

**Terms of Reference
for
Study to develop the Communication Strategy and Plan**

The Project at a Glance

Title of the Project	Bangladesh Regional Waterway Transport Project1 (BRWTP-1)
Implementing Organization	Bangladesh Inland Water Transport Authority (BIWTA), Ministry of Shipping (MoS)
Funding source(s)	IDA (Cr. No.: 5842-BD)
Package Name of Consultancy Services	Study to develop the Communication Strategy and Plan
Package Number	BRWTP-S16
Assignment duration	6 (six) months
Market Approach	Open-National
Procurement Method	FBS
Location of assignment	Within project area in Bangladesh
Contracting Entity	Project Director, BRWTP-I Project, BIWTA

1. Background of the Project

The Government of Bangladesh has received an US\$ 360 million in IDA funds for Bangladesh Regional Waterway Transport Project-1 (BRWTP-1) to finance interventions aimed at improving Inland Water Transport (IWT) for cargo and passengers along the heavily trafficked Chittagong-Dhaka-Ashuganj Regional Corridor. The corridor is a heavily congested route with both passengers and cargo vessels. The Project consists of three components:

Improved Inland Waterway Navigation (Dhaka – Chittagong – Ashuganj IWT Corridor) through dredging and construction of six vessel storm shelters located at (i) Satnal in Chandpur, (ii) Char Bhairai in Chandpur, (iii) Chandpur Sadar, (iv) Mehendiganj in Barisal, (v) Nalchira in Noakhali, and (vi) Sandwip (Sarikait) in Chattagram will be developed within remote cyclone areas allowing vessels to seek shelter from inclement weather. The river navigation is high priority routes for domestic trade and bilateral trade. About 80% of country's IWT are routed through these corridors and 20,000 passengers use these routes on a daily basis. In addition, terminals at Dhaka, Narayanganj, Chandpur and Barisal play a key role in transporting passengers and cargo such food grains, fertilizers, and consumer goods.

Improved Services at Priority Inland Waterway Terminals and Landing Ghats/Stations. This will support the development of two cargo terminals located at Ashuganj and Pangaon, and four passenger terminals, located at (i) Shashanghat in Dhaka, (ii) Narayanganj, (iii) Chandpur, and (iv) Barisal, besides 14 landing ghats. Facilities at the terminals shall incorporate the needs of women users (with toilets and women-only waiting rooms) and less abled users, and address safety-related issues for all users. It will also aim to enhance the climate change resiliency of terminals for variation in river flows, extreme storm events, etc.

Institutional Capacity Development and Sustainability Activities under this component include: (i) the development of River Information Systems to help agencies improve data collection, and creating a more systematized baseline understanding of river hydrology and navigational implications, and provision of a Traffic Monitoring System for passengers and cargo; (ii) improvement of human resources capacity for better management of the IWT sector.

2. Objectives of the Assignment

The objective of the assignment is seeking to appoint a Consulting Firm to develop a communication strategy to facilitate the project achieve its development objectives. The consulting firm will also provide support to the PIU in identifying and for preparation of selected communication materials as part of the implementation plan of the communication strategy.

3. Scope of Services, Tasks and Expected Deliverables

3.1 Scope of Services and Tasks

The key tasks of the assignment are:

- To conduct a Communication Need Based Assessment and stakeholder mapping, which will inform the communication strategy.
- To design a comprehensive Communications Strategy and Action Plan to facilitate BRWTP-1 achieve its Project Development Objective.
- To create a broad-based support and demand for the activities proposed under the project.
- To prepare a set of communication materials identified in the strategy such as, flyers, brochures, briefs, posters, etc.

Specific tasks under the assignment:

- Conduct a Communication needs-based assessment and Stakeholder mapping: Identify the target audience, appropriate communication channels to reach, information gaps, media habits among other. Possible stakeholders will include, but not necessarily, limited to:
 - Users;
 - Beneficiaries;
 - Project affected persons;
 - General public;
 - Contractors;
 - Public and private sector stakeholders;
 - Policy makers;
 - Civil society;
 - Development partners;
 - Trade Union bodies; and
 - Media
- Design a communication strategy for the project and prepare a communication action plan, calendar and budget. The strategy will also identify appropriate communication channels and activities to engage with and influence different stakeholders and support both government agencies and private sector to sustainably manage the country's inland water sector;
- Advice and lead production of communication materials to reach out the users and project beneficiaries;
- To prepare a select set of communication materials identified in the Communication Strategy, such as: leaflets, flyers, brochures, briefs, etc.;
- To support the PIU build awareness among the user groups about the importance of inland water sector;
- To assist the PIU to sensitize private sector, policy makers and development partners to invest more in the country's inland water transport sector;
- Provide support to create and manage social media channels, if needed;
- Review BIWTA's website and recommend channels for online communication; and
- Assist the PIU in preparing ToRs for production of additional communication materials and campaigns, as applicable.

3.2 Expected Deliverable

Contract will be 'Lump Sum' basis and deliverables shall be as follows:

- 1) **Inception Report:** The Inception Report which will be submitted within **3** (three) weeks from the date of contract signing. Report shall include inter-alia, appropriate methodology, detailed action plan for data collection, sampling, timeline, roles and responsibilities of experts of the particular assignment.
- 2) **Draft Final Report including draft communication materials:** The comprehensive draft study report with recommendation which will be submitted at the end of the **4.5th month** of contract signing or within **7**(seven) days after completion of the field work of survey, whichever is the earliest. The Consultant will make a presentation of the draft report and communication materials to the Client and comments/feedback received from the presentation will be incorporated in the final report.
- 3) **Final Report including final communication materials:** The final report which will be submitted within seven days after the findings dissemination workshop based on the draft report. 10 (Ten color printed book binding copies of the Final Report shall be submitted to the Client along with one in soft preferably in CD/USB flash.

4. Team composition & Qualification Requirements for the Key and Non-Key Experts

4.1 Team composition

The Team of Consultant will be composed of the following positions:

4.1.1 Key and Non-Key Staffs (Minimum)

Sl. No.	Key Professional Experts	Nos.	Input in person-months	Indicative Responsibilities (but not limited to)
K-1	Team Leader cum Communication Expert (National)	1	6.0	<ul style="list-style-type: none"> - Lead the assignment and be responsible for its conduct and quality assurance including design of the data collection instruments in consultation with the implementing agency (IA); - Coordinate and guide the team of survey to obtain realistic data and information; - Keep liaison with concerned Project Director/staffs/consultants/ officials of the IA, discuss the relevant issues with the Client; and - Report and present finding to the Client
K-2	Jr. Communication Expert (National)	1	6.0 Intermittent throughout the contract period	<ul style="list-style-type: none"> - Analyze the relevant data of the study and based on this, will make necessary recommendations for the project team in the IA; - Assist the TL on findings and in reporting
NK-1 NK-2	Research Assistant	2	6.0 Intermittent throughout the contract period	<ul style="list-style-type: none"> - Collect data and information from expected users/beneficiaries of the different interventions under the project through administering questions/FGD/Key informant interview/documentation/report writing etc. for specific group of beneficiaries/users.

Note:

The Consultant may add personnel (additional key experts/non-key experts and support staff) in their required staffing pool as to successfully accomplishing the assignments.

4.2 Qualification Requirement for the Key and Non-Key Expert

(1) Team Leader cum Communication Expert

Education: The incumbent shall have Master's degree in Social Sciences/ Economics/ MBA or in similar discipline from any recognized university.

Experience: Minimum shall have 10 years of experience with specific experience of at least for 5 years in carrying out similar studies with any renowned national, international or private sector organizations. S/he shall have experience working as Team Leader (TL)/Project Manager (PM)/Deputy Team Leader (DTL) with at least one assignment; and as the Lead Researcher/Team Leader. Should have excellent communication and facilitation skills to develop high quality research reports in English and ability to produce high quality work under tight program and excellent interpersonal and professional skills in interacting with various kinds of stakeholders and ability to work collaboratively with multiple individuals and groups.

(2) Jr. Communication Expert

Education: The incumbent shall have Master's degree in Social Sciences/Economics/MBA or in similar discipline from any recognized university.

Experience: S/he shall have a minimum of 7 years' for working in a similar position.

(3) Research Assistant

Education: Graduate in any discipline from any recognized university

Experience: Proven experience of at least 3 (three) years relevant field survey works. Previous experience for collect data and information from expected users/beneficiaries of the different interventions under the project through administering questions/FGD/Key informant interview etc. for specific group of beneficiaries/users

5. Procurement Method

Fixed Budget Selection (FBS) method in accordance with the procedures set out in the World Bank's "Guidelines: Selection and Employment of Consultants under IBRD Loans and IDA Credits and Grants by World Bank Borrowers", dated January 2011 (2014), will apply in selecting a Consultant.

6. Experiences, Skills and Competencies Required for the Prospective Consultant/Firm

The Consultant shall have a legal status enabling the organization to perform above mentioned tasks and must demonstrate capacity and capabilities in the following terms:

- Minimum 10 years' experience in conducting similar assignments. .
- Demonstrated experience in similar task including planning and organizing communication tasks on similar nature and complexity scale of this project over the past five years
- Experience working on similar assignment with public projects/programs or development agency operation.
- Experience in qualitative and quantitative data collection, validation, interviewing business of all sizes, data entry and analysis using statistical software and drafting skills.
- Knowledge and experience of using research/survey concept, outlines on approaches and methodologies, tools, techniques, sampling, database designing and management, implementation protocols, reporting techniques, etc.; and all these shall be demonstrated

for the target assignment in Express of Interest (Eoi) to be submitted by the Consultant/Firm.

- List of Resources with logistic supports and list of professional employees with key qualifications, detailed curriculum vitae, having excellent academic, research background in conducting similar assignment.
- Demonstrated financial statement on liquid asset enabling to deploy qualified staffs in field and to mobilize for commencement of the assignment.

7. Implementation Time Frame

The tentative total duration of consulting services for beneficiary perception assessment is **6** (six) months from the date of signing contract. Further extension may be agreed upon justification as well as the requirements and budget provision of the project.

8. Institutional Arrangements

The Consultant, throughout the assignment, will work closely with the Client's Representative(s) who will take regular feedback and make decisions associated with the assignment.

9. Facilities to be provided by the Consultant

During the study, the Consultant shall provide all the facilities for their expert and other logistical requirements on their own to fulfil their obligations. These will also include support staff and office facilities, office equipment and supplies, required equipment (including cell phone sets with ODK app to all the interviewers) and materials for field data collection, vehicles, and communications as required. The Consultant will set out the requirements in the Technical Proposal and provide the financial cost estimates for these in their Financial Proposal.

10. Facilities to be provided by the Client

The Client as an Employer will provide the Consultant with all available studies and reports and data relevant to the services. The Client will provide access to the related government offices and information required for the study and shall provide assistance where the Consultant, for the purpose of executing these services, needs to coordinate with other government agencies, and non-government agencies. The Client will also participate in all stakeholder consultation events, with the technical and logistical support of the consultant as required.