

Government of the People's Republic of Bangladesh

Ministry of Local Government, Rural Development & Co-operatives

Local Government Division

Terms of Reference (TOR) for Engagement of Firm for Community Mobilization and Awareness Creation Program

Name of Project : Bangladesh Municipal Water Supply and Sanitation project (30 Pourashavas)

Appointment type : Consulting Services (Package No. SD-23)

Department : Department of Public Health Engineering (DPHE)

April, 2022

1. Introduction to the Project:

The Department of Public Health Engineering (DPHE) is implementing the Bangladesh Municipal Water Supply and Sanitation Project (BMWSSP), jointly financed by the Government of Bangladesh (GoB), World Bank (WB) and Asian Infrastructure Investment Bank (AIIB). The implementation period of the project is July/2019 to December/2023 and credit/loan closing date is December 31, 2024.

The project development objective (PDO) is to increase access to improved water supply and sanitation services in selected municipalities and strengthen the municipalities' institutional capacities for delivering water and sanitation services.

The components of the project are:

Component 1: Sector support and capacity strengthening

Component 2: Investment for water supply infrastructure

Component 3: Improving Sanitation and drainage

Component 4: Project Implementation and management support

Component 5: Contingent Emergency Response

Details of the component description are presented in Annex 1.

The Project seeks to operationalize the national law and policy to devolve water and sanitation responsibilities to the local governments to ensure sustainability and cost-effectiveness. It directly supports the SDP target of improved services (with piped water and FSM) in municipalities, alongside strengthening the institutional capacities of municipalities to provide universal access to improved water and sanitation services in a financially sustainable manner. Moreover, the project aims to address the sector challenges of demand-led design, water quality, maintenance management and financial sustainability. The project will support improved access to safe water and sanitation as well as hygiene promotion in a gender and socially inclusive manner.

The project design has a number of innovative elements to address the challenges of the sector and it seeks to, while providing capacity building inputs to the 30 project municipalities, incentivize them to perform better in infrastructure creation, service delivery, customer orientation and organizational functioning by providing financial and other incentives based on annual third-party validation and survey exercises. Therefore, the project seeks to change mindsets and operational practices alongside infrastructure creation.

In addition, the project will identify opportunities for women to increase their participation in the planning and implementation of WSS services, expand their employment opportunities, and promote their safety. Long-term outcomes of the project are likely to include the municipalities' greater ownership and sustainability of water, sanitation, and drainage infrastructure and services delivery; greater sharing of benefits and inclusion; public health gains because of reduced untreated human excreta in the environment; and improved climate resilience.

In order to assist in achieving the above results, it is proposed to engage a national communication consultant (firm), with proven expertise to design and deliver a strategic communications program at the national level and in the municipalities.

2. Objective of Services:

The main objective of the assignment is to develop and implement a strategic communication program to facilitate Bangladesh Municipal Water Supply and Sanitation project to achieve its Project Development Objective as well as create broad-based support for the activities proposed under the project.

The project's successful implementation will depend upon a well-planned and professionally implemented communications plan aimed at ensuring that the project interventions are well understood by the municipality residents, local government, local entrepreneurs, media, government agencies, local NGOs and other stakeholders, and that there is enough support at all levels for it to be smoothly implemented and leads to the changed behaviors' and practices from these interventions.

The Consultant will work under the PMU to develop a plan, along with a mix of awareness generation and behavior change communication campaigns, using appropriate media, and supported with material for continued use locally by municipalities. The media mix may include but not be restricted to print, television, radio, outdoor online, social and digital media, leaflets, pamphlets, web/mobile content, posters, point-of-display materials, booklets, audio-visuals, jingles, short videos, traditional media, i.e. folk song and drama, etc.

Specific Objectives of the Consultancy Services:

The Consultant will design and implement a communication and outreach program for awareness building, behavioral change, and create support among the stakeholders for the project activities and approach, including but not limited to:

- Build awareness about the project
- Behavioral change campaign for adopting best practices for WASH and associated services
- Awareness generation on health benefits related to water and sanitation
- Mobilize households/communities to take piped water connections, pay tariffs
- Behavioral change to adopt safe sanitation, menstrual hygiene.
- Facilitate two-way communication, engagement and consultations with key stakeholders, including the local communities, civil society, other government agencies.
- Inform the households regarding the necessity and the benefits of project interventions
- Address potential resistance and mitigate any evolving risk of opposition.
- Create broad-based consensus for the project interventions.
- Communicate project results.
- Impact evaluation of the communication activities

The Scope of work of the consultancy is outlined below.

3. Scope of Work

3.1 Key Activities

- Preparation & Roll-Out of Communications Implementation Plan at National Level & Project Area (30 Municipality) at different intervention.
- Develop and Implement a communications campaign at Project Area (30 Municipality) and at national level.
- Develop all communication and outreach materials, including, but not necessarily limited to:
 - Annual Newsletter of the project.
 - Billboards at project area
 - Audio-Visual Documentary, Music, Graphics & Animation on Different Activities under Project at different intervention.
 - Folk/Outdoor Media (Folk-Based Song and Drama Modules Developed) Program at Project Area (30 Municipality).
 - Community Radio/Cable TV Program or TV Talk Show at Project Area

- Report including feedback and impact measurement, recommendations and complete media set

Details are given below:

i) Develop a national and municipality-level communications implementation plan: Develop a comprehensive communication implementation plan, which will include a communication calendar for dissemination of communication material, and campaigns.

The Implementation Plan needs to be in stages such that communications are embedded into the project implementation cycle. After approval by the PMU, the plan will be rolled out nationally and in the project municipalities in step with the relevant phasing of implementation activities in the municipalities.

i) Implement the different communications tools within project municipalities and at the national level, as guided by the PMU;

The initial stage will involve publicizing the project's key features to raise awareness of stakeholders at the launch stage. The Consultancy will support the PMU to organize the project launch nationally and/or in the municipalities.

The second stage will target specific WASH behaviors and practices, and the agency will implement these communication packages in a coordinated manner at the national level and in the Project municipalities. These will include a mix of awareness generation and behavior change communication campaigns, using appropriate media, and supported with material for continued use locally by municipalities.

The consultancy will therefore implement communications support packages as implementation picks up pace in the different batch of municipalities. Before every key milestone at the municipality, a communication campaign or input will need to be provided e.g. the benefits of good quality piped water will need to be promoted before or around the time when the municipality is conducting drives to enroll customers. Similarly, sanitation-related safe practices and health benefits will be highlighted when the municipality-wide sanitation action plan actions are being implemented e.g. improved toilet construction and/or safe de-sludging in specific wards of the municipality.

The national level campaign and/or promotion will need to be developed such that it provides the project the visibility as well as creates an enabling environment in the project municipalities. Such a campaign may be timed in a manner such that it supports on-going implementation in the bulk of the municipalities, under the guidance of the PMU.

All communication materials need to be pretested.

Specific activities include:

- Support organizing launch of the project
- Develop effective IEC messages for roll out.
- Prepare a communication calendar and accordingly implement campaigns in different Municipality

iii) Track and report on the impact of the implemented communication packages in raising awareness, changing behaviors' and practices in project municipalities

Tracking and measurement of impacts of implementation of the communications plan will be a key task of the consultancy – this will be done on a sample basis and based thereon, the consultancy will suggest changes to the material/channels/targeting/positioning for approval by the PMU. This will be carried out for each stage of the communication implementation plan. For example, improved recall of project's key features will be measured after the initial promotions. In later stages, specific changes in behaviors' and practices will be measured e.g. enrolment figures for piped water, water-usage practices, construction and use of improved latrines, safe emptying of septage, and so on. These results will be presented to the PMU with recommendations for a) strengthening or changing the communications strategy (timing, positioning, etc.), contents, channel, etc.; and b) strengthening the implementation of the project activities (e.g. construction of piped water point as a demonstration unit to attract households to enroll).

iv) Assist the PMU and DPHE in communicating the project's accomplishments to the government and non-government stakeholders, project beneficiaries, and media

One of the key features of the project is to strengthen municipal capacities and instill confidence in national stakeholders in the former's ability to deliver services in a financially sustainable manner. Therefore, the Communications consultancy shall capture and fully disseminate project accomplishments amongst inter alia, municipality and national government leaders and officers; other government departments and agencies; non-governmental organizations; academia and finally, popular media both locally as well as at the national level. In order to do so, the consultancy shall document (via photo, video, text and other means) key project interventions and accomplishments and convert these into appropriate media e.g. print media briefings/write ups/edits, digital and social media dissemination items, billboards, annual calendar/newsletter, and other formal and informal media bytes for dissemination within the project municipalities as well as nationally at large.

3.2 Communications Material and Implementation

The development of communications materials (including print, video, audio, outdoor, online, social media, digital media and so on) shall take into consideration inter alia, the following key dimensions or themes:

- a) Project vision, eligibility conditions and principles, roles and responsibilities: how the project will contribute to strengthening the key role of municipalities in WASH services delivery, households' roles and responsibilities, and address gender issues in WASH, etc. Further, highlighting the project's emphasis on specific actions e.g. mobilizing minimum required household connections before approval and commissioning of water supply systems so that systems are financially sustainable; holding of regular TLCCs and WLCCs for promoting citizens (esp. women's) participation; rules for ring-fencing municipality water and sanitation accounts to promote transparency and autonomy; third-party institutional audits; improved customer orientation and grievance redress, etc.
- b) Mobilizing households and establishments to benefit from piped water: e.g. health benefits of migrating to piped water systems for improved quantity, reduced drudgery and assured quality (away from groundwater sources with potential contamination issues and inconvenience);

importance of paying tariffs regularly and necessity of annual tariff increases for ensuring sustainability and systems not falling into disrepair; etc.

- c) Mobilizing households and establishments to benefit from improved sanitation and hygiene: e.g. health impacts of unimproved sanitary installations and linkages to contamination of water sources/bodies; need to pay for regular de-sludging of fecal sludge and its safe treatment and disposal; need to professionalize de-sludging services; promoting usage of properly managed public toilets on payment basis (managed by women's self-help groups); adoption of safe and hygienic behavior of hand-washing and for menstrual hygiene management including safe disposal, etc.
- d) Improved awareness about resilience viz. linkage of climate-events and public health and other disasters to water, sanitation, hygiene, solid waste management and drainage: e.g. importance of improved management of solid wastes, localized flooding, etc. for improved health outcomes; awareness generation about reporting on salinity leaks and break-downs, special measures and practices to be adopted for outbreaks of pandemics; household and neighborhood level management measures during emergencies, etc.

As outlined above, during the tenure of the consultancy, the campaign/promotional modules will be kept ready so that these can be plugged for implementation timely in each of the municipalities when the timing is right. This consultancy will make these communications modules suitable for use and the material available - for the Municipalities, PMU, TSU, Sanitation Support Consultants, and other stakeholders as needed throughout the Project period, to be rolled out as implementation picks up pace in the municipalities in the different dimensions viz. institutional, water, sanitation, enterprises, and so on.

Based on the project components and activities, and scope of work outlined in the previous section, it is anticipated that the communications will need to cover about 4-5 key themes as outlined above and about 12-15 topics/messages for which material will need to be prepared.

4. Client Input

The agency shall work under the guidance of the PMU. The PMU shall provide all available information and project related documents to the selected agency, as well as facilitate access to project stakeholders at the municipalities and at the national level as necessary.

5. Duration of the Services

The duration of the Consultancy services shall be 18 months intermittent (From September 2022- February 2024) or project closing date or credit/loan closing date, whichever comes earlier. The duration of the assignment may be further extended or reduced subject to project needs and service providers performance.

6. Institutional Arrangements of the Services

The Project Director (PMU) from DPHE for the project will coordinate the overall implementation of the services. The deliverables will be submitted on time by the service providers to the Project Director.

7. Qualification and Experience of the Firm

The following criteria will need to be fulfilled by the consultant:

- The firm must have minimum 7 years of proven experience in designing and executing communication strategy for private sector and development projects, and have qualified recourses in the team to carry out the assignment.
- The firm must have experience in the field of media planning, campaigning & advocacy activities.
- The firm must have experience of managing at least 3 successful nationwide media campaign in last 5 years.
- In-house availability of adequately experienced manpower (strategy team, development communication experts, creative and production teams).
- In-house capability and availability of logistics and other resources (office setup, staffs etc.) to be assigned for services.
- The firm must also provide the equipment list (i.e. HD Camera, Sound Device, Camera Stabilizer, Drone, Light etc.).
- Experience in implementing creative media execution that involves efficient planning process/ tools, operations, reporting.
- Experience in working with government and district/Upazilla, Municipal Corporation and development partner funded projects will consider positively.

8. Suggested Team of Service Providers:

Proposed Team Composition

The assignment requires a multidisciplinary team having experience in development of implementation of communication plan, outreach activities, production of communication materials, including digital and social media products and media liaison. The team should have experience in working with community.

The team will be composed of a Team Leader, an Assistant Team Leader and a Documentary Film maker. The minimum qualification and experience of each team member is as follows:

A) TEAM LEADER (1 POSITION):

- The position requires a post graduate university degree in Social Science, business administration, journalism, communications, marketing, or related field with at least 10 years of proven experience in the field of social and development communication, campaign and awareness raising
- Design and implement a comprehensive communication strategy to attain the objectives of the project
- Plan and manage all publicity and promotional events, public information programs for awareness raising issues.
- Provide direct supervision in development and manage the quality of the content of the website
- Provide direct supervision in the production of electronic media, printed publications and reports developed content for news releases, brochures, photo and success story books and progress and annual reports and others.

- Initiate, develop and maintain media contacts for disseminating information

B) ASSISTANT TEAM LEADER (1 POSITION):

- The position requires a post graduate university degree in Social Science, business administration, journalism, communications, marketing, or related field with at least 7 years of proven experience in the field of social and development communication, campaign and awareness raising
- Assist the team leader in developing the communication plan
- Assist the team leader in preparing and developing the electronic and print media materials and campaign materials such as brochures, media briefs photo books, reports and other publications.
- Must possess at least 5 years of experience in designing camping materials such as leaflets, brochures, booklets, posters, social media campaigns, mass media campaign, and advocacy.

C) AUDIO-VISUAL / FILM SPECIALIST (1 POSITION):

- The position requires Master's Degree/Post-Graduation in Mass Communication/ Journalism or related subjects from recognized university.
- The documentary film maker must possess least 7 years of experience in producing short videos.
- He or she must be capable of simply a complex issue for the audience.
- Experience must include producing short videos, document-drama, animations, and be aware of latest trends in video making for development sector.
- Experience in working with international organizations and/or international development partners as well as in working with state institutions, ngos and local authorities in Bangladesh.
- Excellent technical capacities to ensure smooth and high-quality production (video production staff, owner of its own video production studio or a documentary proof of an access to a rented video studio, etc.).

D) DIGITAL MEDIA SPECIALIST (1 POSITION):

- The position requires Master's Degree/Post-Graduation in Mass Communication/ Journalism or related subjects from recognized university At least have 05 years of experience in working with digital media.
- Must have a broad understanding and aware of emerging trends in digital media.
- Experience in running at least the three recognizable campaigns.
- Experience in producing communication materials, including preparing copy, script, and prior reading for digital and social media
- Experience in producing communication materials for and running campaigns at face book and YouTube.

E) GRAPHICS DESIGNER (1 POSITION):

- The position requires Post Graduate/Graduate Degree from reputed Art School.

- Should at least 05 years be working experience on the Graphics design and desktop publishing.
- Should be creative and experience in graphics designing for different types of communication materials, including both print and digital media.

F) COPY/ SCRIPT WRITER (1 POSITION):

- Should be a graduate/ post graduate in mass communications, English, Bangla, social science, or relevant subject; have at least 08 years working experience for writing copies for advertisement and other creative purposes.

G) FOLK/COMMUNITY MEDIA SPECIALIST (1 POSITION):

- Should be a graduate/ post graduate in mass communications or English or Bangla, social science, or relevant subject; have at least 05 years working experience.
- Will compose / produce media and material for outdoor/performance and folk etc.

H) SUPPORT STAFF: COMMUNITY MOBILIZATION OFFICER (2 POSITIONS)

- Should be a graduate in mass communications, social science, or relevant subject; have at least 03 years working experience.

I) Accounts and administrative Assistant (1 POSITION):

- Graduate of commerce, have at least 5 years of experiences in the relevant field is required.

Bidders will be free to suggest personnel apart from the above core positions to bolster their approach and bids, either as support or supplementary / specialist creative's to deliver / implement specific campaigns or events. For instance, folk-singers or drama artistes may be proposed. Similarly, support personnel like media researchers or social media amplifiers and influencers may be proposed to support the bidder's proposal.

9. Deliverables

Deliverables will include:

Sl. no.	Description	Unit	Quantity
Communication Plan			
1.	Inception report	No	01
2.	Communication Action plan	No	01
3.	Workshop with PMU on message development	No	01
4.	Report on the Development of communications material (As per communication action plan)	No	01
Communication materials and campaign may include the following, but not necessarily restricted to:			
1.	Event Management for launch event in Dhaka and one selected municipalities	No	01

Sl. no.	Description	Unit	Quantity
2.	Media workshop and visit at municipality level	No	30
3.	Banners	No	100
4.	Leaflet	No	20,000
5.	Poster	No	20,000
6.	Sticker	No	20,000
7.	Manual/ brochures	No	20,000
8.	Short video (less than 3-minutes)	No	02
9.	Show videos through mobile vans/cable TV channels	No	12
10.	Street Drama/ Folk songs in all 30 municipalities	No	30
11.	School Program in all 30 municipalities	No	30
12.	TV talk show/ event	No	01
13.	Mobilize Media articles and media visits	No	01
14.	Billboard at PMU and 30 municipalities office	No	31
15.	Annual Newsletter	No	02
16.	Results story brochure	No	01
17.	Experience sharing workshops with municipalities	No	01
Impact Evaluation			
1.	Communication tracking and Impact evaluation survey and report	No	01
2.	End Impact evaluation Report	No	01

- **Time Frame**

Time Frame	Duration from Commissioning	Deliverable and Submission	Payment
From September 2022- Feb 2023	Month 2 from Commissioning	a) Inception Report c) Communications Action Plan Outline	10% of the contract amount
	Month 4 from Commissioning	a) Communications Action Plan b) Workshop with PMU on message development c) Communication Material (Tranche 1 – Project Awareness Generation)	15% of the contract amount
	Month 6 from Commissioning	a) Preparation and Approval of Communication Material Tranche 1 b) Report on the Development of communications material (As per communication action plan)	
From March 2023-	Month 8 from Commissioning	a) Roll-out of communications plan at national level	15% of the

Time Frame	Duration from Commissioning	Deliverable and Submission	Payment
June 2023		b) Event Management for launch event in Dhaka and one selected municipalities c) Roll-out of communications plan in 30 municipalities with Media workshop c) Annual Newsletter of BMWSSP	contract amount
	Month 10 from Commissioning	a) Impact measurement and analysis report of communications plan implementation (using communication material Tranche 1) in 30 municipalities b) Preparation and approval of Communication Material Tranche 2 c) Implementation of Communication Plan Stage 2 (using communication material Tranche 2) in 15 municipalities	15% of the contract amount
From July 2023-Feb 2024	Month 12 from Commissioning	a) Implementation of Communication Plan Stage 2 (using communication material Tranche 2) in next 15 municipalities b) Impact measurement and analysis report of communications plan implementation (using communication material Tranche 2) in 30 municipalities	25% of the contract amount

Time Frame	Duration from Commissioning	Deliverable and Submission	Payment
	Month 15 from Commissioning	<ul style="list-style-type: none"> a) Develop Short video (less than 3-minutes) at each municipality and one at least 30 munities video documentary of the all project activity b) Show videos through mobile vans/ cable TV channels at least 2 municipalities in each region c) Street Drama/ Folk songs in all 30 municipalities d) School Program in all 30 municipalities e) TV talk show/ event f) Preparation of Billboard at PMU and 30 municipalities office g) Experience sharing workshops with one municipalities 	
	Month 18 from Commissioning	<ul style="list-style-type: none"> a) Communication tracking and impact evaluation survey and report b) End Impact Evaluation Report- Impact measurement and analysis report of communications plan implementation in 30 municipalities (c) Results story brochure d) Annual Newsletter of BMWSSP 	20% of the contract amount

In the contract, the above deliverables can be finalized and linked to payment milestones once the preferred bidder is selected. }

Annex 1: Project Component Description

1.1 Project Components

The project comprises five components as described below.

Component 1 - Sector Support and Capacity Strengthening (Total cost US\$21.42 million including contingencies US\$0.42 million; IDA US\$10.69 million; GOB US\$0.04 million).

This component will comprise three subcomponents:

(1.1) Strengthening institutional capacity of municipalities to manage WSS through the provision of support to participating municipalities on, inter-alia: (a) citizen participation and interface for activities that include implementing mobile and IT enabled complaint redressal systems, annual citizen surveys, developing and implementing gender action plans, (b) WSS institutional capacity improvements including dissemination of model municipality bye-laws for WSS, WSS accounting systems, audit, IT systems, and MIS, (c) service delivery parameters such as water quality monitoring and expansion of fecal sludge treatment (including expanding technical capacity thereof), and (d) develop contract management capacities to procure and supervise private sector operators;

(1.2) Providing support for institutional and operational sustainability through, inter-alia: (a) financial support through Performance Grants for institutional improvements and service delivery based on participating municipalities' performance according to an annual Performance Scorecard, and (b) provision of financial support for FSTP operations and O&M Subsidy Grants to meet participating municipalities' WSS related operational expenditures to promote user charge collection and household enrolment; and

(1.3) Strengthening DPHE for water and sanitation sector roles through the financing of consultancies that will assist DPHE in, inter-alia: (a) establishing and adapting technical standards, standard operating procedures and manuals on technical, operational, and financial management including instituting Geographic Information System (GIS) and IT-enabled systems, (b) strengthening DPHE's water quality monitoring and surveillance systems to monitor and prevent bacteriological contamination of water, (c) establishing a national water and sanitation sector Management Information System (MIS), (d) training and capacity building for staff from DPHE and participating municipalities, (e) preparing guidelines for enabling the participation of the private sector in the water and sanitation sector, (f) adopt climate change relevant technical guidelines and standards in relation to WSS, and (g) supporting the establishment and operationalization of a Municipality Support Unit within DPHE to act as a one-stop window on WSS providing coordination and support to all municipalities.

Component 2 - Investment for Water Supply Infrastructure (Total Cost US\$116.83 million including contingencies US\$4.2 million; IDA US\$54.68 million; GOB US\$7.46 million).

This component includes

(2.1) providing infrastructure investments for the installation of piped water supply systems in each participating municipality, including inter-alia: bulk water intake systems, water treatment facility, water storage, transmission and distribution pipe network, house connections including meters, and related appurtenances of the water supply system (with both the bulk and the distribution systems being operated by private sector operators), and

(2.2) establishing an immediate response system to enable the participating municipalities to repair their WSS system and/or avoid deterioration to cope with disasters and climate-induced emergencies.

Component 3 - Improving Sanitation and Drainage (Total Cost US\$61.33 million including contingencies US\$2.30 million; IDA US\$30.67 million).

This component includes:

(3.1) Improving sanitation and septage management, including, inter-alia: (a) support to participating municipalities to develop appropriate septage management models, through the engagement of Municipality Sanitation Support Consultants, (b) investments in pilot FSTPs (emptying and treatment) in three (3) Participating Municipalities, (c) public toilets construction and operations management, (d) providing Sanitation Grants, (e) support to informal cleaning workers with equipment and training for fecal sludge management, and (f) providing basic infrastructure for septage disposal in twenty seven (27) participating municipalities; and

(3.2) improving drainage, including financing investments in critical drainage infrastructure to manage grey-water and storm water flooding in those participating municipalities that show progress in implementation of water supply schemes.

Component 4 - Project Implementation and Management Support (Total Cost US\$9.95 million including contingencies US\$0.08 million; IDA US\$3.96 million; GOB US\$2.03 million).

This component will support key project management activities to enable the DPHE in coordinating and implementing project activities at the national and local levels, complying with the Association's fiduciary procedures and safeguards, including: (a) the establishment of a national PMU and recruitment of a Technical Support Unit (TSU) consultancy that will place multi-disciplinary teams to support participating municipalities in implementation of project activities and building their capacities; (b) training and exposure visits; (c) carrying out of audits of project internal processes; (d) fiduciary and environmental and social management of the project; (e) carrying out of third-party institutional performance audits and sample citizens' surveys; (f) communications campaigns including awareness generation and behavior change communications; and (g) project reporting.

Component 5 - Contingent Emergency Response (Total Cost US\$0 million; IDA US\$0 million).

A provisional zero amount component is included under this project that will allow for rapid reallocation of loan proceeds from other project components during an emergency, under

streamlined procurement and disbursement procedures. In addition, the contingent component may also serve as a conduit for additional funds to be channeled to the project in an emergency.

Annex 2: Project Locations

The Communications consultancy will cover the national level and the 30 project municipalities:

Sl. No.	Name of Municipality	Category of Municipality	Estimated Total Population
			(Base: 2021) ²⁸
1	Tarabo	A	162,117
2	Ullapara	A	80,805
3	Chandanaish	A	73,897
4	Madhupur	A	72,728
5	Akhaura	A	43,908
6	Banskhali	A	38,326
7	Bagha	A	35,078
8	Akkelpur	A	31,932
9	Panchbibi	A	29,011
10	Taherpur	A	23,162
11	Goalando	A	22,431
12	Bonpara	A	22,300
13	Debidwar	B	63,320
14	Islampur	B	49,292
15	Dhanbari	B	42,193
16	Ramgati	B	38,500
17	Parshuram	B	38,326
18	Homna	B	37,568
19	Bhuapur	B	37,057
20	Chawgacha	B	35,463
21	Gangni	B	32,916
22	Baraigram	B	28,717
23	Barelekha	B	28,717
24	Senbagh	B	24,609
25	Royganj	B	23,195
26	Nachole	B	22,413
27	Katakhali	C	36,935
28	Shibganj	C	27,937
29	Kamalganj	C	21,787
30	Kahalu	C	20,869
	Total		1,245,509