

## INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Reference: IC-INT/2015-CHTDF02

Date: 28 June 2015



**Project Name: Chittagong Hill Tracts Development Facility (CHTDF)**

**Country: Bangladesh**

**Description of the assignment:** International Consultant for supporting communications and reporting in the Chittagong Hill Tracts, Bangladesh

**Duty Station:** Dhaka with occasional trips to hill districts of CHT

**Period of assignment/services:** The assignment will be for 80 working days over the period 4 Months, commencing from the August 16, 2015.

**Proposal should be submitted at the following address:** [ebidbox-htdf.bd@undp.org](mailto:ebidbox-htdf.bd@undp.org) no later than July 07, 2015. Proposal submitted to any other email address or location or submitted in hard copy shall not be accepted.

Email subject line should contain the IC reference **“IC-INT/2015-CHTDF02”**

Any request for clarification must be sent in writing to [robert.stoelman@undp.org](mailto:robert.stoelman@undp.org) and [protul.dewan@undp.org](mailto:protul.dewan@undp.org) CHTDF, UNDP will respond in writing by standard electronic mail including an explanation of the query.

### 1. BACKGROUND

The Chittagong Hill Tracts (CHT) located in southeastern corner of Bangladesh, is recognized as one of the most diverse areas in the country. The CHT is unique with hilly and remote terrain, poor rural communication infrastructure, ethnic & cultural diversity, scattered settlements on the isolated and remote places.

More than two decades of protracted conflict in the Chittagong Hill Tracts (CHT) have left the majority of its inhabitants in conditions of extreme poverty, and tensions over land tenure, resource access, and ethno-demographics remain as challenges to sustainable development. The poverty continues to persist in the CHT as 52.4 percent of the population is living below the lower poverty line.

A CHT Peace Accord signed in December 1997 formally ended the conflict in the region which is home to 11 distinctive indigenous groups and Bengalis. Relevant institutions have been established to support this process although several parts of the Peace Accord are yet to be implemented.

In partnership with the Government, CHT communities and NGOs, UNDP since 2013 have been implementing the “Promotion of Development and Confidence Building in the Chittagong Hill Tracts” project through the Chittagong Hill Tracts Development Facility. The CHT Development Facility plays a very important role ensuring a successful peace building process and improving the development conditions of the Chittagong Hill Tracts (CHT) people.

The support is focused on:

- CHT governance institutions functioning and national systems developed in support of Peace Accord implementation;
- Confidence is built to solve long-standing problems critical to sustainable development and peace in CHT;
- Economic development opportunities enhanced for CHT;
- Literacy increased through an education scheme adapted to local context;
- Access to quality preventive and curative health services at the community level;
- Local organizations and communities empowered and their capacities enhanced to manage their own development.

The project is in reality an area based programme with a cumulative budget of USD 160.5million and staff of 130. It is one of UNDP's largest interventions spanning across confidence building, policy and advocacy, capacity building of local institutions, health, education, gender equality, community empowerment, agriculture, food security, natural resource management, and economic development.

In addition to UNDP's own resources, funds have been made available by the European Union, Canada (CIDA), Denmark (DANIDA), USA (USAID), Norway, Australia (AusAID) and the Embassy of Japan since the inception. The Facility manages the respective donor agreements within one programmatic framework. While the existing framework will come to an end in September 2015, it is expected that a new framework will be put in place to continue support to CHT in these thematic areas.

## **2. MAIN OBJECTIVES, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED ANALYTICAL WORK**

The objective of this role is to provide support to the project in strategic communications and contribute to the application of robust results-based management and reporting. The major impact will be seen in better communications and reporting of CHTDF work, enhanced knowledge of CHTDF activities among wider stakeholders, availability of quality reports and studies for increasing accountability and transparency of CHTDF. This will be in turn expected to contribute to more effective implementation of CHTDF work and better results in resource mobilization.

## **3. SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED ANALYTICAL WORK**

### **Scope of Work:**

The International Consultant (Reporting and Communications) is an integral member of Planning Monitoring Reporting (PMR) Cluster of CHT Development Facility (CHTDF), UNDP Bangladesh, and reports to Team Leader, PMR in close collaboration with the Programme Officer – Planning, Monitoring and Reporting. She/he ensures design and implementation of the CHTDF communications strategy with a view to improving communications of CHTDF work across the aforementioned thematic areas. The incumbent will also have a strong regular working relationship with the Policy and Communication Unit and Result and Resource Management Unit of Country Office to ensure wider communications and knowledge of CHTDF results across the organization.

### **Summary of key functions:**

- Ensure the design of the CHTDF communications strategy and timely implementation of key aspects
- Enhance knowledge, networking and partnership building for CHTDF
- Contribute to ensuring robust application of Results-Based Management, focusing on Result-based M&E and reporting.

**Ensure the design of the CHTDF communications strategy and timely implementation of key aspects:**

- Conceptualize and lead the development of knowledge products and visibility materials;
- Maintain and update the project website including the content development, and working closely with IT assistant;
- Provide constructive and timely advice to CHTDF thematic clusters on communications, visibility, and knowledge management matters;
- Manage and oversee the communication activities through design of communication products, liaison with printers and other suppliers, and supervising on dissemination of communication materials;
- Ensure maintenance of centralized communication database for CHTDF such as photography bank and stakeholder list.

**Enhance knowledge networking and partnership building for CHTDF results:**

- Support formulation and finalization of CHTDF messages for strategic partnerships;
- Identification and development of storylines for substantive articles and publications contributing to debates on key development issues. This will be done in consultation with PMR Team Leader and where necessary Senior Management;
- Maintain close working relationship with Policy and Communication Unit of CO and Regional Office for timely dissemination of CHTDF results using CO/Regional Office communication platforms; and
- Contribute to enhancing CHTDF organizational reputation through resolving key communication issues in close liaison with Policy and Advocacy Cluster.

**Contribute to ensuring robust application of results-based management (RBM), focusing on monitoring & evaluation (M&E) and reporting:**

- Quality-assure and finalize key programmatic documents for CHTDF including project proposals, technical documents, donor reports, and contribution agreements;
- Ensure reflection of communication components in programme formulations;
- Support in strengthening M&E capacity of the Facility through developing and fine-tuning result frameworks, periodical data collection tools, and study TORs, and managing quantitative and qualitative studies and evaluations;
- Manage publication of key studies and assessments ensuring the quality and accuracy of content;
- Contribute to quality-assure and finalize key programmatic documents for CHTDF including project proposals, technical documents, donor reports, and contribution agreements; and
- Identifying and pursuing opportunities to promote CHTDF through online platforms and social media.

**4. Deliverables/Outputs of the assignment/service:**

The following deliverables must be made within the assignment duration. Deliverables are not linked to payment but will be made on a monthly basis.

SN	Deliverable Assignment	# of deliverables	Tentative Timeline	% of payment
1	<ul style="list-style-type: none"><li>• Finalization and endorsement of CHTDF's first communications strategy.</li><li>• Compile CHTDF Quarterly report</li><li>• Provide substantive support in CHTWCA annual progress report and AFSP II annual progress report.</li><li>• Consultant monthly progress report.</li></ul>	1 strategy 1 quarterly report 1 monthly progress report	August	15 %

2	<ul style="list-style-type: none"> <li>Support the development of knowledge products for key project interventions – at least three items.</li> <li>Consultant monthly progress report.</li> </ul>	3 knowledge products 1 monthly progress report	September	15 %
3	<ul style="list-style-type: none"> <li>Development of at least one additional promotional/ visibility item.</li> <li>Consultant monthly progress report.</li> </ul>	1 monthly progress report	October	20 %
4	<ul style="list-style-type: none"> <li>Conceptualization, drafting and production of CHTDF quarterly newsletter – one edition.</li> <li>Provide substantive support in Japan project completion report.</li> <li>Consultant monthly progress report.</li> </ul>	1 newsletter 1 monthly progress report	November	25 %
5	<ul style="list-style-type: none"> <li>Conceptualization and development of CHTDF annual calendar for 2016, including thematic focus, content generation, photo selection, liaising with printing companies and supervising dissemination.</li> <li>Compile CHTDF Quarterly report</li> <li>Provide substantive support in country office results reporting.</li> <li>Consultant monthly progress report.</li> </ul>	1 calendar 1 quarterly report 1 monthly progress report	December	25 %

## 5. Period of assignment/service

The assignment will be for 80 working days over the period 4 Months, commencing from the August 16, 2015. He/she will be based in Dhaka with occasional trips to hill districts of CHT.

## 6. INPUTS

### From CHTDF:

- All travel related to work within the CHT and to Dhaka assigned will be arranged by the project and will be reimbursed at UN DSA rates;
- CHTDF will provide working space in its offices;
- Provision of laptop computer.

### From the Consultant:

- All deliverables mentioned in this TOR will be achieved by time specified.

## 7. BUDGET

The interested individual/consultant will include a financial proposal, stating their expected per/day fees, along with a CV and letter of interest/technical proposal considering all inputs required to accomplish the assignment (as mentioned above). Once at duty station costs within CHT and duty travel to Dhaka will be covered by CHTDF and therefore should not be included in the financial proposal.

## 8. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

### Qualifications

#### Essentials:

- Master's degree in communications, social sciences, international development, or related field;
- At least 3 years of relevant experience in corporate communications and/or development sector;
- Solid understanding of development issues;

- Demonstrated experience in conceptualizing and managing the production of communications materials;
- Demonstrated experience in designing and implementing communication strategy;
- Excellent command of English – written and oral;
- Experience working in Bangladesh and knowledge of the CHT context;
- Proven experience in a similar role.

**Desirable:**

- Excellent communication, interpersonal and liaison skills with government, UN system and international and regional development partner
- Competent with office software packages, including word, power-point, and excel. Knowledge of basic design software is an added advantage;
- A team-player and self-starter, able to work with minimum supervision, with sound judgment.

## 9. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS.

Interested individual consultants must submit the following documents/information to demonstrate their qualifications:

1. Proposal:
  - (i) Explaining why they are the most suitable for the work
2. Financial proposal
3. Personal CV including past experience in similar projects and at least 3 references

## 10. FINANCIAL PROPOSAL

**Lump sum contracts:**

The financial proposal shall specify a total lump sum amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables (i.e. whether payments fall in monthly installments or upon completion of the entire contract). In order to assist the requesting unit in the comparison of financial proposals, the financial proposal should include a breakdown of the lump sum amount including travel, per diems, and number of anticipated working days.

**Travel:**

All envisaged travel costs, to achieve the deliverables, must be included in the financial proposal (*except transport for the consultant to/within the CHT from Dhaka which will be provided by the project*). This includes all travel to join duty station/repatriation travel. In the case of unforeseeable travel not mentioned in the TOR, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and Individual Consultant, prior to travel and will be reimbursed.

## 11. EVALUATION

Proposal of Individual consultants will be evaluated based on the following methodologies:

**Preliminary Evaluation:**

Prior to the technical evaluation all proposals will be screened based on the eligibility criteria mentioned in the table below. To be eligible for technical evaluation a proposal must meet both the criteria. Any proposal not meeting either of these criteria will be rejected from the evaluation. There is no scoring in this stage and screening will be done pass/fail basis.

### **Eligibility Criteria**

• Master's degree in communications, social sciences, international development, or related field;	(Yes/No)
• At least 3 years of relevant experience in corporate communications and/or development sector	(Yes/No)

### **Technical Evaluation: (Total obtainable score – 70)**

All proposals that passed through the preliminary evaluation will be scored out of 70 based on the criteria mentioned in the table below. To qualify in the technical evaluation a proposal must obtain minimum 70% of the total obtainable technical score or at least 49 points. Any proposal obtaining a score less than the minimum required score (49) will be technically disqualified. Proposals achieving 70% or more points in the technical evaluation will be considered for financial evaluation.

<b>Technical Evaluation (70%)</b>	<b>Points</b>
1. Relevant qualifications	15
2. Proven experience on designing and implementing communications strategy	15
3. Demonstrated experience in conceptualizing and managing the production of communications materials	15
4. Experience in a quality assurance role for programmatic documents in a development context	15
5. Experience working in Bangladesh and knowledge of the CHT context	10
<b>Total =</b>	<b>70</b>

Applicants may also be invited for a face to face or telephone interview as part of the technical evaluation process. The interview shall not bear any additional score but shall be used to validate the scores given in the technical evaluation by assessing the knowledge on the subject matter.

### **Financial Evaluation: (Total obtainable score – 30)**

All technically qualified proposals will be scored out 30 based on the formula provided below. The maximum points (30) will be assigned to the lowest financial proposal. All other proposals receive points according to the following formula:

$$p = y (\mu/z)$$

Where:

p = points for the financial proposal being evaluated

y = maximum number of points for the financial proposal

μ = price of the lowest priced proposal

z = price of the proposal being evaluated

### **Final Selection:**

The final selection will be completed through the cumulative calculation of obtained points from Technical and Financial Evaluation. The highest cumulative scorer will be awarded the contract.

## **ANNEX I - TERMS OF REFERENCES (TOR)**

### **International Consultant for Reporting and Communications in the Chittagong Hill Tracts, Bangladesh**

*Duty Station: Dhaka, Bangladesh*

#### **Background**

The Chittagong Hill Tracts (CHT) located in southeastern corner of Bangladesh, is recognized as one of the most diverse areas in the country. The CHT is unique with hilly and remote terrain, poor rural communication infrastructure, ethnic & cultural diversity, scattered settlements on the isolated and remote places.

More than two decades of protracted conflict in the Chittagong Hill Tracts (CHT) have left the majority of its inhabitants in conditions of extreme poverty, and tensions over land tenure, resource access, and ethno-demographics remain as challenges to sustainable development. The poverty continues to persist in the CHT as 52.4 percent of the population is living below the lower poverty line.

A CHT Peace Accord signed in December 1997 formally ended the conflict in the region which is home to 11 distinctive indigenous groups and Bengalis. Relevant institutions have been established to support this process although several parts of the Peace Accord are yet to be implemented.

In partnership with the Government, CHT communities and NGOs, UNDP since 2013 have been implementing the “Promotion of Development and Confidence Building in the Chittagong Hill Tracts” project through the Chittagong Hill Tracts Development Facility. The CHT Development Facility plays a very important role ensuring a successful peace building process and improving the development conditions of the Chittagong Hill Tracts (CHT) people.

The support is focused on:

- CHT governance institutions functioning and national systems developed in support of Peace Accord implementation;
- Confidence is built to solve long-standing problems critical to sustainable development and peace in CHT;
- Economic development opportunities enhanced for CHT;
- Literacy increased through an education scheme adapted to local context;
- Access to quality preventive and curative health services at the community level;
- Local organizations and communities empowered and their capacities enhanced to manage their own development.

The project is in reality an area based programme with a cumulative budget of USD 160.5million and staff of 130. It is one of UNDP’s largest interventions spanning across confidence building, policy and advocacy, capacity building of local institutions, health, education, gender equality, community empowerment, agriculture, food security, natural resource management, and economic development.

In addition to UNDP’s own resources, funds have been made available by the European Union, Canada (CIDA), Denmark (DANIDA), USA (USAID), Norway, Australia (AusAID) and the Embassy of Japan since the inception. The Facility manages the respective donor agreements within one programmatic framework. While the existing framework will come to an end in September 2015, it is expected that a new framework will be put in place to continue support to CHT in these thematic areas.

**Objectives of the Assignment:**

The objective of this role is to provide support to the project in strategic communications and contribute to the application of robust results-based management and reporting. The major impact will be seen in better communications and reporting of CHTDF work, enhanced knowledge of CHTDF activities among wider stakeholders, availability of quality reports and studies for increasing accountability and transparency of CHTDF. This will be in turn expected to contribute to more effective implementation of CHTDF work and better results in resource mobilization.

**Scope of Work:**

The International Consultant (Reporting and Communications) is an integral member of Planning Monitoring Reporting (PMR) Cluster of CHT Development Facility (CHTDF), UNDP Bangladesh, and reports to Team Leader, PMR in close collaboration with the Programme Officer – Planning, Monitoring and Reporting. She/he ensures design and implementation of the CHTDF communications strategy with a view to improving communications of CHTDF work across the aforementioned thematic areas. The incumbent will also have a strong regular working relationship with the Policy and Communication Unit and Result and Resource Management Unit of Country Office to ensure wider communications and knowledge of CHTDF results across the organization.

**Summary of key functions:**

- Ensure the design of the CHTDF communications strategy and timely implementation of key aspects
- Enhance knowledge, networking and partnership building for CHTDF
- Contribute to ensuring robust application of Results-Based Management, focusing on Result-based M&E and reporting.

**Ensure the design of the CHTDF communications strategy and timely implementation of key aspects:**

- Conceptualize and lead the development of knowledge products and visibility materials;
- Maintain and update the project website including the content development, and working closely with IT assistant;
- Provide constructive and timely advice to CHTDF thematic clusters on communications, visibility, and knowledge management matters;
- Manage and oversee the communication activities through design of communication products, liaison with printers and other suppliers, and supervising on dissemination of communication materials;
- Ensure maintenance of centralized communication database for CHTDF such as photography bank and stakeholder list.

**Enhance knowledge networking and partnership building for CHTDF results:**

- Support formulation and finalization of CHTDF messages for strategic partnerships;
- Identification and development of storylines for substantive articles and publications contributing to debates on key development issues;
- Maintain close working relationship with Policy and Communication Unit of CO and Regional Office for timely dissemination of CHTDF results using CO/Regional Office communication platforms; and
- Contribute to enhancing CHTDF organizational reputation through resolving key communication issues in close liaison with Policy and Advocacy Cluster.

**Contribute to ensuring robust application of results-based management (RBM), focusing on monitoring & evaluation (M&E) and reporting:**

- Quality-assure and finalize key programmatic documents for CHTDF including project proposals, technical documents, donor reports, and contribution agreements;
- Ensure reflection of communication components in programme formulations;
- Manage publication of key studies and assessments ensuring the quality and accuracy of content;
- Contribute to quality-assure and finalize key programmatic documents for CHTDF including project proposals, technical documents, donor reports, and contribution agreements; and
- Identifying and pursuing opportunities to promote CHTDF through online platforms and social media.



**Deliverables/Outputs of the Assignment:**

The following deliverables must be made within the assignment duration. Deliverables are not linked to payment but will be made on a monthly basis.

SN	Deliverable Assignment	# of deliverables	Tentative Timeline	% of payment
1	<ul style="list-style-type: none"> <li>Finalization and endorsement of CHTDF's first communications strategy.</li> <li>Compile CHTDF Quarterly report</li> <li>Provide substantive support in CHTWCA annual progress report and AFSP II annual progress report.</li> <li>Consultant monthly progress report.</li> </ul>	1 strategy 1 quarterly report 1 monthly progress report	August	15 %
2	<ul style="list-style-type: none"> <li>Support the development of knowledge products for key project interventions – at least three items.</li> <li>Consultant monthly progress report.</li> </ul>	3 knowledge products 1 monthly progress report	September	15 %
3	<ul style="list-style-type: none"> <li>Development of at least one additional promotional/visibility item.</li> <li>Consultant monthly progress report.</li> </ul>	1 monthly progress report	October	20 %
4	<ul style="list-style-type: none"> <li>Conceptualization, drafting and production of CHTDF quarterly newsletter – one edition.</li> <li>Provide substantive support in Japan project completion report.</li> <li>Consultant monthly progress report.</li> </ul>	1 newsletter 1 monthly progress report	November	25 %
5	<ul style="list-style-type: none"> <li>Conceptualization and development of CHTDF annual calendar for 2016, including thematic focus, content generation, photo selection, liaising with printing companies and supervising dissemination.</li> <li>Compile CHTDF Quarterly report</li> <li>Provide substantive support in country office results reporting.</li> <li>Consultant monthly progress report.</li> </ul>	1 calendar 1 quarterly report 1 monthly progress report	December	25 %

**Period of assignment/service:**

The assignment will be for 80 working days over the period 4 Months, commencing from the August 16, 2015. He/she will be based in Dhaka with occasional trips to hill districts of CHT

**Inputs:****From CHTDF -**

- All travel related to work within the CHT and to Dhaka assigned will be arranged by the project and will be reimbursed at UN DSA rates;
- CHTDF will provide working space in its offices;
- Provision of laptop computer.

**From the Consultant -**

- All deliverables mentioned in this TOR will be achieved by time specified.

**Budget:**

The interested individual/consultant will include a financial proposal, stating their expected per/day fees, along with a CV and letter of interest/technical proposal considering all inputs required to accomplish the assignment (as mentioned above). Once at duty station costs within CHT and duty travel to Dhaka will be covered by CHTDF and therefore should not be included in the financial proposal.

**Selection Criteria, qualification & performance standards:**

The consultant appointed will have a solid mix of the following skills, attributes and experiences:

**Essentials:**

- Master's degree in communications, social sciences, international development, or related field;
- At least 3 years of relevant experience in corporate communications and/or development sector;
- Solid understanding of development issues;
- Demonstrated experience in conceptualizing and managing the production of communications materials;
- Demonstrated experience in designing and implementing communication strategy;
- Excellent command of English – written and oral;
- Experience working in Bangladesh and knowledge of the CHT context;
- Proven experience in a similar role.

**Desirable:**

- Excellent communication, interpersonal and liaison skills with government, UN system and international and regional development partner
- Competent with office software packages, including word, power-point, and excel. Knowledge of basic design software is an added advantage;
- A team-player and self-starter, able to work with minimum supervision, with sound judgment

**Competencies:**

- Team work
- Strong coordination skills
- Plans, prioritizes, and delivers tasks on time and produces quality results to meet established goals
- Generates innovative, practical solutions to challenging situations
- Formulates written information clearly and persuasively
- Shares information openly with co-workers and partners while using discretion to protect confidences
- Demonstrates substantive and technical knowledge to meet responsibilities and post requirements
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability
- Executes day-to-day tasks systematically and efficiently