HELVETAS
BANGLADESH

Terms of Reference (ToR)

HIRING A MEDIA HOUSE FOR PRODUCTION OF A PODCAST SERIES ON THE RIGHTS AND REALITY OF FEMALE MIGRANT WORKERS

1. Background

Helvetas is a leading Swiss organization for development cooperation and humanitarian response, denominationally neutral and politically independent. As an association with a strong membership base in Switzerland, Helvetas is committed to a fairer world worldwide. In Bangladesh, Helvetas started its activities in 2000 and is currently active in large parts of the country to promote sustainable and inclusive development, resilience to climate change, safe and informed migration, and good governance.

With the objective of mitigating the negative impacts and risks of labour migration and maximizing its benefits, Helvetas Bangladesh implements the Strengthened and Informative Migration Systems (SIMS) project, mandated by the Embassy of Switzerland in Bangladesh. The project seeks to improve the well-being of migrants and their families through safer migration practices, strengthened service delivery from both public and private actors, and greater resilience of migrants and family members through effective use of remittances.

Helvetas, in collaboration with local partner organizations, including migration-focused NGOs and a legal aid NGO, implements interventions under three outcomes – i) Enhancing information and awareness among migrants and their families; ii) Migrant workers have access to strengthened grievance and complaint mechanisms; and iii) Building greater resilience among migrants and their families through the effective use of remittances.

Under the **(SIMS)** project, efforts are being made to promote safe, orderly, and rights-based labour migration. In observance of the **16 Days of Activism Against Gender-Based Violence (25 November-10 December)** and **International Migrants Day (18 December)**, this initiative aims to highlight the experiences, contributions, and rights of women migrant workers.

To raise awareness and promote gender-responsive migration governance, **HELVETAS Bangladesh** intends to commission a qualified media house to produce a podcast series titled **"MigrantHER: Rights, Realities and Required Changes."** The podcast series will serve as a communication, advocacy, and knowledge-sharing tool targeting policymakers, practitioners, aspiring migrants, civil society organizations, media professionals, and the general public.

2. Objectives

The overall objective is to develop and broadcast a high-quality podcast series that explores the lived experiences, rights, challenges, achievements, and contributions of female migrant workers while promoting informed dialogue on safe, regular, and rights-based migration

The specific objectives are to:

- Amplify the voices and experiences of female migrant workers.
- Highlight policy and practical challenges affecting female migrant workers.
- Promote evidence-based discussions among stakeholders on gender-responsive labour migration governance.

3. Scope of Work and Deliverables

3.1 Scope of Work

The selected media house will be responsible for developing a **seven-episode audio-visual podcast series**, including research, content development, recording, editing and broadcasting in close coordination with the SIMS team. The scope of work will include, but may not be limited to, the following:

A. Inception and Content Development

- Conduct consultations with the contracting organization and relevant stakeholders.
- Review relevant policies, studies, reports, and project documentation.
- Develop an overall podcast concept, theme, and narrative framework.
- Prepare episode outlines, scripts, interview guides, and discussion notes.
- Identify and coordinate guests and speakers in consultation with the contracting organization.
- Develop a detailed production schedule.

B. Podcast Production

- Record professional-quality interviews and discussions.
- Facilitate and moderate podcast conversations.
- Conduct remote and/or in-person recording as required.
- Gather supplementary audio elements and soundscapes where relevant.
- Ensure balanced participation of experts, practitioners, female migrant workers, and policymakers.

C. Post-Production

- Edit all recordings into engaging podcast episodes.
- Develop opening and closing audio signatures.
- Remove background noise and enhance audio quality.
- Prepare episode summaries and show notes.
- Produce audiograms and promotional materials for social media.
- Incorporate feedback and gradually broadcast the finalized episodes.

3.2 Proposed Podcast Structure

The selected media house may refine the structure in consultation with the SIMS team during the inception meeting immediately after contract signing to finalize the concepts and deliverables under Section 3.3:

Episode & Title	Theme & Content
Episode 1: Understanding Female Labour Migration	**Theme:** Why women migrate and the broader migration landscape? ▪ Trends and patterns of female labour migration ▪ Drivers and motivations for migration ▪ Economic and social contributions of female migrant workers ▪ Rights, protections, and international frameworks governing labour migration
Episode 2: Deciding to Migrate and Preparing for the Journey	**Theme:** Informed decision-making and migration readiness ▪ Factors influencing migration decisions ▪ Family, community, and social expectations ▪ Access to migration information and support services ▪ Pre-departure orientation and preparation ▪ Skills development and employability
Episode 3: Recruitment and Safe Migration Pathways	**Theme:** Navigating recruitment processes safely and ethically ▪ Recruitment channels and practices ▪ Ethical and fair recruitment principles ▪ Migration costs and financing migration ▪ Risks of irregular migration and exploitation ▪ Available grievance and support mechanisms
Episode 4: Living and Working Abroad	**Theme:** Experiences at destination ▪ Working and living conditions ▪ Rights and responsibilities at the workplace ▪ Access to justice, support services, and embassy assistance ▪ Health, wellbeing, and social protection ▪ Adapting to new cultures and environments

Episode 5: Gender-Specific Challenges and Protection	**Theme:** Addressing vulnerabilities and strengthening protections • Gender-based discrimination and barriers • Harassment, abuse, and exploitation risks • Access to complaint and response mechanisms • Mental health and psychosocial wellbeing • Strengthening protection systems for women migrants
Episode 6: Success Stories, Resilience, and Empowerment	**Theme:** Positive outcomes and transformative experiences • Stories of resilience and perseverance • Economic empowerment and financial inclusion • Skills acquisition and career advancement • Leadership and community contributions • Voices of successful female migrant workers
Episode 7: Return, Reintegration, and the Way Forward	**Theme:** Sustainable reintegration and future policy directions • Return migration experiences • Economic and social reintegration • Entrepreneurship, livelihoods, and investment of remittances • Lessons learned from lived experiences • Policy recommendations from migrants and stakeholders • Future directions for gender-responsive migration governance

3.3 Key Deliverables

SL#	Detailed Deliverables
I.	Submission of an inception report, production schedule, and content package comprising episode outlines, scripts, interview guides, and show notes for the seven-episode podcast series.
II.	Production and submission of seven professionally recorded, edited, and mastered podcast episodes, incorporating feedback from the SIMS Team and a broadcast through the selected media house social media platform **(15-20 minutes each).**
III.	Submission of one short English-language clip (8-10 minutes) summarising the key challenges, barriers, and recommended solutions related to female labour migration, including professional narration and English dubbing for dissemination and advocacy purposes.
IV.	Submission of a final assignment completion report documenting the production process, episode broadcasting status, audience reach, lessons learned, and recommendations for future podcast initiatives.

4. Time Frame of the Assignment

The assignment will be implemented from 10 to 24 December 2026.

The final timeline will be agreed upon with SIMS after signing the contract. The firm must be available for preparatory meetings, coordination calls, and last-minute adjustments as required.

5. Budget and Payment Schedule

The media house shall submit a detailed financial proposal in Bangladeshi Taka/ BDT, including all applicable costs. VAT and Tax will be deducted as per government rules.

Payment will be made upon satisfactory completion and approval of deliverables, in accordance with Helvetas' procurement and finance procedures. The payment schedule will be finalized in the contract based on the approved budget and deliverables.

6. Eligibility Criteria

The media house must meet the following requirements:

- Minimum three (3) years of experience in podcast production and broadcasting, with proven expertise in producing development-focused media content for international organizations, government institutions, or NGOs.
- Strong in-house capacity for podcast production, hosting and broadcasting.
- Valid legal registration, trade license, Tax Identification Number, Business Identification Number, and updated tax return documentation.

7. Evaluation Criteria and Process

7.1 Primary Evaluation

The following criteria will be used for the preliminary evaluation of proposals by the Procurement Secretariat, with final assessment by the designated Technical Evaluation Committee (TEC):

- Minimum three (3) years of experience in podcast production and broadcasting
- Submission of valid and updated legal identity documents, including registration certificate, trade license, TIN, BIN, and latest tax return documentation.

7.2 Final Evaluation Criteria

The following criteria are applicable for the evaluation of the potential media house by the assigned TEC:

Criteria	Score
Technical Proposal	**Max 70 points**
• Understanding of the assignment and adherence to the Terms of Reference	25
• Relevant professional experience in performing relevant assignments	20
• Quality of proposed production plan and content with qualified personnel	25
Financial Proposal	**Max 30 points**
• Cost effectiveness linked to the deliverables	30
Total	**100 points**

8. Contact Person

Overall supervision will be done by the Project Director of the SIMS Project, and regular communiction and coordination will be done by the Project Coordinator – Safe Migration of the SIMS Project.

9. Risk Management, Safeguarding and Ethical Compliance

The selected firm shall be responsible for identifying and mitigating potential operational, reputational, political, and safeguarding risks associated with the assignment. All activities must be implemented in accordance with safeguarding standards, political neutrality, ethical communication practices, informed consent, confidentiality, data protection, and do-no-harm principles.

10. Ownership and Intellectual Property

All podcast episodes, transcripts, audio & video recordings, scripts, promotional materials, artwork, and associated production assets produced under this assignment shall become the exclusive property of Helevtas Bangladesh. The media house shall not reproduce, republish, distribute, or use the materials without prior written authorization.

11. General Terms and Conditions

The following terms and conditions apply to the present procurement:

- HELVETAS Swiss Intercooperation reserves the right to accept or reject any applications without giving any verbal and/or written rationale.
- All reports and documents prepared in relation to the assignment will be treated as HELVETAS Swiss Intercooperation Bangladesh property.
- The reports/documents, or any part, therefore, cannot be sold, used, and reproduced in any manner without prior written approval of HELVETAS Swiss Intercooperation Bangladesh.
- The selected consultant shall implement the work in close coordination with the focal person of
- HELVETAS Swiss Intercooperation. The consultant shall inform the focal person of the schedule and programme of the assignment and shall only perform the assigned tasks upon approval of the focal person.
- HEVETAS Swiss Intercooperation Bangladesh or its representatives reserve the right to monitor the quality and progress of the work during the assignment.
- The consultant shall be paid upon successful completion of the assignment, or after successful completion of individual tasks, if so agreed in the agreement.

12. Submission Requirements and Process

12.1 Proposal Submission Requirements

The interested eligible firm shall submit its proposal in the following format and components:

A. Cover Letter

A one-page cover letter duly signed by the authorized representative of the media house, indicating interest in the assignment, total proposed cost, and confirmation of the validity of the offer for at least 90 days.

B. Technical Proposal

The technical proposal shall not exceed **seven (7) pages** and shall be structured to include the following sections:

- **Brief profile of the media house** mentioning years of experience, core services, staffing structure, relevant in-house capacity and a list of similar assignments with international organisations and NGOs in the last 1 year.
- **Understanding of the assignment** and proposed approach for planning and executing the podcast series.
- **Proposed methodology** for completion of the assignment, including a time-bound work plan, production process and content and broadcasting avenue.
- Proposed team composition with qualified personnel and their roles and responsibilities.

C. Financial Proposal

Maximum 2 pages, presented in Bangladeshi Taka/ BDT, as a fixed-amount budget against the line items under the Key Deliverables section. The proposal shall clearly indicate:

- Unit cost, quantity, and total cost for each budget line;
- Professional fees
- VAT and Tax implications;
- Any assumptions or exclusions;
- Preferred payment modality.

12.2 Required Documentation as Annex

The media house must submit/ upload the following documents as Annex:

- Updated company profile;
- CVs or short profiles of key personnel proposed for the assignment;
- Portfolio or samples of similar assignments;
- Two (02) Client References with contact details and brief description of assignments.
- Copy of valid trade license;
- Copy of Tax Identification Number (TIN) certificate;
- Copy of Business Identification Number (BIN) certificate, if applicable;

- Proof of latest tax return submission;
- VAT registration certificate, if applicable;
- Bank account details or bank solvency certificate

12.3 Application Process

The Technical and financial proposals must be submitted online through the Helvetas Procurement Portal at: **https://www.procurement.helvetasbd.org/circulardetails?id=1043.** The deadline for application is 29 November 2026, at 05:00 pm Bangladesh time. No late and/or hard copy submissions will be accepted.

Dhaka, 16 November 2026

For HELVETAS Swiss Intercooperation

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