

Request for Proposal (RfP) For Consultancy on Media Coverage

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 cooperation and has carried out its mandated projects since 1961. Based in Zurich, Swisscontact currently manages 133 projects in 41 countries on behalf of public and private funding partners.

The Building Youth Employability Through Skills (BYETS) project implemented by Swisscontact and funded by the Embassy of the Kingdom of the Netherlands will empower Bangladeshi youth with improved technical, employability and entrepreneurial skills, and connect them to income-generating opportunities: jobs and self-employment. The project aims to support youths by providing training in three sectors: Readymade Garments (RMG), Agro processing (AP), and Information and Communication Technology (ICT) across four divisions (Dhaka, Khulna, Chattogram and Rajshahi). The project will address the existing constraints in developing the skills of the youth and

support to establish a systemic approach to provide market-driven training specifically by:

Building the capacity of Training Service Providers (TSPs) to design and implement quality training and job placement support services.

Collaborating with private sector employers in improving existing workplace-based training (WBT) systems or setting up new ones to upskill and reskill workers.

BYETS project will also promote Environmental Responsibility (ER), Gender Equality and Social Inclusion (GESI), and Labour Rights and Decent Work (LRDW) at the workplace and among the youth enrolled in training.

Therefore, for ensuring project's visibility, BYETS is currently looking for Consultancy firm for strengthening print and digital engagement.

Objective

BYETS is currently looking for a consultancy firm with direct work experience and a strong network in print and digital media. The objective is to enhance the visibility of the BYETS project, its activities, impact, and achievements by disseminating information through various channels such as newspaper articles, coverage in print media, and round table dialogues. This aims to reach a wider audience and targeted stakeholders, increasing awareness and understanding of the project's goals and accomplishments.

Please find the detailed ToR and proposal outline in the following links: [\(Click here\)](#).

Interested firms should submit the following documents:

- A brief technical proposal (maximum 5 pages) that outlines the understanding of the ToR. The technical proposal should summarise the consultant's previous experiences and profile that would be useful for the assignment. The proposal may also contain a clear outline of the process of how the consultant may accomplish the task listed in the ToR.
- Samples of similar work done (e.g., articles published, and roundtables organized) in the last three years, especially with NGOs, INGOs and other development and media-centric organisations.
- CVs and profiles of the key personnel who will be involved in the assignment.
- It is mandatory for the bidding organisations to submit documentary evidence demonstrating their legal, taxation, and financial status. This includes:
 - Relevant registration with the Government of Bangladesh
 - An organisational organogram of key personnel, inclusive of the names of such personnel
 - Tax identification number (TIN)
 - VAT registration number, Bank Identification Number (BIN) (If applicable)
 - A signed statement testifying that all information contained within the proposal is correct and true.
- A Financial proposal that will be submitted at a later stage must be submitted in terms of Bangladeshi Taka (BDT) including the VAT and other additional costs.

The technical proposal must be submitted both physically and online (via email provided below). We kindly ask interested parties to provide all necessary

documents. In the case of physical submissions, it is recommended to use envelopes for the technical proposal. Please ensure that the technical proposal bears the title "Technical Proposal for Consultancy Firm for Media Coverage of BYETS Project's Activities". The bidders are requested to provide the legal documents with the technical proposal.

After the evaluation of the technical proposal, only the shortlisted bidders will be requested to provide the financial proposal.

The email and technical proposal should be submitted to the following address by **May 15, 2024**, before 5:00 pm. Your adherence to these instructions is greatly appreciated.

The envelope must be addressed:

**Manager, Business Administration, BYETS
Swisscontact
SWISS FOUNDATION FOR TECHNICAL COOPERATION
House 20, Road 68, Gulshan 2, Dhaka 1212,
Bangladesh**

and email to bd.byets@swisscontact.org

****No late submission will be accepted***

****Swisscontact reserves the right to accept or reject any or all proposals without assigning any reason.***