

University Grants Commission of Bangladesh
Office of the Project Director
Higher Education Quality Enhancement Project (HEQEP)
Dhaka Trade Center (8th) Floor
99 Kazi Nazrul Islam Avenue, Dhaka-1215

Ref: UGC/HEQEP/Procurement/ S5.1/2010/ 586

Dated: May 03, 2010

Request for Expression of Interest (REoI)
for
Mobilization Facilitators
Service Package: S 5.1

1. The Government of the Peoples Republic of Bangladesh has undertaken the Higher Education Quality Enhancement Project (HEQEP) with the support of the International Development Association (IDA). The University Grants Commission of Bangladesh is the implementing agency of the Project. A part of the IDA fund will be utilized in payments for Two (2) **Mobilization Facilitators** who will arrange and conduct national dissemination workshop and seminars for AIF promotion.

2. The Terms of Reference and other relevant information are available in the web address: www.ugc.gov.bd; <http://cptu.gov.bd> and <http://www.heqep-ugc.gov.bd> Interested applicant may get detailed information and related documents i.e. the Terms of Reference (ToR) from the office of the undersigned during office hour before **2:00 pm, May 25, 2010**.

3. Consultants will be selected using the selection of individual consultant method in accordance with Public Procurement Act, 2006 and Public Procurement Rules, 2008.

4. Qualification and Experience of Mobilization Facilitators:

- i) A post-graduate degree from a recognized higher education institution preferably in mass communication/journalism/media studies;
- ii) At least five years of experience in mobilizing and facilitating large-scale conference, workshops, training and seminars.
- iii) Knowledge of the tertiary education system in Bangladesh
- iv) Excellent communication skills, both oral and written
- v) Proven experience in development of easy-to-communicate materials and power point presentations.
- vii) Experience in dealing with the media and writing for the media. Journalistic experience will be an advantage
- viii) Experience of handling all kinds of communication equipment, devices and instruments.

5. The estimated duration of the service for each position is 14 person months. One consultant is expected to begin service from July 2010 till September 2011. Tenure of the other consultant will be determined during contract negotiation. However, duration and period of service might vary depending upon the requirement of the project.

6. Expression of Interest including expected remunerations shall have to be submitted on or before **2:00 pm, May 25, 2010** on working days during office hours in sealed envelope to the Project Director, HEQEP, and be clearly marked "Expressions of Interest for **"Mobilization Facilitator"**". Applications should be submitted directly or sent via post/ email at the address of the undersigned. Applications through e-mail should preferably have the same text in the subject line of the e-mail.

7. The applicants may submit supporting documents (i.e. certificates, references) in favor of their experience and qualifications along with the EoI. UGC may verify these documents if deemed necessary.

8. The authority reserves the right to accept or reject all EoIs



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University Grants Commission of Bangladesh
Higher Education Quality Enhancement Project

Terms of Reference
For
Mobilization Facilitators
(Package No. S 5.1)

1. Background

The Government of the Peoples Republic of Bangladesh has undertaken the Higher Education Quality Enhancement Project (HEQEP) with the support of the International Development Association (IDA). The University Grants Commission of Bangladesh is the implementing agency of the Project. The main objective of the project is to improve the quality and relevance of the teaching and research environment in higher education institutions through encouraging both innovation and accountability within universities and by enhancing the technical and institutional capacity of the higher education sector.

The HEQEP will comprise of four components: (1) promotion of academic innovation in teaching, learning and research through an Academic Innovation Fund (AIF) allocating funds to universities on a competitive basis; (2) institutional capacity building at the University Grants Commission (UGC) and the universities; (3) connectivity capacity building for universities and research centers through the development of Bangladesh Research and Education Network (BdREN); and (4) support to the operation of the project implementation unit (HEQEPU).

2. Objective of the assignment

With the stated objectives of promoting quality and relevance of teaching, learning and research and introducing an efficient instrument for the allocation of public fund with emphasis on innovation and accountability, Higher Education Quality Enhancement Project (HEQEP) will establish an Academic Innovation Fund (AIF) mechanism, Bangladesh Research and Education Network (BdREN), Digital Library and Higher Education Management Information System (HEMIS). Prior to implementation of the activities, an extensive promotion/mobilization program in public and private universities will be carried out. The objectives of this program are to (i) inform and sensitize the academic community about the availability of the AIF for innovative activities; and (ii) disseminate the concept of, and procedures for the AIF, and thus build and increase awareness about different aspects of the AIF among all key stakeholders so that they can effectively compete for the fund – and make it work.

Besides, the project will also organize events to disseminate information and create awareness about BdREN, digital library and HEMIS to be established under the project.

Several workshops will be conducted under the program involving the public and private universities at convenient locations in different parts of the country. In addition, national dissemination workshops will be arranged under the program.

In order to achieve the objectives, HEQEP is seeking two Mobilization Facilitators to arrange and conduct these workshops and seminars.

3. Scope of the Work for the Mobilization Facilitators:

- i) Development of promotion/mobilization materials;
- ii) Printing Brochure, Leaflet, Flyer etc.
- iii) Arranging workshop kit, like bag, pen, writing pad etc.
- iv) Venue arrangement for meeting, workshop and seminar.
- v) Interior arrangement for seminar/workshop.
- vi) Arrangement of sound system, multimedia projector, flip chart, white board, overhead projector etc.
- vii) Sitting arrangement, backdrop banner and other arrangement for dais and audience.
- viii) Food and beverage arrangement for programs.
- ix) A draft program preparation (including the list of invitees) to be submitted to the HEQEP for approval prior to each workshop or seminar.
- x) Facilitation (MC) of workshops/seminars.
- xi) Liaison with media professionals to ensure program coverage and accuracy of contents.
- xii) Preparation of materials for the media
- xiii) Keeping minutes of the workshops/seminars
- xiv) Any other relevant task assigned by the project authority.

4. Counterpart Support

The **UGC/HEQEP Unit (HEQEP Unit) Office** will provide office space, logistics, material production costs, event costs and institutional support for carrying out the assignment. The Mobilization Facilitators will work at the HEQEP Unit with the project implementation team in close cooperation with the Communication Specialist under close supervision of the Project Director. S/he will also interact closely with UGC.

5. Reporting Arrangement

The Mobilization Facilitators will report directly to the HEQEP Project Director.

6. Qualification and Experience of Mobilization Facilitators:

- i) A post-graduate degree from a recognized higher education institution preferably in mass communication/journalism/media studies;
- ii) At least five years of experience in mobilizing and facilitating large-scale conference, workshops, training and seminars.
- iii) Knowledge of the tertiary education system in Bangladesh

- iv) Excellent communication skills, both oral and written
- v) Proven experience in development of easy-to-communicate materials and power point presentations.
- vi) Experience in dealing with the media and writing for the media. Journalistic experience will be an advantage
- vii) Experience of handling all kinds of communication equipment, devices and instruments.

7. Duration

The estimated duration of the service for each position is 14 person months. One consultant is expected to begin service from July 2010 till August 2011. Tenure of the other consultant will be determined during contract negotiation. However, duration and period of service might vary depending upon the requirement of the project.