



Government of the People's Republic of Bangladesh
Ministry of Agriculture, Bangladesh

**Diversified Resilient Agriculture for Improved Food and Nutrition Security (RAINS) of
Smallholder Agricultural Competitiveness Project (SACP-RAINS)**

Terms of Reference (TOR)
for
Junior Communication Specialist
Full Time Individual Junior Consultant

**Department of Agriculture Extension (DAE)
Bangladesh Agricultural Development Corporation (BADC)
Department of Agricultural Marketing (DAM)
Bangladesh Agricultural Research Institute (BARI)**

Ministry of Agriculture

**Terms of Reference (TOR) for
Junior Communication Specialist
Full Time Individual Consultant (National) for SACP including RAINS**

1. Background

The Smallholder Agricultural Competitiveness Project (SACP) is financed by International Fund for Agricultural Development (IFAD) which has been engaged in agriculture and rural development for 40 years in Bangladesh, aiming to provide an opportunity for further scaling-up and enhancing some of the best practices and innovations that have proven to be useful climate change adaptation responses, as well as introducing practical methods and technologies in sustainable production enhancement, post-harvest management, value chain development and public-private partnership development. Through a direct partnership with the Ministry of Agriculture, SACP-RAINS is supporting the Government's strategic master plan of transforming agriculture in Southern Bangladesh.

The SACP-RAINS project is being implemented in 20 districts covering 90 Upazilas in the Southern and Northern Regions (Coastal Zone, Barind and Drought Prone Areas and River Systems and Estuaries-char) areas of Bangladesh, covering 750 unions selected based on the targeting criteria. The project is implemented by four agencies (DAE, DAM, BADC, BARI) and technical support by GAIN and FAO.

Overall objectives of SACP including RAINS

The overall objective of the project is to increase farmer incomes and livelihood resilience through demand-led productivity growth, diversification and marketing in a changing climatic condition; To contribute to the public investment priority of achieving food security, and to promote sustainable, inclusive, climate-resilient, and nutrition-sensitive agriculture in three major climatic hotspots of Bangladesh.

Specific objectives

- a) Enhanced production of High Value Crops (HVC) and technology adoption.
- b) Assessment of HVCs and group mobilization.
- c) Demand-driven production and market-led research
- d) Processing and marketing of HVC.
- e) Improving market linkage
- f) Increasing post-harvest and processing investments
- g) Development of food safety and nutrition measures along the value chain
- h) Climate Resilient Surface Water Management.
- i) Sustainable surface water management, drainage, conservation and utilization; and
- j) Institutional support for research, extension and capacity building

Project Structure

The project is implemented by four departments of MoA through three technical components supported by a project management component. Component 1-Enhanced production of High Value Crops (HVCs) and technology adoption, is led by the Department of Agricultural Extension (DAE) with support from Bangladesh Agricultural Research Institute (BARI). Component 2- Processing and Marketing of HVCs is led by the Department of Agricultural Marketing (DAM), and Component 3-Climate Resilient Surface Water Management is led by the Bangladesh Agricultural Development Corporation (BADC). These four departments together form the project management component supported by technical assistance from the Food and Agriculture Organization of the United Nations (FAO) and The Global Alliance for Improved Nutrition (GAIN). An additional part of SACP is added as, Diversified Resilient Agriculture for Improved Food and Nutrition Security (RAINS) implementing from 2023.

2. Objective of the Assignment

Because of the project size and diverse nature of activities, the project management will have to perform large number of tasks through directly hired individual junior consultants. The overall objectives of this assignment are to assist the project management Unit (PMU) of SACP including RAINS in the field of communication to produce knowledge products at project headquarter for successful implementation of the project activities in achieving the objectives as stipulated in the project.

3. Scope of Services / Duties and Responsibilities

The Junior Communication Specialist (Junior Consultant) (Full time) will work at Project Management level to collect and compiling of project success stories, analysis, editing, graphical designing and reporting of knowledge products collected from 14 districts (Bagerhat, Satkhira, Pirojpur, Jhalokathi, Bhola, Patuakhali, Borguna, Chittagong, Noakhali, Feni, Laximpur, Dinajpur, Kurigram, Gaibandha, Jamalpur, Bogura, Chapainawabganj, Rajshahi, Pabna & Rajbari) under SACP including RAINS to support implementation of the project activities under the direct supervision of the PD. The scopes of the services of the consultant including-

- Responsible to PD;
- Develop a comprehensive communication framework/strategy paper and ensure promotion, publicity and implementation of the same up to field level.
- Develop and implement key communication strategies and technical support to SACP-RAINS
- Produce communication materials including news releases, human interest stories, video documentaries, Newsletter contents, Donor (IFAD & GAFSP) reports and Social Media content
- Responsible in designing and contextualizing different communication products (SBCC);
- Disseminating Key messages and identifying needs of stakeholders
- Ensure media coverage for awareness building and behavioral change
- Maintain database of photographs (DoP) in project website on a regular basis
- Maintain liaison with electronic and print media and build up relation with GOs, NGOs and different professionals
- Compilation and documentation and storage of all lesson learning, best practices and case studies in printed form
- Perform any other related tasks as assigned by the Project Director.

4. Qualification and Experience

(a) Academic qualification:

- Minimum Master's degree in Journalism/Communication or related subjects from any reputed university.

(b) Experiences:

- 5 years' work experience in Communication, electronic and print media;
- Experience in producing quality knowledge products (leaflets, video clips etc.) in government, autonomous or private sector
- Experience in quality report generation both in English and Bengali is preferable;
- Computer literacy- MS office, Excel, photo-shop, illustrator, computer-based graphics designing, website and database maintenance are essential.
- Should have practical skill to edit videos and audios
- Fluent both in English and Bengali highly is desirable;

5. Duration of Assignment

The Junior Communication Specialist (Junior Consultant) will perform the Services from joining and continuing through 30 June 2026 or *upto the completion of the project period* or as per requirement of the project as may be subsequently agreed by the parties in writing. It will be renewed in every year on satisfactory annual performance of the consultant.

6. Institutional Arrangement

The Junior Communication Specialist (Junior Consultant) (Full time) will be worked at the PMU level of SACP including RAINS and will report directly to the PD. The incumbent will work closely with other consultants of Project Management Unit and departmental officials. The Junior Communication Specialist is expected to undertake the activities (scope of services) mentioned in the ToR in order to achieve the stated objectives. Under this consultancy services, travels are being envisaged. However, travels necessary for the exigencies of services to achieve the desired objectives, need to be undertaken. In such cases, daily subsistence allowance (DSA) as per contract signed and the actual costs for travel will be reimbursed as per contract provision.

7. Tentative Payment Arrangement

The contract will be based on monthly payment and applicable VAT/TAX will be deducted as per Government rules of Bangladesh.