timeline
1	Sample submission for selecting the communication materials	16/02/2023
2	Briefing and guideline sharing by BYETS Project team of Swisscontact	20/02/2023
3	Vendor will share sample options	22/02/2023
4	Final sample approval	26/02/2023
5	Delivery the final products to the mentioned address	28/02/2023

### Eligibility Criteria

The following are defined as minimum eligibility criteria:

1. Must have Valid and up-to-date VAT, BIN, TIN, and Trade license.
2. Three years of general experience in the Printing/supplies business in Bangladesh.
3. Three years of proven track record in the field of Printing, designing and creativity area.
4. Should have at least 2 years of experience in working with INGOs and development partners.

### Scoring criteria

The following criteria are applicable for the evaluation of the potential vendor:

SL	Particular	Marks
1	Price	40
2	Sample	60

### Submission Details:

Interested Service Provider should submit the sealed envelope containing:

- Samples of proposed items (Refundable)
- Sample Financial Proposal
- TIN Certificate, BIN
- Trade License (Updated)

- A signed statement testifying that all information contained within the proposal is correct and true.

**Note: Financial and Technical proposal should be submitted separately.**

**addressing to:**

**Manager-Business Administration,**  
The Building Youth Employability through Skills (BYETS), Swisscontact  
House 20, Road 68, Gulshan 2, Dhaka 1212 **by 16 February 2023.**

**Note: Please mention “BYETS Sectoral Assessment” on the top of the envelope.**

For more information, please e-mail to **[uzzal.hossain@swisscontact.org](mailto:uzzal.hossain@swisscontact.org)**

**N.B.: Swisscontact reserves the right to reject or cancel any offer.**