

Terms of Reference (ToR)

Reference # RFP:CO/MD/2021/016

The International Organization for Migration (IOM) in Bangladesh is seeking suitable newspapers/firm/agency to fulfil the below Terms of Reference (ToR).

Title of the Assignment	Arrangement and promotion of a multi stakeholder on “Promotion of Ethical Recruitment and Zero Cost Migration in the Perspective of GoB’s 8FYP
Location	Dhaka, Bangladesh
Duration of Assignment	45 days
Reports Directly to	National Programme Officer

Background and Objectives of the Assignment:

With over 13 million Bangladeshi migrant workers abroad in the last 50 years, migration is a defining feature of Bangladesh. It has been part of the human experience throughout history, and it is recognized as a source of prosperity, innovation and sustainable development in the globalized world. The Government of Bangladesh has published a comprehensive 8th Five-Year Plan (8FYP) that targets remittance earning \$150 billion between July 2020 and June 2025.

The vision, objective, and agenda of 8FYP are drawn from the vision of the Sustainable Development Goals (SDGs) specifically SDG goal 10.7, which calls on countries to facilitate orderly, safe, regular and responsible migration and mobility of people, including through implementation of planned and well-managed migration policies.; The Global Compact for Migration (GCM) is one of the facilitators to reach the goal. Bangladesh is one of the first countries that agreed to implement GCM and has been identified as one of the Champion countries; International Labour Standards, and other national and international commitments. Bangladesh is an important state member of Colombo Process and the Chair of the Thematic Area Working Group on Fostering Ethical Recruitment, has been part of advocacy for the promotion of fair and ethical recruitment through framing appropriate laws, rules, and regulations and ensuring their enforcement. The commitments of 8FYP to promote safe, orderly and regular migration and the respect for human rights stands out.

IOM in coordination with the Government of Bangladesh (GoB) through the Bangladesh United Nations Network on Migration (BDUNNM), civil society organizations, and the private sector is working relentlessly to facilitate fair and ethical recruitment and safeguard the rights of migrant workers. In that effort, IOM continues to support the Government of Bangladesh and other relevant stakeholders in facilitating multi-stakeholder consultations to promote ethical recruitment and eliminate any forms of risk of debt bondage, forced labour, sexual exploitation, forced marriages and other forms of modern slavery as globally 25 million people are in situations of forced labour and 40.3 million victims of modern slavery.

As part of IOM’s continuous effort to promote ethical recruitment and safeguard rights of migrant workers, IOM plans to organize a multi-stakeholder consultation in November 2021 on the perspective of GoB’s 8FYP. The consultations will be on “*Promotion of Ethical Recruitment and Zero Cost Migration in the Perspective of GoB’s 8FYP*”.

IOM is planning to engage with one English and one Bangla Newspaper in Bangladesh to organize and promote the multi-stakeholder consultation.

Key deliverables:

- Arrange the consultation on the above-mentioned topic in coordination with IOM
- Produce news report on the event and promote content on social media.
- Publish a one-page supplement on the print version of the newspapers

**IOM is an equal opportunity employer and women are encouraged to apply.
IOM Offices and vehicles have smoke-free work environment**

- Develop a micro-website with the content of the consultation.
- Produce an outreach report to figure out the outreach of the consultation

Target Audience of the Assignment:

- Primary target Audience:** Ministry of Expatriates' Welfare and Overseas Employment (MoEWOE) and Ministry of Foreign Affairs (MoFA)
- Secondary target Audience:** BAIRA, PRAs, BMET, DEMO, Migrant workers, CSOs, NGOs, INGOs and Development Partners

Scope of Work for the Service Provider under this Assignment:

- Discuss with the key persons of IOM to make a mobilization plan
- The contracted media/agency/firm will make sure the promotion of the content online and offline
- Ensure that the contents are in line with IOM's Brand and Communications guidelines.

Payment Guideline:

Full payment will be made upon competition of the assignment

Duration/ Timeline:

The total duration for this assignment is proposed to be approximately for 45 days from November to December 2021.

*The above is an indicative timeline. In the proposal, Consultants can modify/add according to their perspectives/reasons.

Method of Application:

Interested service providers are invited to submit documents stated below by **14 November 2021** through e-mail to faahmed@iom.int and copy to mruahmed@iom.int; mentioning the title of the **RFP: CO/MD/2021/016**: in the subject line. Please keep the attachment size under **9 MB**.

Technical Queries:

Please note that, if any service provider has any technical queries please send your question or queries before 11th November 2021 to mruahmed@iom.int and copy to faahmed@iom.int

Submission Time: Submit your proposal on **November 14, 2021, on or before 11:59pm** through mentioned email only.

The Proposals must be written in **English**.

EVALUATION of PROPOSAL:

Eligibility and Evaluation Criteria with weight:

Criteria	Required areas	Score
Eligibility	<ul style="list-style-type: none"> • Service Provider should have minimum 3 years of relevant experience on the media engagement to organize such event and promote content online and offline • Service Provider needs to submit the updated legal documents <ul style="list-style-type: none"> - Copy of Trade License, - TIN certificate and - BIN Certificate - Certificate of Incorporation (for Limited Company) 	Pass/Fail

Technical Evaluation	<ul style="list-style-type: none"> • Organization Profile ----- 5 • Methodology and Creative concept --- ----- 30 • Detail Work Plan for execution & timeline ----- 30 • Sample of relevant work experience (at least Two) ----- 10 • Length of Service Experience of Service Provider ----- 5 If experience of Firm is more than five years will get 5 marks 	80
Financial Evaluation	Price Proposal/ Cost of the Proposal	20
Total Score		100

Note: Those who will be qualified in technical proposal and get at least 60 (out of 80 marks) marks will be reviewed for financial proposal

Others Terms :

- Price proposal should be inclusive of AIT and VAT
- IOM will not deduct the AIT and VAT at Source and awarded bidder will submit the VAT challan (Treasury Challan copy) along with Invoice
- Details Price break down should be mentioned in the Proposal

Required Documents :

- i) Copy of Legal Documents (Copy of Trade License, TIN, BIN, Certificate of Incorporation etc)
- ii) Experience Documents as per eligibility and technical evaluation criteria
- iii) Company Profile
- iv) Technical Proposal with Methodology and concept & other areas as per Scope
- v) Copy of Experience Documents (Work Order, MOU, Contracts etc)
- vi) Sample Works documents (similar Experience)
- vii) Length of service with evidence
- viii) Other documents related to Technical and Financial