



GOVERNMENT OF THE PEOPLES' REPUBLIC OF BANGLADESH
Dhaka Water Supply and Sewerage Authority (DWASA)
Dhaka Sanitation Improvement Project (DSIP)
IDA Credit No.: 6566-BD/AIIB Loan No.: L0240A



Memo No.: 46.113.633.00.00.010.2021-22/315

Date: 15 / 12 / 2021

**Request for Expressions of Interest (REoI) for
Technical Assistance for Implementation of
Communication and Stakeholders' Engagement Strategy (CSES)
(Package No.: SD10)
(Firm Selection-International)**

1. The Government of the People's Republic of Bangladesh (GoB) has received a credit from the International Development Association (IDA) towards the cost of 'Dhaka Sanitation Improvement Project (DSIP)' which is being implemented by Dhaka Water Supply and Sewerage Authority (DWASA) - an autonomous entity of the GoB. DWASA intends to apply a part of the proceeds of this credit/loan for the services of a Consulting firm (Consultant) for Technical Assistance for Implementation of Communication and Stakeholders' Engagement Strategy (CSES) (Package No.: SD10). This contract will be jointly financed by Asian Infrastructure Investment Bank (AIIB). The selection process will be governed by the World Bank's Procurement Regulations.

2. **Objective of the Consultancy:** The primary objective of the assignment is to facilitate DSIP to achieve its project development objective.

The sub-objectives of the consultancy are as follows:

- To help in updating DWASA's communication strategy, create and implement a communication and stakeholder implement strategy for DSIP.
- To support DWASA to improve its image and client relations through building confidence and trust between DWASA and its customers.
- To ensure timely and effective information sharing.
- To facilitate skills and capacity building for implementing an effective communication strategy of the relevant staff of DWASA.
- To develop different communications tools to help disseminate information about DWASA's work and promote good practices of water supply and sanitation.

Scope of Services: The overall obligations of the Consultant can be categorized into two main streams;

- DSIP aspects: Support for development and implementation of communication strategy focusing on information dissemination, stakeholder consultation and results promotion related to the DSIP project.
- DWASA corporate image: Support improving the image of DWASA and create the foundation for constructive engagement with the public.

3. Salient features of this consultancy services:

- (a) The estimated contract period of this assignment is 60 (sixty) months maximum.
- (b) Estimated level of input is 150 professional staff-months.
- (c) Expected start date of assignment is July 2022 (tentative).

The detailed Terms of Reference (ToR) for the assignment (if necessary, may be modified) will be available at DWASA's website (www.dwasa.org.bd) and at the Project office address given below.

4. DWASA now invites eligible consulting firms ("Consultants") to indicate their interest in providing the services. The interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The short-listing criteria are:

- (a) General experience of the Firm(s) specifically the core business and years in business;

- (b) Experience in similar projects of comparable size, complexity and technical specialty in the required area;
- (c) Financial soundness, technical and managerial capability, staffing and logistics of the Firm(s).

Key Experts will not be evaluated at the short-listing stage.

5. Consultants are requested to submit the following supporting documents in support of the above-mentioned criteria:

(a) Registration Document/paper of the firm (s); (b) Joint Venture agreement or the letter of intent to form a Joint Venture if the Consultant intends to participate as a JV; (c) Firm's brochure; (d) Audited financial reports for last three years including specifically the Profit and Loss Statement; (e) Service experience record of last five (5) years (including nature of each assignment, total value of each assignment, total input in terms of Key Staff man-months for each assignment, name of Client/Employer, location of service etc.).

6. The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers" July 2016, Revised November 2017 and August 2018 ("Procurement Regulations"), setting forth the World Bank's policy on conflict of interest.


7. Consultants may associate with other firms to enhance their qualifications, but should indicate clearly whether the association is in the form of a "joint-venture" or of "sub-consultancy". In the case of a Joint Venture, all the members of the Joint Venture shall be jointly and severally liable for the entire contract, if selected. In case of an association, all members of such "association" should have real and well-defined inputs to the assignment and it is preferable to limit the total number of members in the association to a maximum of 4 (Four).

8. A Consultant will be selected in accordance with the Quality and Cost Based Selection (QCBS) method set out in the Procurement Regulations.

9. Interested consultant may obtain further information from the address below during office hours from 1000 to 1600 hours (GMT+6) between Sunday and Thursday and the intending entities may contact for any clarification and background information at the address given below.

10. Expression of Interest (EoI) (both hard and soft copy preferable) needs to be submitted (either in person or by mail) to the following address by **1500 hours Bangladesh Standard Time (GMT+6) on or before 18 January, 2022**. The soft copy of the same may be sent through email mentioned below. Please note that in case of submission through email, the Employer shall not be responsible for the confidentiality of the submitted documents prior to the submission deadline. In this case, the Employer shall not be responsible if the document/s sent by the prospective entity are not accessible by the Employer under any circumstances. Please clearly mention **"Expression of Interest (EoI) for Technical Assistance for Implementation of Communication and Stakeholders' Engagement Strategy (CSES) (Package No.: SD10) under DSIP, DWASA"** in the email's subject line or on the top of the envelope.

11. DWASA will not be responsible for any delay in submission including delay due to postal or any other reason. The authority reserves the right to accept or reject any or all EoIs either in part or in full without assigning any reason, whatsoever.


Md. Rafiqul Islam

Project Director

Dhaka Sanitation Improvement Project (DSIP), DWASA

WASA Bhaban (11th Floor)

98, Kazi Nazrul Islam Avenue, Kawranbazar

Dhaka-1215, Bangladesh.

Phone: +880-2-55013416

E-mail: pd.dsip2018@gmail.com

**Dhaka Sanitation Improvement Project (DSIP), Dhaka WASA
Local Government Division, Ministry of LGRD&C**

**Terms of Reference
for
Technical Assistance for Implementation of Communication and Stakeholders' Engagement
Strategy (CSES) (Package No. SD10).**

1. Background/ Introduction:

Dhaka Water Supply and Sewerage Authority (Dhaka WASA) was established by an Ordinance XIX on 7 November, 1963 with the mandate to provide potable water and sewage disposal services to the residents of Dhaka Metropolitan City and its adjacent areas. Its activities have been reorganized by 'WASA Act, 1996', making DWASA an autonomous body with corporate culture in its management & operation.

DWASA's vision is to harness surface water sources to supply potable water to the city dwellers. However, resources constraints remain a challenge and undermines the realization of this vision. At present, DWASA produces about 78% of the city's demand for water from ground water sources which is not environment friendly. Ground water extraction is unsustainable as the water table is declining at an alarming rate of 2-3 meter per year. At this rate of degradation, the extraction of ground water may cause an irreparable environmental degradation and create a great dearth of drinking water in near future unless alternative sources are explored. Currently, the supply of water to Mirpur area is problematic due to non-availability of underground water. To get rid of this severe problem, DWASA plans to use more surface water to develop an environmentally sustainable water supply system. It may be mentioned that the population of Dhaka is presently around 17 million and the growth trend indicates that by the year 2025 it would be about 24 million and this will increase water demand manifold.

Currently, DWASA water supply facilities is able to service demand with its limitation and city dwellers are getting sufficient water at present. On the contrary, sewerage services are far behind the requirement. The World Bank and other donors have been investing in the water and sanitation sector in Bangladesh with the aim to improving the present situation of Dhaka City.

In this context, the DWASA is implementing a Dhaka Sanitation Improvement Project (DSIP), with financing from the Word Bank and AIIB.

2. Project Description

The Project Development Objective (PDO) of the DSIP is to increase access to safely-managed sanitation services in the selected areas of Dhaka City and to improve corporate image of DWASA and thereby uphold the efficiency in sanitation service delivery. About 1.5 million people shall be benefited from this project (DSIP) in terms of sanitation services in Pagla catchment area.

Dhaka Sanitation Improvement Project (DSIP) includes the following four main components:

Component 1. Institutional Support for Sanitation Service Delivery: The component will provide institutional support to DWASA for sustainable sanitation service delivery. This component includes, but not limited to:

- **Sub-component 1.1.** Support for establishment of a strengthened sanitation function in the DWASA's organizational structure, and support its operational and financial strengthening by: (i) conducting training of DWASA personnel in STP operations, trunk maintenance management and operation and maintenance management of sewers; (ii) conducting training of [DWASA personnel] in procurement and contract management; (iii) conducting training on climate change and improving operational efficiencies in sanitation systems through energy-efficient technologies and Information Technologies (IT); (iv) strengthening of its GIS and MIS for sanitation and (v) preparation and implementation of a gender action plan for DWASA;
- **Sub-component 1.2.** Support to commercial and financial strengthening activities for sanitation functions of DWASA through (i) developing and implementing a sewer connection strategy and plan; (ii) developing a water and sewerage tariff rationalization framework; (iii) improving DWASA's billing and collection system; and (iv) providing technical assistance in accounting, financial management and auditing functions of DWASA;
- **Sub-component 1.3.** Strengthening communications and public engagement with citizens, including (i) engagement with the low-income communities and female-headed households and providing training in climate adaptation for improved water, sanitation and hygiene practices; (ii) providing assistance for the implementation of DWASA's communication and stakeholder engagement strategy; (iii) making improvements in citizen engagement including setting up an IT-enabled complaints management system; (iv) carrying out improvements in grievance redressal; and (v) conducting citizen report card surveys by third-party agencies;
- **Sub-component 1.4.** Technical assistance for a study for exploring the feasibility of advanced financing options in future infrastructure investments for DWASA; and
- **Sub-component 1.5.** Coordination with other stakeholders, including technical assistance to address coordination issues on sanitation between DWASA, DNCC, DSCC, DoE, RAJUK, and other utilities and agencies through (i) setting up a policy and coordination mechanism amongst these agencies; and (ii) carrying out of relevant studies and consultations to support this sub-component to improve the overall urban environment and management of Dhaka's development.

Component 2. Sewerage and Wastewater Treatment: This component includes, but not limited to,

- **Sub-component 2.1.** Rehabilitation, replacement of sewerage and re-activation/new construction of sewer connections to maximize connections in the Pagla catchment, including last mile coverage, using a Design-Build model and incentivizing contractors to maximize service connections by financing house-service connections;
- **Sub-component 2.2.** Replacement and/or rehabilitation of Eastern and Western Trunk Mains using a Design-Build approach; additionally, also the South-Western Trunk Main will be replaced / rehabilitated using the DB approach, albeit with exclusive GOB financing;
- **Sub-component 2.3.** Construction of a new Pagla Sewage Treatment Plant at the existing treatment site, including provision of about 200 million liters per day primary and secondary treatment capacity using a Design-Build-Operate model; and
- **Sub-component 2.4.** Consulting Services for finalization of feasibility studies, engineering designs and bidding documents for priority sewerage and wastewater treatment interventions in the Uttara catchment.

Component 3. Alternative Sanitation: This component will help DWASA to develop alternative sanitation services in areas where sewers are not feasible and/or where there are tenurial barriers, such as in low-income settlements. The component includes, but not limited to,

- **Sub-component 3.1.** Improve sanitation and septage management within Pagla catchment, through upgradation of unimproved toilets of poor households through the support of select non-governmental organizations;
- **Sub-component 3.2.** Provision and installation of demonstration units for alternative sanitation solutions viz. supporting pilot demonstrations of Decentralized Wastewater Treatment System (DEWATS), communal septic tanks; and
- **Sub-component 3.3.** Provision of services involving septage emptying, transport and treatment, including leasing of emptying and transport equipment to private operators.

Component 4. Project Implementation and Management Support: This component will support DWASA in coordinating and implementing project activities, complying with the World Bank fiduciary procedures and safeguards. This component comprises, but not limited to-

- The establishment of the Project Management Unit and recruitment of the specific individual consultants;
- Procurement of consulting firms for Project management and design-review and contract supervision to support Project implementation;
- Carrying out of audits of Project internal processes;
- Fiduciary and environmental and social management of the Project including implementation of the gender action plan and preparation and implementation of relevant safeguard documents;
- The acquisition of specialized equipment; and
- Project reporting.

DWASA is a public entity and it has been dealing city dwellers in various aspects and their perceptions on DWASA's performances is very important. At the preparation stage of the above project, the importance of enhancing the effectiveness of Public Relations and Strategic Communications Program was identified as priority. Since, DWASA's work tend to impact its client relations and access to services.

A paper on Strategic Communication for DWASA was subsequently developed. The project will further support strengthening DWASA's communication capacity. For this, it will conduct further study for effective communication to review, update/formulate communication and stakeholders' engagement strategy.

3. Objective of the Consultancy/Scope of the Assignment

The primary objective of the consultation is to facilitate DSIP achieve its project development objective.

The sub-objectives of the consultancy are as follows:

- To help update DWASA's communication strategy and create and implement a communication and stakeholder implement strategy for DSIP.
- To support DWASA to improve its public image and client relations through building confidence and trust between Dhaka WASA and its customers.
- To ensure timely and effective information sharing
- To facilitate skills and capacity building for implementing an effective communication strategy of the relevant staffs of DWASA.
- To develop different communications tools to help disseminate information about DWASA's work and promote good practices of water supply and sanitation.

The DWASA will separately appoint an independent consulting firm for overall management of the project activities, the Project Management Consultant (PMC) under a separate contract. The PMC will monitor the activities of the Communication and Stakeholder Engagement Consultant.

4. Scopes of the Consultancy:

The overall obligation of the consultant can be categorized in two main streams;

- ❖ DSIP aspects: support development and implement a communication strategy focusing on information dissemination, stakeholder consultation, and results promotion related to the DSIP project
- ❖ DWASA corporate image: Support improving the public image of DWASA and create the foundation for constructive engagement with the public.

The consultancy firm will:

- Conduct a rapid communication need assessment and prepare a stakeholder mapping for a broader level and for specific sites including the DSIP interventions.
- Prepare communication strategy based on the findings of the rapid communication need assessment,
- Implementation of the communication and stakeholders' engagement strategy
- Production and dissemination of Information, Education, and Communication (IEC) materials as identified in the communication and stakeholders' engagement strategy approved by the competent authority.
- Support promoting hotlines and other interventions for ensuring two-way communication
- Build media relations through preparing press releases, media kits, timely response to media queries, assigning a media focus person in DWASA and conducting media site visits
- Planning and management of certain events and activities
- Strengthen public understanding and support for the Project
- Review and Update DWASA communication strategy.

The Consultancy firm will work closely with the relevant representatives of DWASA.

5. Target Audience

Awareness to be created among the various target audience group:

At Local level:

- primary audience- local government, ward commissioners and counselors, local community, women, local elites, building and business owners, youth, DWASA's employees
- Secondary audience- RAJUK, DCC, DOE, TGTDC, DPDC, private sector, media etc.

At National level:

Media, NGOs and Civil Society Organizations (CSOs), Policy makers, government agencies, general public.

6. Expected Deliverables of the Consultancy

The proposed consultancy firm will deliver the following outputs:

- i. Undertake a communicated based need assessment;
- ii. Develop a comprehensive communication strategy for DWASA, including behavioral change communication campaign at local level based on the findings of the communications based need assessment;
- iii. Identify of issues that can create resistance and conduct awareness campaign to overcome those resistance and build support for the project interventions;
- iv. Implement the communication strategy in consultation with the representative of DWASA.
- v. Production of videos (animation and shooting based and not more than 3-minutes) to highlight project results;
- vi. Develop Media plan and organize press conference, editorial, articles, and talk shows.
- vii. Utilize new and social media channels to communicate and promote results and good sanitation practices;
- viii. Engage with students and local youth to conduct awareness programs, rallies, etc.;
- ix. Concept development, design and produce information, education and communication (IEC) materials i.e. factsheets, leaflets, posters, booklets, bill boards, festoons, photograph and success story book, stickers with photographs, media releases etc. according to the communication Strategy;
- x. Develop messages and slogan in Bangla;
- xi. Design, develop and publish all workshop and meeting reports, progress and annual reports;
- xii. Undertake campaign and outreach activities, organize events;
- xiii. Develop tool kit for media to promote operational activities of DWASA;
- xiv. Develop and disseminate different kinds of tools for improved sanitation to be implemented under DSIP.

7. Detailed Description of Scopes of Works: Based on the results of the field area assessment, the consultancy firm will undertake 8 (eight) major tasks, but not limited to, of the followings:

Task 1: Inception Report

The consultant shall be responsible for the following activities, but not limited to:

- To conduct survey to assess the current operational situation of the relevant fields in DWASA
 - in terms of facility
 - in terms of staff position and their technical know how
- To collect relevant data and documents from different sources.
- To review and synthesize the relevant existing papers and documents.

Task 2: Survey and data collection, review and update the relevant documents.

Task 3: Develop Communication Need Based Assessment and Communication Strategy for DWASA within six months of contract signing.

Task 4: Implementation of Communication Strategy, including conceptualizing, developing, and delivering communication and information products/materials, including audio-visual materials, TV and radio informatials, online and social media communication, voice and text messages, print

media materials (such as brochure, newsletter, billboard, cartoons, etc.), events, forming community-based youth groups, media relations.

Task 5: Produce a detailed implementation plan along with timetable, which will outline, among others, methodology, budget, specific activities, responsible parties, and coordination mechanisms to carry out the implementation of the Action Plan within 6 months of contract signing.

Task 6: Support building Communication Capacity of the DWASA staff.

Task 7: Evaluation of the communication activities and Design and implement communication research such as opinion surveys, focus group discussions, case studies, etc.

Task 8: Prepare Project Website and making Effective within six months of contract signing.

The Communication firm will be responsible for preparation of the project website. They will prepare new write up, success stories, paper clips etc. and upload in the website. Maintenance and other technical support will be provide by the firm and the related cost will also be borne by the firm.

Indicative list of communication and outreach activities, but not necessarily limited to:

Sl. no.	Activities	Specifications	Source of verification	Timeframe				
				Yr1	Yr2	Yr3	Yr4	Yr5
1. Revisit and reposition								
1.1	Finalize Dhaka WASA logo.	Design Dhaka WASA logo	Dhaka WASA logo prepared		Yes	-	-	-
1.2	Dhaka WASA brochure	4 pages (4,000 copies x 4)—Cover page: Four-color, 150 GSM. Board paper, matte and glossy lamination. Inside pages: Four-color, 100 GSM glossy paper	Brochure finalized		Yes	Yes	Yes	Yes
1.3	Dhaka WASA brand ambassador.	Cricketer/ Entertainer	Dhaka WASA ambassador on board		Yes	Yes		
1.4	Dhaka WASA branding (mementos with brand logos)	10,000 mementos such as caps, pens, pen-drive etc.	Dhaka WASA ambassador on board	Yes	Yes	Yes	Yes	Yes
1.5	Stickers to promote the household sewer connections.	70,000 nos. x 2 x 2 (two times in a year).		-	Yes	Yes	-	-
2. Communicate authentically								
2.1	Stocktaking of Dhaka WASA’s existing IEC materials		Repository developed	Yes	Yes	Yes	Yes	Yes

Sl. no.	Activities	Specifications	Source of verification	Timeframe				
				Yr1	Yr2	Yr3	Yr4	Yr5
2.2	Dhaka WASA newsletter (Half-yearly) and e-news letter	Half-yearly (4 pages), 3000 nos.	Newsletter published and shared		Yes	Yes	Yes	Yes
2.3	Slogans on radio and television (one competition for identifying best slogan by citizens including the cost of organizing, promotion and prize).	Simple, short and easy to understand	Slogan inserted in Dhaka WASA products		Yes			
2.4	(a) Short videos, (b) fact sheets,	(a) The duration of short videos is minimum 3 minutes and 4 times, (b) fact sheets-4000 copies each time, two times			Yes			Yes
2.5	Set up and operationalize social media channels, helplines such as face book, twitter etc.			Yes	Yes	Yes	Yes	Yes
3. Communicate during emergency, disaster and crisis management, including addressing social and environmental issues								
3.1	Identify different scenarios of emergency/crisis and develop modules for orientation to spokespersons of Dhaka WASA.	To prepare matrix of crisis situations and possible responses to them	Prepared matrix of crisis situations	Yes	Yes	Yes	Yes	Yes
3.2	Identify messages that might require to be communicated through Dhaka WASA call center/helpline, and orient call center/helpline staff	Develop frequently asked questions (FAQs) and answers	Orientation conducted, and messages developed	Yes	Yes	Yes	Yes	-
4. Consider timing of communication								
4.1	Annual calendar for executing CSES plan	Dates marked with events, Quantity-4000 nos.	Desktop planner developed	Yes	Yes	Yes	Yes	Yes
5. Expanding partnerships with stakeholders								
5.1	Private sector							
5.1.1	Beautification of Dhaka WASA's assets through PPP.	Provide a Concept Note to attract the	Concept Note prepared and promoted.	-	-	-	Yes	

Sl. no.	Activities	Specifications	Source of verification	Timeframe				
				Yr1	Yr2	Yr3	Yr4	Yr5
		private entities and promote.						
5.2	Within Dhaka WASA staff (internal)							
5.2.1	Communication training for DWASA Staff	(a) To conduct training need assessment for communication. (b) To prepare training module and conduct training workshop (No. of participants-10 min)			Yes		Yes	
5.3	Media							
5.3.1	TV/FM radio talk shows	By government/private TV and/or radio. One time in each year.	Talk show on air			Yes	Yes	Yes
5.3.2	Arrange media visits to Infrastructure sites, and any new initiatives	One time					Yes	
5.3.3	Press releases	As and when required.		Yes	Yes	Yes	Yes	Yes
5.3.4	Build media relationship	As and when required		Yes	Yes	Yes	Yes	Yes
6. Catching the wave—Digital Bangladesh								
6.1	TV, and newspaper advertisement to promote DWASA helpline	2 TVs spot, 2 newspapers quarterly.				Yes	Yes	Yes
6.2	Digital billboard including design.	Installation and maintenance of billboards in ten identified locations at DWASA premises. (Size-10' x 8').	Billboards operational			Yes	Yes	Yes

8. Reporting

The Consultant will prepare a detailed schedule (must be agreed with DWASA) for the implementation of all communication activities mentioned earlier and deliver the same accordingly.

- **Inception Report**-within three months of the contract signing.
- **Quarterly and Bi-annual Progress Reports**-must be agreed with DWASA regarding the numbers and contents of the Quarterly and Bi-annual Progress Reports (QPR/BPR).
- **Final Report** – Before 30 days prior to the ending of the contract. This Report consists of the activities/tasks those were not accomplished/included under Quarterly and/or Bi-annual Progress Reports.

9. Reporting Arrangement

The Consultant will report to the Project Director, DSIP and all reports have to be submitted to the Project Director of DSIP, DWASA.

10. Proposed Team Composition

The assignment requires a multidisciplinary team having experience in development & implementation of communication and stakeholder's engagement strategy, outreach activities and media liaison & campaign etc. The team should have proven experience in working with electronic as well as print media including relevant communities.

The team will consist of a Team Leader, a Deputy Team Leader and Media Expert, a Documentary Film maker, Creative Expert, Mass Communication and Media Expert (Planning, Buying & Publishing Efficiency) and a Media Activation Roller etc.

10.1 Key Experts – Assigned duties and minimum required time input are as follows:

No	Proposed position	Main assignments (Indicatory only)	Person-months
	<u>Key Professional Staff</u>		
1	Team Leader	The responsibilities include, but not limited to: <ul style="list-style-type: none">• 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, if required.• 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.	40

No	Proposed position	Main assignments (Indicatory only)	Person-months
		<ul style="list-style-type: none"> • Initiate, prepare/develop and maintain media contacts for disseminating information, rejoinders if any required etc. • Meet the press as per requirement of the project as well as DWASA overall but relevant activities. • Establishment of task's schedule and qualitative control plan for Consultant services; • Management, coordination of Consultant's staff in line with work plan accepted by Client; • Ensure the quality of Consultant's services and work's process satisfying requirements of Client, WB and Bangladesh Government continuously and thoroughly during assignment period; • Provide advice and direction to the multi-disciplinary team of the Consultant to perform the duties of the team in a comprehensive manner to protect the interest of the employer. • Any other related tasks. 	
2	Deputy Team Leader and Media Expert	<p>The responsibilities include, but not limited to:</p> <ul style="list-style-type: none"> • Assist the Team Leader in developing/updating the Communication and Stakeholders' Engagement Strategy. • 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. • Assist Team Leader in the preparation of operational manual for the implementation of CSES. • Any other related task. 	24
3	Documentary/ Film Maker	<p>The responsibilities include, but not limited to:</p> <ul style="list-style-type: none"> • To sit with the Creative Expert to have proper brief & designing the Documentary associated with the relevant consultation with the relevant members of the team of consultant; • Responsible for a proper shoot with in a time-line using the best accessories (Camera/Lights/Other Amenities). • Responsible for the post production work (Color Correction/Audio/Sound Mix) that properly suit creative material from the qualitative point of action in aspect of editing. • Responsible for the delivery of the creative material in different format that need by TL and to store the rush for next 3 months for any change needed without hampering the edited part). • Any other tasks assigned by the TL in association and alignment of the campaign. 	08

No	Proposed position	Main assignments (Indicatory only)	Person-months
4	Creative Expert	<p>The responsibilities include, but not limited to:</p> <ul style="list-style-type: none"> • To conceptualize the proper theme and prepare a guideline for the starting of Visualization, Art Work and Copy. • To constant monitor the Visualizer & Art Work that developing under the Creative Expert in alienation with Copy Writer. • To prepare a Presentation for TL and present the draft copy of the Theme and after approval start execution for different material Script & timely review in consultation with the relevant members of the team of consultant; • Responsible for Scripts preparation along with the Visualization details with Sketching Art Work for the understanding of Documentary/Film Maker to go into action. • Establishment of task's schedule with qualitative and quantitative approach for Film Maker to conceive & uphold the Scripts that delivers proper awareness and build interaction based positive gesture amongst TG. • Any other tasks assigned by the TL in association and alignment of the campaign. 	12
5	Mass Communication and Media Expert (Planning, Buying & Publishing efficiency)	<p>The responsibilities include, but not limited to:</p> <ul style="list-style-type: none"> • Responsible for strategic media planning based on authenticated research material. • Responsible for making choice of the Program that connects the TG in aspect of different genre through socio economic level/age barrier/ratings of program etc. • Responsible for competitive buying in different channels (ATL/BTL/WEB/DIGITAL) & to monitor the spots through spot monitoring system, scheduling/re-scheduling the spots & to acquire report from concerned channels at the end of the campaign period. • Responsible for Post Evaluation of the campaign and produce directive to TL for any action to be taken further with proper detail, in any reason thereby. • Responsible for publication of Press Material as Press Release in different Channel/Newspaper/Magazine (in appropriate cases) and publication of Editorial in Newspaper/arrangement of making of Talk Show in Channel wherever deemed applicable. • To build rapport between DWASA and publications to create positive awareness of DWASA service and uphold the image of DWASA POD through arranging PR get-together. • Any other tasks assigned by the TL in association and alignment of the campaign. 	36

No	Proposed position	Main assignments (Indicatory only)	Person-months
6	Media Activation Roller	<p>The responsibilities include, but not limited to:</p> <ul style="list-style-type: none"> • Responsible for proper planning and drawing the root of activation tasks to mark & sustain in the mind of TG for a longer period of time. • Responsible to roll out the activation in full swing to cater the TG with the management of proper execution team. • Responsible to roll out different variety of tasks targeted specific area/district activation material popularity. • Responsible to make get-together in urban/semi-urban school/Bazaar and create program material to make out the POD and interactive sessions for create awareness and positive mind-set. • Any other tasks assigned by the TL in association and alignment of the campaign. 	15
7	Graphics Designer	<p>Graphic designers create visual communications to convey messages in an effective and aesthetically pleasing manner. The responsibilities include, but not limited to:</p> <ul style="list-style-type: none"> • Design brochures, logos, signs, magazine covers, annual reports, advertisements, and other communication materials. • Create these materials by hand or by using technology, including computer software programs. Adobe's Creative Suite—including Photoshop, Illustrator, InDesign, and more—is the standard in the industry and most employers expect designers to be proficient with its programs. • Meet with clients to gain an understanding of what they want their proposed communications to look like. Create or incorporate illustrations, pictures, and designs to reflect the desired theme and tone of the communications. • Select type size and style to enhance the readability of text and image. • Produce drafts for review by clients and make revisions based on the feedback received. • Review final productions for errors and ensure that final prints reflect client specifications. • Any other tasks assigned by the TL in association and alignment of the campaign. 	15
		Total	150

As indicated in the above table, minimum time input requirements for all Key Experts are defined. Minimum total input by the Key Experts results as **150 man-months**. If deemed useful, of course, higher time inputs for Key Experts may be foreseen, but lesser than the indicated time inputs are not allowed for any of those Key Experts.

In addition to above listed positions of key professionals; the consultant should make arrangements for necessary support staff such as accounts officer, office manager or others with adequate experience in relevant fields. During technical evaluation process, these staffs will not be evaluated individually. However, they will be considered collectively along with other support staffs, if any, under “Organization and Staffing” criteria of evaluation.

10.2 Key Experts – Minimum required qualifications

The minimum qualification and experience of each team member is as follows:

1. Team Leader

- The position requires a post graduate degree in journalism communications / Management / Marketing or a related field.
- 7 years of proven experience in the field of social and development communication, campaign and awareness raising.

2. Deputy Team Leader and Media Expert

- The position requires a post graduate degree in journalism communications/Management/Marketing or a related field with 10 years of proven experience in the field of social and development communication, campaign and awareness raising.
- Must possess 7 years of experience in designing campaigning materials such as leaflets, brochures, booklets, posters etc.
- 5 years proven experience in conducting social campaign for improve sanitation and water supply.

3. Documentary/Film maker

- The Documentary Film Maker will be at least graduate/ university degree in the field of Film Making or a related field and must possess extensive experience in producing public information video documentaries.
- Must possess 10 years of working with the people in the field. Experience of working with the utility sector will be an added advantage.
- Experience in working with international clients/organizations and/or international donors 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.).
- Excellent planning, presentation, detailing and organizational skills in film production. Excellent interpersonal ability to meet the general peoples as well as media personnel’s (Electronic and print).

4. Creative Expert:

- The Creative Expert will have a graduate/university degree in any field and must possess proven creativity experience in producing public information video documentaries. Must possess 08 years of working with the people in the field. Experience of working with the utility sector will be an added advantage.
- Experience in working with international clients/organizations and/or international donors as well as in working with state institutions, NGOs and local authorities in Bangladesh.

- Excellent technical capacities to ensure smooth and high quality production scripts/story boards with strategy analysis.
- Experience in managing all under heads of Visualizer, Art Direction, Copy, DTP, Output material in different format and to understand, Conceive and detailing to juniors to have best outcome.
- Excellent planning/making story boards and organizational skills in all areas of production.
- Excellent interpersonal ability to meet the general peoples as well as media personnel's (Electronic and print).

5. Mass Communication and Media Expert (Planning, Buying & Publication Efficiency):

- The Mass Communication and Media Expert (Planning, Buying & Publication efficiency) will have a post graduate university degree in Mass Communication and Media/Marketing or a related field and must possess extensive experience in communication technology of strategic media planning with competitive buying and post evaluation of campaign & publication management and PR.
- Must possess 12 years of working with the people in the similar field. Experience of working with the utility sector will be an added advantage.
- Experience in working with international clients/organizations and/or international donors as well as in working with state institutions, NGOs and local authorities in Bangladesh. Excellent technical capacities to ensure smooth and high quality management system of proper planning and execution & personal relations with media houses.
- Excellent planning and organizational skills in people management and integrated presentation and post evaluation.
- Excellent interpersonal ability to meet the general peoples as well as media personnel's (Electronic and print).

6. Media Activation Roller

- The Media Activation Roller will have a graduate/university degree in related field and must possess extensive experience in media activation and roll out.
- Must possess 10 years of working experience with the people in the related field. Experience of working with the utility sector will be an added advantage.
- Experience in working with international clients/organizations and/or international donors as well as in working with state institutions, NGOs and local authorities in Bangladesh.
- Excellent technical capacities to ensure smooth and high quality execution with proper management of people in activation and standout ideas to reach to mass people to create awareness.
- Excellent planning and organizational skills in similar field.
- Excellent interpersonal ability to meet the general peoples as well as media personnel's (Electronic and print).

7. Graphics Designer:

- The Graphics Designer will have a graduate/university degree in Graphic Design or any other related field.
- Must possess 15 years of general working experience out of which 10 years as a Graphic Designer.
- Experience of working with the utility sector will be an added advantage.

- Must demonstrate experience in working with international clients/organizations and/or international donors as well as in working with state institutions, NGOs and local authorities in Bangladesh.
- Excellent planning and organizational skills in similar field.

11. Office Location and Timing

11.1 Location

The Consultant shall set up an office on a first priority basis at WASA Bhaban (if space is available), Address: 98 Kazi Nazrul Islam Avenue, Kawranbazar, Dhaka on rental basis or other suitable location in Dhaka City (must be agreed with Dhaka WASA) and shall carry out most works in Dhaka City as field basis, in order to consult and coordinate with personnel of the Client as much as possible into the day-to-day work and to facilitate a maximum transfer of knowledge and experience, as well as with other Government agencies and organizations and Consultants involved in related projects.

11.2 Commencement date, duration of this assignment:

This assignment is tentatively expected to be started at the middle of the year 2022. The Contract will be on lump sum basis and the period of this assignment is scheduled for 60 months approximately.

12. Management of this Assignment: The Consultant will work under the overall supervision of the Project Director of the PMU, who will also act as the day-to-day contact person for the assignment.

The suggested methodology of executing the assignment would be through a ‘task force’ approach wherein the Consultant is expected to assemble a task force of long-term and short-term project management specialists. Sufficient Client review time shall be taken into account. Client’s comments, as deemed necessary, shall be taken into account when preparing the final output and in related project activities. In order to enable a smooth continuation of the project, it is strongly recommended to co-ordinate essential assumptions and conclusions with the Client even before the submission of any Draft Reports or documents.

All reports will have to be submitted in both softcopy and hard copy. The hard copy of draft reports is to be submitted in 5 copies and the final report in 10 copies if nothing is mentioned otherwise.

Upon receipt of the draft reports from the consultants, the reports will be reviewed by Dhaka WASA and the World Bank. The consultants may be asked to give a presentation on the report. Dhaka WASA may also obtain comments from the World Bank on the consultants’ reports. The comments of Dhaka WASA and the WB will also be incorporated by the consultant.

13. FACILITIES

13.1 Facilities to be provided by the Consultant

The Consultant will be responsible for:

- Providing assistance to the Client of the highest professional standards;
- Preparation of Reports to the highest professional standards;

- (iii) Providing accommodation, local transport and other related expenditures of the Consultant's staff. All means of local transport, including cars and motor bikes for the Consultant's experts and support staff shall be provided by the Consultant.
- (iv) Providing local office support services for report production and international and national communication for the full assignment period;
- (v) Providing outputs and reports, as requested in this TOR;
- (vi) The Consultant will be responsible for all other arrangements and cover in its budget for all the related expenses for all kinds of logistics as required to successfully complete the assignment.

13.2 Data, services and facilities to be provided by DWASA

The Client will provide, free of charge, to the Consultant the subsequently described assistance. Notwithstanding this assistance, the final responsibility of all those activities stays exclusively with the Consultant. Some of the data, services and facilities to be provided by the Client are-

- (i) Counterparts who are responsible for all coordination activities with the Consultant;
- (ii) Other suitably qualified counterpart personnel to co-ordinate with the Consultant on technical issues;
- (iii) Studies, reports, plans etc., as available, will be provided at no costs to the Consultant;
- (iv) Coordination assistance with respect to introduction to relevant authorities, professionals etc.;
- (v) Assistance in obtaining other relevant information and materials from government institutions and state authorities, at no costs to the Consultant;