

Terms of Reference for the training on ‘Sales promotion and marketing’ to the staff of lead firms and agriculture-based light engineering enterprises

Background:

The USAID Feed the Future (FtF) Bangladesh Cereal Systems Initiatives for South Asia Mechanization Extension Activity (CSISA-MEA) began in October 2019 and is implemented by CIMMYT in partnership with iDE and the Georgia Institute of Technology. The activity works in the FtF zone of influence in southern Bangladesh and in the Rohingya crisis-impacted zones of the Cox’s Bazar district. CSISA-MEA is a five-year development project that aims to support the mechanization of agriculture in Bangladesh by developing the capacity of the private sector to develop, manufacture, and market innovative new technology which will enable the country’s farmers to mechanize their agricultural production.

CSISA-MEA is working closely with the private sector to strengthen the capacity of lead firms and other private sector partners in the agricultural mechanization and manufacturing space to effectively create demand for priority technologies in the activity target areas through enhanced sales promotion and marketing approaches. As part of that initiative, it aims to facilitate the provision of high-caliber sales and marketing training to partnering lead firms and large ABLEs, who are importing, assembling or manufacturing agricultural machines in Bangladesh, CSISA-MEA is looking to collaborate with an experienced training service provider to harmonize and streamline the sales and marketing techniques deployed by lead firms and local Agriculture based Light Engineers (ABLEs) and their staff to boost the sales of agricultural machinery

Objective of seeking this service:

Most of the agricultural machinery businesses follow a traditional sales promotional method for their businesses. However, the digital invasion has changed the business pace and their way of marketing. To enhance their marketing and promotional skills, the TSP will develop at least a one-day training curriculum on sales and marketing for the target participants and train the staff.

Duration of this contract:

This service contract will be valid till **30th September, 2024 from the date of signing** (approximately 5 months).

Scope of work:

Within the scope of this contract, the service provider will:

- Work closely with CSISA-MEA team in Dhaka and the field offices Jessore, Faridpur and Cox’s bazar.
- Deploy a focal person for this training.
- Develop participatory training curriculum and module for a one-day long training.
- Develop training materials including content, presentation slide deck, hand-outs with illustrations and practical examples, in both English and Bangla
- Prepare format and conduct pre and post training knowledge test and provide the scores to CSISA-MEA.
- Submit the training schedule within 1 week after signing the contract.

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- Conduct a one-day long 3 batches training session for the selected 70 participants in Jessore (25), Faridpur (25) and Cox’s bazar (20) regions as per schedule. (No of batches can be reduced or extended with any sudden change with the workplan on need basis)
- Complete the training schedule and submit final financial and technical reports as per the timeline mentioned in the TOR.

Technical requirements:

The report may be used for CIMMYT partners’ and donor’s (USAID) website. The report should be written in good quality English maintaining an international standard and inserting high quality photographs of field work.

Qualifications, Competencies and Experience:

- Practical knowledge and understanding of sales and marketing with good analytical competencies of agriculture machinery manufacturing and importing companies.
- Excellent verbal and written skills both in Bangla and English.
- Ability and willingness to travel to the remote areas of CSISA-MEA.

Milestones and deliverables:

Milestone	Deliverable	Deadline	% Payment
Milestone 1 Signing of the contract and work plan	Soft copy of the work plan	May 15, 2024	20%
Milestone 2 Training curriculum and module development	Soft copy of syllabus and training module	May 30, 2024	40%
Milestone 3 Conducting training	Pre and post training test scores of all trainees	August 30, 2024	30%
Milestone 4 Submission of final financial and technical report	Final report on training completion	September 30, 2024	10%

Payment and Condition:

The payment will be made as per the milestones through online transfer to the account details provided by the service provider. In the case of tax deduction government policy and rules will be followed accordingly.

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Obligation: All the images, reports, documents, papers, or any other related materials produced under the agreement will be the property of CIMMYT and consequently confidential; and therefore, it should be handed over to CIMMYT. Therefore, the outputs and deliverables or any part of it will be strictly prohibited to share, sell, use, or produce and reproduce by any means without the express, written prior permission of CIMMYT. The organization's written consent will be required to utilize the findings or any other related matters for/by any other purposes or institutions.

Reporting: The service provider will report to the contact persons mentioned in this TOR.

Contact person for the EOI Submission:

Technical Contact person:

Kaniz Tamanna

Email: k.tamanna@cgiar.org

Administrative contact person:

Dhon Raj Lama

Email: d.lama@cgiar.org

Ms. Shahida Khatun

Email: shahida@cgiar.org