



*Terms of Reference*

*For*

**Role of Bangladesh Betar in the Socio-Economic and Cultural  
Development of the People of the Northern Region**

Bangladesh Betar  
Ministry of Information and Broadcasting  
Government of the People's Republic of Bangladesh

## **Introduction**

Bangladesh Betar, the national public service broadcaster, has been playing a pivotal role in shaping the country's socio-economic progress and cultural identity since its inception. As the sole state-owned radio network with nationwide reach, Betar has historically influenced education, agriculture, health, disaster management, and cultural preservation.

The northern region of Bangladesh is home to a diverse population with unique socio-cultural dynamics. This region faces significant developmental challenges, including poverty, unemployment, limited access to modern communication tools, and natural disasters. In such contexts, Bangladesh Betar's role as an information hub, cultural promoter, and catalyst for social transformation becomes highly significant.

This study aims to evaluate how Bangladesh Betar contributes to socio-economic empowerment, cultural preservation, and community engagement in the northern districts, while also identifying gaps and opportunities for digital transformation in the era of evolving media consumption.

## **Background of the Research**

Bangladesh Betar's programs covers diverse themes, ranging from agriculture, health, education, and women's empowerment to music, folk traditions, and cultural heritage. Over the decades, it has shaped public opinion, community awareness, and grassroots development through its localized content and regional transmission centers.

However, with the rise of digital platforms, social media, and mobile connectivity, traditional radio broadcasting faces challenges in maintaining its audience base and relevance, particularly in rural areas. The northern region, despite its socio-economic diversity, still relies significantly on Betar as a primary source of information and entertainment, especially among rural and underserved populations.

The study titled "Role of Bangladesh Betar in the Socio-Economic and Cultural Development of the People of the Northern Region" seeks to examine the impact, effectiveness, and future potential of Betar in driving sustainable development, bridging information gaps, and promoting cultural integration across the six districts.

## **Objectives of the Research**

The primary objective of this research is to assess the contribution of Bangladesh Betar towards socio-economic improvement and cultural enrichment in the northern region of Bangladesh.

## **Specific Objectives of the Research**

The specific objectives of the research are as follows:

### **1. Evaluate Socio-Economic Impact**

Examine how Betar's educational, agricultural, and health programs influence livelihood, employment, and rural entrepreneurship.

### **2. Assess Cultural Contributions**

Analyze Betar's role in preserving and promoting local folk traditions, heritage, and community identity.

### **3. Audience Engagement Analysis**

Study audience listening habits, satisfaction levels, and perceptions regarding the regional programs.

### **4. Digital Transformation Potential**

Explore how Bangladesh Betar can integrate digital media platforms to enhance outreach and audience engagement.

### **5. Policy and Strategic Recommendations**

Propose actionable strategies to strengthen Bangladesh Betar's role as a socio-economic development partner and cultural ambassador.

## **Scope of Work**

The study will include the following tasks:

- 1. Work Plan:** Prepare a well-documented work plan containing detail of methodology, data collection tools, inception report, concept notes etc.
- 2. Desk Research:** Review existing policies, reports, and studies on Bangladesh Betar's programs and regional development impact.
- 3. Survey Design and Execution:** Conduct structured surveys among households and individuals in target districts (**both Urban and Rural area**) to assess awareness, listenership, and program effectiveness.
- 4. Focus Group Discussions (FGDs):** Organize FGDs with listeners, farmers, teachers, students, and cultural leaders to collect qualitative insights.
- 5. Key Informant Interviews (KII):** Interview Betar officials, Academia, Program Producers, Policymakers, and concern Stakeholders.

6. **Demographic Profile Analysis:** Analyze the demographic profiles of the listeners of Bangladesh Betar in the northern region of Bangladesh.
7. **Cultural Content Assessment:** Analyze the program structure of Bangladesh Betar and its representation of local heritage, folk songs, and traditions.
8. **Report Writing and Publication:** Prepare a detailed report with recommendations for Bangladesh Betar to adapt its content and engagement strategies. The final report must be published in both Bengali and English. Publish an article on research findings in a peer-reviewed international journal.
9. **Research Findings Dissemination Seminar:** Organize a seminar to present the findings of the study to key stakeholders, including policymakers, media experts, and representatives from Bangladesh Betar, to foster dialogue and implement actionable strategies.
10. **Co-ordination with research team and management:** Co-ordinate with the research team and participate in consultation/meetings/workshops whenever necessary. Share the draft findings with research team and management and incorporate feedback to finalize report within the prescribed timeline. Submit all documents including desk research, questionnaire, raw data, case studies, draft reports and final report to the research team.

## Specific Outcomes

The study is expected to deliver:

1. **Audience Demographic Profile Assessment:** Develop an audience demographic profile analysis focusing on age group, gender, education, occupation, socio-economic status and geographic spread.
2. **Comprehensive Socio-Economic Insights:** Evidence-based analysis of Betar's contribution to education, agriculture, health, disaster management, and rural livelihoods.
3. **Cultural Preservation Assessment:** Evaluation of Betar's role in documenting, promoting, and sustaining local cultural identity.
4. **Audience Behavior Analysis:** Insights into listening patterns, preferred program types, and trust levels among rural and urban audiences.
5. **Digital Integration Opportunities:** Recommendations for leveraging online streaming, podcasts, and social media to reach wider audiences.
6. **Strategic Roadmap for Bangladesh Betar:** Policy-driven and data-backed proposals to strengthen Betar's role in the socio-economic and cultural development of the northern region.

## **Methodology**

The selected firm will be responsible for designing the methodology in discussion with Bangladesh Betar's Research Team. It will develop necessary tools for measuring the metrics. It should be consistent with the eligibility for research budget and time allocation.

The study will employ a mixed-method approach, with a quantitative survey covering representatives from both rural and urban areas and preferred sample size will 5,000 or more respondents across the northern region of Bangladesh to capture audience demographics, listening patterns, and perceived impacts of Bangladesh Betar. It will use structured questionnaire surveys, in-depth interviews (IDI), focus group discussions (FGD), key informant interviews (KII), and other relevant techniques. The data collection process must be inclusive, representing diverse socio-economic and demographic groups. Bangladesh Betar will provide the necessary background information for overall study design, including survey sampling.

## **Schedule of Deliveries**

The Research shall commence and be completed within a span of 60 days, starting from the date of contract signing.

<b>SL</b>	<b>Phase</b>	<b>Major Activities</b>
1.	<b>Inception Phase</b>	<ul style="list-style-type: none"><li>• Desk Review of existing documents</li><li>• Consultation with key external stakeholders</li><li>• Preparing the inception report, including concept note, research framework, and methodology</li><li>• Finalization of Work Plan and data collection tools.</li></ul>
2.	<b>Field mission Phase</b>	<ul style="list-style-type: none"><li>• Initial introductory meeting/workshop with the stakeholders and partners.</li><li>• Survey and focus group discussions with the stakeholders and beneficiaries</li><li>• Presentation of the draft and key findings to the Bangladesh Betar's research team for collecting initial feedback</li></ul>
3	<b>Reporting Phase</b>	<ul style="list-style-type: none"><li>• Submission of the 1<sup>st</sup> draft report</li><li>• Incorporation of comments and revision of the report</li><li>• Presentation on findings and collecting feedback from the Bangladesh Betar's research team.</li><li>• Incorporating feedbacks and furnished report</li><li>• Arrange a Seminar for disseminating the research findings with stakeholders (500 participants, 5 guest Speakers and Research team &amp; Management of Bangladesh Betar)</li></ul>
4	<b>Finalization of Report</b>	<ul style="list-style-type: none"><li>• Finalization of the report with the comments from stakeholder consultation.</li><li>• Submission of the Final Report to the Bangladesh Betar (500 copies in Bengali and 100 copies in English)</li><li>• Article Submission in a Peer Reviewed Journal for Publication</li></ul>

## **Supervision and Performance Evaluation**

The consultancy firm will work closely with the Research Team of Bangladesh Betar. The Research Team of Bangladesh Betar will review and approve the performance/activities and provide necessary feedback which must be incorporated accordingly.

### **List of Deliverables:**

No.	Description of the deliverables	Delivery Installment	Timeline
D 1.	Submission of the Inception report & Presentation on the Inception report	1 <sup>st</sup>	10 days (after signing the contract)
D 2.	Data collection, data processing & analysis.	2 <sup>nd</sup>	25 days (after signing the contract)
D 3.	Arranging a Seminar, Submission of the 1 <sup>st</sup> draft report		
D 4.	Reviewing and incorporating the feedback on the draft report	3 <sup>rd</sup>	50 days (after signing the contract)
D 5.	Dissemination of findings with stakeholder conference on research findings		
D 6.	Submission of Final Report (including PPT, raw data, case stories, dataset, etc.)	3 <sup>rd</sup>	60 days (after signing the contract)
D 7.	Seminar on research findings		
D 8.	Article Submission for Peer Reviewed Journal Publication	3 <sup>rd</sup>	60 days (after signing the contract)

The final report (deliverable) should be logically structured, contain evidence-based findings, conclusions, lessons, and recommendations, and be free of irrelevant information to the overall analysis. It should include a set of specific recommendations and identify the necessary actions required further, who should undertake those, and possible timelines (if any).

## Eligibility Criteria

One researcher will lead the study. S/He will be overall responsible for conducting the study and can deploy his/her team member according to his/her own needs and preference.

### a) Key Person:

Name of the position: Lead researcher	
Number of Persons	One Person
Requirements	<ul style="list-style-type: none"> <li>i. Master's in Social Science preferably Mass Media and Communication/Media Studies Business Studies / Management / Management Information System/ Economics/ Development Studies / Sociology / Social Welfare / Anthropology / Population Science / Statistics / Psychology / Public Administration or relevant studies.</li> <li>ii. Have at least 3 publications in national/international journals with ISSN / ISBN number. (Provide all relevant documents or URL as evidence)</li> <li>iii. Proficient knowledge and experience in using SPSS, STATA, R, etc.</li> <li>iv. Previous experience in working with Govt./NGOs will be a plus.</li> </ul>

### b) Qualification criteria: (Firm)

- i. Have more than 03 (three) years of experience in conducting social research
- ii. Have minimum 3 Need Assessment Study conducted on social studies; preferably media related studies (Provide all relevant documents or URL as evidence)
- iii. The firms must submit the following documents along with EOI: a) Firm's Profile; b) Updated Valid Trade license; c) Updated Income Tax Clearance Certificate and VAT Registration Certificate; d) Bank Solvency Certificate.
- iv. The firms must have minimum working capital of Tk 15 lakh or Liquid Assets of minimum Tk 15 lakh in the form of an unconditional line of credit from any scheduled bank in Bangladesh.

### Payment Schedule

SL No.	Deliverables	End of Fortnight	% of Payment
1	Upon submission of the inception report, including concept note, research framework, methodology, and data collection tools, Conduction of field visit	1 <sup>st</sup>	25%
2	Arranging a seminar, Submission of the draft report, Reviewing and incorporating the feedback on the draft report, Stakeholder consultation for findings dissemination	2 <sup>nd</sup>	25%
3	Submission of final report and Journal Publication	3 <sup>rd</sup>	50%

মোঃ রবাইয়াত শামীল চৌধুরী  
বিসিএস (ডের্ভি)  
উপরিচালক  
লিয়াজো ও প্রেতা পদবেশ অববিভাগ  
বাংলাদেশ বেতার, সদর দপ্তর, ঢাকা ১২০৫

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মোঃ রবাইয়াত শামীল চৌধুরী  
উপসচিব  
পরিচালক (প্রশাসন ও অর্থ)  
বাংলাদেশ বেতার, সদর দপ্তর, ঢাকা-১২০৫



**GOVERNMENT OF THE PEOPLE'S REPUBLIC OF BANGLADESH**

**Standard Request For Expression of Interest (REOI)**

**(National)**

**For Selection of Consulting Firm**

**Bangladesh Public Procurement Authority (BPPA)**

**Implementation Monitoring and Evaluation Division**

**Ministry of Planning**

# e-REOI Document

## Section 1:

### Short Terms of Reference (TOR)

Note: Consultant will response exactly based on TOR

## Section 2:

### 1. Expression of Interest (EOI) Submission Form

The following questions should be answered with respect to a single organization expressing interest or as a combined response of a joint venture expressing interest.

1. Association Type (*please select one of the following*)

- a) EOI as single party
- b) EOI as joint venture

*(if so please list the joint venture parties)*

2. Firm Details

- a) Name of the Firm
- b) Date of Incorporation/ Registration of each of the firms (DD/MM/YYYY)
- c) Board of Directors, if any
- d) Years in business  
Auto come from system based on 'Date of Incorporation/ Registration'
- e) No. of permanent key staff:
- f) Total Office Space (In sft.):
- g) List of Certifications and awards (if any) such as CMMI or ISO etc....

3. Brochures and related documents (Mandatory document upload): Will discuss regarding mandatory or not?

**4. Eligibility**

**Declaration**

We do hereby declare that:

- (i) we have read the REOI, including the terms of reference (TOR), for this assignment.
- (ii) we have not been engaged to prepare such TOR as entity, association, or joint venture; and

(iii) no full-time or part-time or contracted expert employed by our entity, association, or joint venture has been engaged to prepare such TOR.

We further confirm that, if any of one or more of our experts is engaged to prepare TOR for any ensuing assignment as part of our work product under the assignment to which this advertisement relates, our firm and any such expert(s) will be disqualified from short-listing and/or participation in such follow-on assignment.

Sign electronically

## **2. Competencies Form**

- Management Competence**

### **I) Benefits of Association**

If you are proposing a sub consultancy or a joint venture, outline the rationale for and benefits of the “association” Outline proposed management coordination of the “association” including the role of each firm.

Consultant Response (You may upload response as well formatted document)

### **ii) Policy, procedures and practices for Quality**

Does your entity/association/joint venture have standard policies, procedures or practices in place that promote quality in: the workplace, your interaction with clients, and the outputs you produce? If yes, specify correctly

Consultant Response (You may upload response as well formatted document)

### **iii) Dedicated Unit for Quality Assurance**

Does your entity/association/joint venture have a dedicated unit or staff solely responsible for quality assurance? If yes, specify correctly.

Consultant Response (You may upload response as well formatted document)

### **iv) Assurance of Quality of Performance of the firm or Association**

How will you ensure the quality of your entity's/association's/joint venture's performance over the life of this assignment?

Consultant Response (You may upload response as well formatted document)

### **v) Complaint handling policy of the performance of staff**

How will your entity/association/joint venture deal with any complaints concerning the performance of your staff or the quality of the reports submitted for this assignment? What internal controls are in place to address and resolve complaints?

Consultant Response (You may upload response as well formatted document)

**vi) Resources/Logistic Facilities of the firm/Association/Joint Venture**

How will your entity/association/joint venture deal with Resources/Logistic Facilities like (whichever applicable for the assignment) Office Space, Technical and References, Computer Hardware and Peripheral Facilities , Software Facilities, Network Support Facilities, Training and Presentation Facilities, Hardware and Network Maintenance Facilities, Office Equipment, Engineering Survey Equipment, Testing Laboratory, and Transports etc.?

Consultant Response (You may upload response as well formatted document)

- **Technical Competence**

### **Narrative Descriptions**

With reference to the TOR of the assignment, summarize the relevant technical qualifications of your entity/association/joint venture.

Consultant should upload well formatted document from the Document Mapping Section.

a. Narrative description of Availability of appropriate experience and professional qualifications relating to the TOR

#### 2.1 References - Experience of similar assignment

#### **Major Works Undertaken that best Illustrates Qualifications**

Assignment Name:	Value of the contract (Multiple Currency)	Assignment Location (Name of the country):	Duration of assignment (months):	Name of the Client, Mobile and Email:	No. of Professional Key Staff provided by your Organization:	Total Key Staff-Months	Start Date (DD/MM/YYYY Y)	Completion Date (DD/MM/YYYY YY)	JV Role (If Applicable) Not Applicable Lead Secondary	No of Staff-Months of Professional Staff provided by Joint Venture Consultants:	Detailed Narrative Description of Assignment:	Detailed Description of Actual Services Provided by your Staff:
1	2	9 Drop down	3	8	6	7	12	13	10	11	4	5

Document will be uploaded for each item individually.

## 2.2 References - Experience of other than similar assignment

### Experience of other than similar assignment

Assignment Name:	Value of the contract (Multiple Currency)	Assignment Location within country / outside country:	Duration of assignment (months):	Name of the Client, Mobile and Email:	No. of Professional Key Staff provided by your Organization:	Total Key Staff-Months	Start Date (DD/MM/YYYY )	Completion Date (DD/MM/YYYY )	Name of Joint Venture Consultants, if any:	No of Staff-Months of Professional Staff provided by Joint Venture Consultants:	Detailed Narrative Description of Assignment:	Detailed Description of Actual Services Provided by your Staff:	
1	2	9	3	8	6	7	12	13	JV Role (If Applicable) Not Applicable Lead Secondary	10	11	4	5

### Will be mapped / uploaded by firm:

- Management Competence Document
- Technical Competence Document

### 3. Audited financial statement / balance sheet Form (Mandatory Form)

SL. No.	Name of the Financial Year	Amount in BDT/Equivalent in BDT	Amount in Words

Note: Follow the Bangladesh Bank website for conversion rate of Equivalent in BDT on the date of publication of REOI.

### 4. Response on TOR Form

(Optional Form)

Sl. No.	Ref. no. of TOR	Response