

Issued on: 25-08-2024

To

Ms./Mr. ....

Individual Consultant/Consultancy firm

Subject: **Letter of Invitation for COMMUNICATIONS ASSOCIATE.**

Dear Madam/Sir,

BRAC Communications plays a critical role in raising BRAC's profile, steering the brand's look and feel and messaging framework, supporting the organisation to comply with various organisational guidelines, and working across BRAC programmes, affiliates, entities and investments to promote an integrated approach and inspire engagement with the brand strategy. BRAC has completed its 50-years of journey for which BRAC Communications has executed various events and activities, and published various communications materials (such as BRAC 50 celebration, Always A Way book publication, etc). A major project of the BRAC 50 campaign is the 'Sir Fazle Hasan Abed Knowledge Hub'. This hub aims to provide development practitioners, researchers, educationists, students and all of those who want to create long-lasting, positive changes through economic and social programmes a platform of learning, engagement and sharing their minds. The idea of hub can inspire manifold and collective interpretations -

- HUB as a connector between legacy of FHA and the nextgen.
- HUB as a melting pot of innovative thoughts and ideas.
- HUB as a platform to galvanise the spirit of changemakers.
- HUB as a generator of prospective breed of activists.

In addition to the permanent exhibition showcasing the life and works of Sir Fazle, the Knowledge Hub will feature a library housing around 8,000 books. It will also include a multi-purpose area for talks, dialogues, story-telling sessions (following the human library format), and small exhibitions with multimedia projection facilities. The construction of the Knowledge Hub is in progress. At the same time, there exists a wider necessity to generate thoroughly researched and well-written content for the Knowledge Hub, aiming to create an immersive and compelling visitor experience.

In light of the above, the Communications Department is seeking to bring onboard an Associate who possesses the requisite expertise and skills in researching and writing relevant contents. This new recruit will play a vital role in assisting the Content Coordinator of Sir Fazle Hasan Abed Knowledge Hub in successfully attaining the project's goal within the designated timeframe and with quality.

For this reason, we are looking for a suitable consultant/ consultancy firm to serve the purpose.

Here we are enclosing the ToR for the consultancy service. We are looking forward to receive (i) CV/ Profile of the Individual mentioning the required experiences as per the attached ToR (ii) a technical proposal describing the methodology (iii) a budget for the assignment

**RFP No: BPD/2024/RFP-2123**

BRAC  
BRAC CENTRE  
75 Mohakhali  
Dhaka 1212

T: +88 02 2222 81265  
F: +88 02 2222 63542  
E: [procurement@brac.net](mailto:procurement@brac.net)  
W: [www.brac.net](http://www.brac.net)

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**Closing Date & Time: 17-09-2024 02:30 PM (Dhaka Local Time)**

Please submit the Proposal on **17-09-2024 02:30 PM (Dhaka Local Time)** in **tender.brac.net**. Any offer via email or hard copy is treated as non-responsiveness.

BRAC recognizes the empowerment of women and girls as fundamental to the organization's vision and mission. Women and gender-diverse individuals are encouraged to participate in the procurement. Without compromising organizational compliance in procurement, the selection of the supplier/vendor would be finalized.

During the participation in any tendering/enlistment process, if any Consultant/Consulting firm provides fake document, they will be banned from business with BRAC for certain years as per BRAC Procurement Guideline

**Payment Condition:**

Mode of payment will follow the below conditions :

The payment for the associate shall be made upon recommendation by the programme based upon receiving the deliverables monthly, i.e., monthly payment - four (04) instalments in four (04) calendar months

Payment would be made to the Consultant/Consultancy firm after acceptance/recommendation by the programme through an automatic Bank transfer directly into any scheduled Bank in Bangladesh in favour of consultant/consultancy firm.

For payment, Consultant/consultancy firm has to submit an invoice duly describing the agreed accomplishment.

It is noted that the Firm must fill up their accounts information as per instruction i) Account name ii) A/C number iii) Bank name iv) Branch name v) E-mail address vi) Routing Number. Payments will be subject to deduction of VAT & Tax at source as per Govt. Rule. (If applicable).

Payment will be disbursed within 45 days after vetting by Programme.

Consultant/Consultancy Firm must submit 13 digits new BIN, Updated Trade license (Applicable for firm) & TIN, updated income tax certificate (applicable for both firm & Individual) with proposal and Mushok 6.3 Applicable for firm and updated income tax certificate (applicable for both firm & Individual) with invoice.

As per the Finance Act-2022, the rate of tax shall be fifty percent (50%) higher if the payee (Vendors) fails to submit proof of submission of Income tax return at the time of making the payment.

Please note: Invoice date and Mushak 6.3 date must be the same. (Invoice submission time).

You are requested to affix 10Tk stamp on the bill.

Please provide team composition details with consultant's name and role for this project.

CV's are required for the consultants who will work for consultancy Firm

**For approval of your account during the supplier registration process, and for any other clarification, please contact with Tazkia Razekin, BRAC Procurement Department (BPD), Phone: +8801325070202, Email: tazkia.razekin@brac.net.**

## STANDARD REQUEST FOR PROPOSALS (RFP) DOCUMENTS

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**Section 4: Financial Submission Form (BPD 5-15)**

To:

BRAC Procurement Department

BRAC Head Office

BRAC Centre, 6th Floor

75, Mohakhali, Dhaka 1212

Date:

Ladies/Gentlemen:

We agree to be bound by the **Letter of Invitation** and we hereby submit our attached Financial Proposal for the sum of:

&lt;&lt;em&gt;insert currency and amount in both, words and figures&gt;

The amount is including of local taxes &amp; vat.

We confirm that our Proposal shall remain valid, from the closing date, for the period stated in the RFP.

Our Financial Proposal is binding upon us and shall be subject to any modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal.

Commissions and gratuities paid or to be paid by us to agents relating to this Proposal and Contract execution, if we are awarded the Contract, are listed below:

Name and Address of Agents/Recipient	Amount and Currency	Purpose of Commission or Gratuity

We understand you are not bound to accept any or all Proposals you receive..

Yours sincerely,

Authorized Signature:

Name and Title of Signatory:

Name of Firm:

Address:

Firm's Seal or Stamp:

**Terms of Reference (ToR)  
COMMUNICATIONS ASSOCIATE**

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## 1. BACKGROUND

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In addition to the permanent exhibition showcasing the life and works of Sir Fazle, the Knowledge Hub will feature a library housing around 8,000 books. It will also include a multi-purpose area for talks, dialogues, story-telling sessions (following the human library format), and small exhibitions with multimedia projection facilities. The construction of the Knowledge Hub is in progress. At the same time, there exists a wider necessity to generate thoroughly researched and well-written content for the Knowledge Hub, aiming to create an immersive and compelling visitor experience.

In light of the above, the Communications Department is seeking to bring onboard an Associate who possesses the requisite expertise and skills in researching and writing relevant contents. This new recruit will play a vital role in assisting the Content Coordinator of Sir Fazle Hasan Abed Knowledge Hub in successfully attaining the project's goal within the designated timeframe and with quality.

**2.SCOPE OF WORK**The broad scope of work of the associate should cover the following activities:

- To assist in background research for the content required for Sir Fazle Hasan Abed Knowledge Hub.
- To review transcripts for BRAC Oral History Documentation contents.
- Assist in creating and maintaining a content calendar and content management plan, which outlines upcoming content needs and editorial schedules.
- To provide translation support (English to Bangla) in the team.
- To coordinate the knowledge management where required.
- To provide support in the library and archive system.

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- Assist in additional tasks as prioritised by the project or communication department.

### 3.DELIVERABLES

- Cleaned version of transcripts for BRAC Oral History Documentation.
- Story Extraction for Content
- Knowledge Management - Hard Drive Organisation and Log Sheet Management
- Visual Content Collection and Organisation
- Contents and management on awards received by Sir F.H Abed and context of how they are important.
- Background research and contents on *Formative Years of the BRAC* (1972-1985) aligned with Hub.
- Communication: Keep updates and communicate with Drik for the deliverables of TV cuts.
- Narrative setting for TV cuts and micro stories.
- Library and Archives: Knowledge Management
- Geographical Flexibility: Willingness and readiness to travel to locations anywhere within Bangladesh as required throughout the duration of the contract, while strictly adhering to organisational safety protocols.

This scope of work outlines the primary duties and expectations for the Associate and serves as a guideline for their engagement in the project.

### PAYMENT TERMS

The payment for the associate shall be made upon recommendation by the programme based upon receiving the deliverables monthly, i.e., monthly payment - four (04) instalments in four (04) calendar months.

### 4.ESSENTIAL QUALIFICATIONS AND REPORTING LINERequirements:

- Bachelor in Anthropology, Linguistics, or Archeology.
- Strong creative writing experience both in Bangla and English.
- Strong expertise in qualitative and archival research.
- Expertise in story-telling, and translation from English to Bangla.
- Any published books, monographs, or papers on relevant genres will be an added advantage.
- At least three months of internship/ working experience in an NGO/ Non-profit/ relevant organisation in a similar role.
- Multi-tasking capacities with strong time management skills.

### Supervisor/Reporting Line:

Bushra Yasin

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Senior Officer  
Sir FHA Knowledge Hub  
Communications, BRAC  
Email: [bushra.yasin@brac.net](mailto:bushra.yasin@brac.net)  
Cell: 01790-440066

**Location of Work:**

BRAC Center, 75 Mohakhali, Dhaka.

5 Days a week (excluding holidays).

Can Work from Anywhere (WFA) upon supervisor's approval.

Field visits may be required.

**Duration of Work:**

Four (04) months after signing of the work order.

**6. SELECTION CRITERIA**

- Resume
- Previous experience
- Writing & Qualitative Research skills
- Academic achievements
- Technological skills
- Project Management skills

**7. TERMS AND CONDITIONS**

Any confidential or proprietary information disclosed (whether in writing or orally) by BRAC or its employees, officers or contractors relating to this contract including, but not limited to, any information specifically designated by BRAC as confidential and any other information which should otherwise be reasonably regarded as possessing a quality of confidence or as having commercial value in relation to the business of BRAC. Confidential Information shall include all Intellectual Property, data and all information shared by BRAC to the Associate.

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BPD/2024/RFP-2123

Thanking You  
For BRAC

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**Saidur Rahman**  
**Head of Procurement**

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