



**Department of Fisheries
Ministry of Fisheries & Livestock, Bangladesh**

**Climate Smart Agriculture and Water Management Project
(CSAWMP-DoF)**



Terms of Reference (ToR)
For
Training and Communication Expert
Individual Consultant

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Package No: CSAWMP-DoF/SD-01/A

1. Background

Bangladesh is predominantly an agricultural country and the growth rate of Gross Domestic Product (GDP) of the country still depends on the performance of the agriculture sector. As the single largest production sector of the economy, agriculture contributes about 11.70% to the total GDP of the country and the sector also accommodates around 42.7% of labor force. Bangladesh is one of the largest deltas (Ganges-Brahmaputra-Meghna Delta or GBM Delta) in the world which is highly vulnerable to natural disasters because of its geographical location, flat and low-lying landscape, population density, poverty, illiteracy, lack of institutional setup/linkages etc. In other words, the biophysical, the social as well as economic conditions of Bangladesh are very typical to any of the most vulnerable countries (prone to natural disasters) in the world. The total land area of the country is 147,570 sq km and it consists mostly of floodplains (almost 80%) leaving major part of the country (except for the north-western highlands) prone to flooding during the rainy season. Recently Bangladesh has attained self-sufficiency in fish production.

Bangladesh is a comparatively small landmass with diverse landscape, having (i) Widespread coastal plain across the south, (ii) high and moderately dry land in the north and mountainous trace along the north and south-east, (iii) depressed¹ haor basin in the north-east, and (iv) central flood plain. The deltaic landscapes are crisscrossed with rivers and wetlands spread over entire land mass and evolved into aquatic and terrestrial ecosystems including evergreen forest, deciduous forest, mangroves, swamps, reed lands and² beels, rivers and haors. The country is exposed to extreme weather events, with high rainfall during the monsoon season, extensive flooding occurs in lower-lying areas of the country, and this problem is compounded by slow drainage and high sea tides. There are both benefits and losses this situation brings: it allows for highly productive farming (increase land fertility) and fishing systems, but at the same time creates deep flooding, erosion and drainage problems which can cause serious crop losses, livestock deaths, salinity intrusion, and rural population displacement. They also take considerable areas of otherwise arable land out of production, thereby adversely affecting agricultural production and livelihoods. At the same time, during the dry season the availability of surface water is a significant constraint to agriculture. Droughts, especially in the northern parts of the country frequently lead to crop failure,

¹ Haor is a wetland ecosystem in the north eastern part of Bangladesh which physically is a bowl or saucer shaped shallow depression, also known as a backswamp. During monsoon haors receive surface runoff water from rivers and canals to become vast stretches of turbulent water

² A beel is a billabong or a lake-like wetland with static water as opposed to moving water in rivers and canals.



livestock death, land degradation, and also undermine groundwater replenishment, which is critical to performance of irrigated agriculture in those areas.

Bangladesh is recognized worldwide as one of the most vulnerable countries to the impacts of global warming and climate change. The country has a history of observing extreme climatic events claiming millions of lives and destroying development gains. The people and social system have knowledge and experience of coping with their effects to some degree and extent. Variability in rainfall pattern, combined with increased snow melt from the Himalayas, and temperature extremes are resulting in crop damage and failure, preventing farmers and those dependent from meaningful earning opportunities. Our national economy strongly depends on agriculture and natural resources that are sensitive to climate change and sea level rise. Moreover, the adverse effects of Climate Change – especially High Temperature, Sea-level Rise, Cyclones and Storm Surges, Salinity Intrusion, Heavy Monsoon Downpours etc. – have aggravated the overall Economic Development scenario of the country to a great extent. The effects of climate change pose risks for agriculture, fisheries, food and water supplies. A better understanding of the existing risk coping strategies may inform us about households' ability to adapt to weather-related risk, and, potentially, inform the design of policy in the context of increasing climatic stress on the smallholder farmers in a developing country like Bangladesh. In rural areas, livelihood and employment opportunities center on farming and fisheries; however, increased competition for land and resources narrows the economic opportunities for highly marginalized rural populations. High unemployment, climatic stress and low wages are driving migration to urban areas. In addition, approximately 80% of the population is under the age of 40. Plagued by poverty, unemployment, and marginalization, youth represent a tremendous and largely untapped resource.

Bangladesh is amongst top ten fish producing countries of the world. The vast flood plain of Bangladesh currently remains underutilized for fish production. The goal of the prospective plan is to meet the increasing demand for fishes of through efficient management of water bodies. Fish production has increased rapidly since the 1990s through (a) Pond aquaculture (fish raised in ponds) using hatchery-reared fish fingerlings; and (b) Conversion into fish ponds by raising embankments around low-lying lands. Embankments are also used as orchards and vegetable gardens. According to FAO statistics of 2020, Bangladesh is ranked 5th in world aquaculture production. However, fish production has declined in inland open waters during last three decades due to various man-made causes such as overfishing, implementation of flood control and drainage program, construction of roads and dams, indiscriminate use of insecticides and pesticides for agricultural crop production. In 1985-86, the contribution of inland capture and culture fisheries to total fish production were 55.7% and 18.2%, respectively; whereas in 2018-19, inland capture fisheries contribute only 28.19% and inland culture fisheries contributes 56.76% to total production (FRSS, 2019). Due to decline of fish species in open waters and obstructions of their migration routes, recruitment of fish in open waters has constantly declined and natural resources available in such water bodies remain vacant and unused. Productivity of inland open waters is still very poor due to a number of constraints like change of course of rivers and blockage of connecting canals

between floodplains due to siltation, destruction of fish breeding and nursery grounds, indiscriminate use of pesticides and insecticides, overfishing, global warming and climate change, revenue-oriented leasing system of water bodies, and unjustified harvesting of broods and young fish. To minimize problems and to increase fish production of inland open waters different strategies can be followed - (1) establishing fish sanctuary; (2) stocking of fingerlings or fry (stock enhancement); (3) fish conservation (use of fisheries conservation acts and rules); and (4) habitat restoration. In addition, paddy field for rice-fish farming during the wet season has enormous potential in Bangladesh. At the same time, production from aquaculture sector can also be sustained and enhanced through introducing different culture practices, bringing innovations, and introducing climate smart or climate resilient farming systems/technologies. Both the capture fisheries and aquaculture sectors in Bangladesh need to be decarbonized and there is a huge possibility to do so.

Project objective and Components

The main objectives of the project are:

The Project Development Objective (PDO) of CSAWMP-DoF Part is to enhance climate resilience and productivity of irrigated agriculture and fisheries in targeted sub-projects.

The specific objectives of the project (CSAWMP-DoF Part) are:

- To increase 20% of fish production and productivity base year 2018-19 by introducing climate smart aquaculture technology;
- To enhance market access of the relevant stakeholders through promoting business-friendly supply chain and market network; and
- To ensure better livelihoods of the stakeholders and better understanding on sustainable fisheries resources management through capacity development.

Projects Components

The objectives of this project will be achieved through implementation of following three components

Proposed Projects Components	Proposed Sub-Components
Component 1: Adoption of region-specific climate smart fisheries management and aquaculture technology	<p>Sub-Component 1.1: Adoption of region -specific climate smart aquaculture technology</p> <ul style="list-style-type: none"> (i) Demonstration of Seabass/Tilapia/Koi/Pangas/Carps/Shing/ Magur/Golda-carp/Bagda-Carp polyculture (ii) Establishment of cage/pen culture demonstration firm (III) Promotion of non-traditional aquaculture practices <p>Sub-Component 1.2: Adoption of region -specific climate smart fisheries management approach</p> <ul style="list-style-type: none"> (i) Replenishment of endangered indigenous fish species through establishing fish sanctuaries in suitable schemes (ii) Up scaling beel nursery practice in feasible schemes

Proposed Projects Components	Proposed Sub-Components
Component 2: Improving fish value chain and facilitating market access	Sub-Component 2.1: Improving supply chain to reduce post-harvest loss <ul style="list-style-type: none"> (i) Establishment of mini fish processing center in potential locations (ii) Fish drying technology demonstration (iii) Enhancement of market access and strengthen market networks
Component 3: Strengthening institutional capacity and knowledge development	Sub-Component 3.1: Training on climate smart aquaculture technology <ul style="list-style-type: none"> (i) Suitable different aquaculture technology (ii) Training on fish feed preparation and feed management, value addition, post-harvest management, group/Community mobilization, saving management (iii) Exposure visits/Field trip/Field Day (iv) Modules update/formation

Project Beneficiaries:

The objectives would be achieved through adopting decentralized and participatory water resources management approach for efficient and sustainable operations and management of the existing proposed BWDB schemes.

This is expected to result in reduced vulnerability and enhanced livelihood opportunities for the beneficiaries, enhance aquaculture production by improving the water use efficiency and will also create a favorable environment for improved water resources management by the core water institutions, in partnership with the beneficiaries. Almost 12840 beneficiaries will be directly benefited from this project.

2. Objective of the Assignment:

The Overall objective of this assignment is to assist the PIU, CSAWMP-DoF in the management and co-ordination for successful implementation of the project activities in achieving the objectives as stipulated the Project.

3. Scope of Services and Tasks:

The objective of this assignment is to plan, execute, manage, facilitate, coordinate, report and evaluate all activities related to training and capacity building component of the project. Training Specialist will be deployed with the Project Implementation Unit (PIU) at the headquarter of DoF. He/She will provide co-ordination, technical support and services maintaining liaison with other individual and institutional consultants for Successful implement in achieving the capacity development objectives of Components 3.1. He/She will review the existing training, carry out training needs assessment to set up the actual requirement in consultation with PIU and respective consultants and prepare updated training plan for both in country and overseas training for the Project. The Training and communication expert will work in close coordination with project personnel/experts (inward) and



with project beneficiaries and others (outwards) starting from officials of DoF, MoFL, MoF; Planning Commission, Universities, research institutions to Fish and Shrimp Farmers, entrepreneurs and other associated stakeholders. The Training and communication Expert will work collectively as a team member within the PIU under direct control and supervision of the Project Director in developing required outputs and the services required will include but not necessarily be limited to the services described in the ToR. He/She will have reporting line to the Project Director and will be responsible to the PD for the following (but not limited) tasks:

1. Training and Communication Expert will have the overall technical, administrative and management responsibilities and will manage the day-to-day project activities under the guidance of the Project Director, DOF.
2. Develop training, workshop, seminar and study visit programs and their implementation;
3. Assists in hiring a consulting firm for execution of foreign training programs;
4. Perform all functions of project related training and communication activities;
5. Implementation of training and communication activities of PIUs in timely manner;
6. Preparation of training manuals/modules;
7. Preparation of progress report on training and communication;
8. Prepare and maintain database on training and workshop program;
9. Work independently and maintain all relevant files and documents of PIU-DOF;
10. Work closely with Training & Communication Specialist of PMU and PIUs;
11. Preparation of periodic and annual reports;
12. Review and assist PMU to institutionally internalize the project Training Plan (TP) based on Training Need Assessment (TNA) of the GoB personnel, fishers, fish/shrimp farmers and Community members for envisioned trainings of the Project in coordination with other respective subject expert assigned for different activities.
13. Prepare and update the Project training plan including Training of Trainers (ToT), awareness raising workshops, training of beneficiaries (fishers' and shrimp farmers), consultations. Seminar/workshop and exchange meetings on annual basis and assist PIU in ADP budgeting;
14. Organize national and overseas trainings for capacity development of the project stakeholders. DoF officials, project staff and other govt. officials;
15. Prepare training courses curriculum, training materials and associated training modules identifying the appropriate contents with session Planning in cooperation with the assigned technical person of the project.
16. Designing session requirements using effective tools with proper allocation of time and resources that fulfil the logistical demand according to the objective of the training.
17. Select and develop training aids, including training handbooks, demonstration models, audio-visual aids computer tutorials and reference works.
18. Assist PIU in identifying group of personnel to be trained under the listed training packages complying with the technical requirement, modality and budgeting provision and execute those through on time mobilization in cooperation with other relevant



personnel.

19. Assist PIU in identifying appropriate qualified resource persons/trainers and training institutions according to the training requirements of the Project.
20. Organize, coordinate and perform project functions necessary to deliver and document training programs according to the reporting requirements mentioned in the DPP, LFA and additional requirements of the concerned reporting offices viz, DoF, MoFL, IMED, PC, MoF and World Bank.
21. Enable the PIU with necessary equipment and tools (both hard and soft copies) to maintain training records including details of trainees, training materials, modules, pre and post assessment documents, training presentations, workshop recommendations, training reports, training evaluation, and training results.
22. Monitor and track uploading of training information on the online training database of DoF by the respective units of the project area and update PIU regularly on accomplishments.
23. Assist PIU in outlining goals, contents & justification of enlisted & required overseas training.
24. Prepare training reports, training effectiveness report, workshop proceedings, annual reports, progress reports, exchange visit reports and other reporting requirements of the project related to training and capacity building in cooperation with respective resource persons, field officials and PIU.
25. Prepare and contribute to the exit plan of the project to ensure sustainability of the developed capacity of the DoF through different project activities and utilization of training resources through continuation without project support.
26. Identify and establish IT solutions to enhance efficiency and effectiveness of the training system and functioning.
27. Prepare Training Plan for the DPP of the further extension of the CSAWMP in consultation of the respective expert and PIU and based on the lessons learnt from the first phase.
28. Manage internal communications (memos, newsletters etc.)
29. Develop and coordinate multiple communication projects concurrently, Project artifacts, completing projects on time and on budget.
30. Research, conduct interviews, and write copy for articles, press releases, reports, newsletters, success stories, fact sheets, brochures, impact statements, presentations, proposals and other informational or promotional efforts for the Project.
31. Accountable to Project Director & Any other related tasks assigned by the Project Director.



4. Contribution in Deliverables

1. Inception Report and Work Plan;
2. Training Need Assessment (TNA) Report;
3. Annual Training Plan including Financial/Budgetary Plan;
4. Training Reports/Workshop Proceedings/Learning Visits Reports, and other necessary reports related to HRD
5. Training Manuals/Modules;
6. Training Monitoring and Evaluation Reports;
7. Training Effectiveness and Impact Assessment Reports;
8. Quarterly and any other Progress Reports and Audits of Compliance;

Transfer of knowledge (training) where appropriate-The project Training and Communication Expert will be involved in ensuring that all training and capacity building activities include periodic progress reports are prepared and submitted in time to PD. Will work with PIU and other DoF Officials responsible for the PIU staff training to maintain adequate staff capacity and skills specially of consultants and DoF officials at the PIU as well as the project cost centers.

5. Qualifications and Experiences:

- Minimum Master Degree in any discipline of agricultural science or related field. PhD in field of Fisheries and aquaculture or in a related field will be given preference.
- Minimum 20 years of work experience in Agricultural Research/ Agricultural Extension/ Training & Communication and extension or other relevant fisheries/ agricultural related positions with demonstrated leadership and managerial skill of leading a team;
- Must have minimum 5 years work experience in planning, organizing & managing training and communication activities, workshop, etc in any Government/research/ extension/international organization or any donor organization.
- Minimum 3 years work experience in donor/IDA funded/development projects.
- Experience in writing and producing extension booklet/brochures/pamphlets and video clip.
- Very good inter-personnel skills and demonstrated ability to engage and work with local communities.
- Demonstrated capacity to mediate conflict of knowledge among fisheries resources users through capacity building and communication.
- High level of proficiency in written and spoken English and report writing ability;
- Advance Computer literacy skills (MS Word, Excel, PowerPoint, SPSS, etc.) is essential.



6. Selections Method:

The Consultant will be selected through the 'Open Competitive Selection of Individual Consultants' method in accordance with World Bank's "Procurement Regulations for IPF Borrowers" July 2016, Revised November 2020 ("Procurement Regulations"). The Procurement Regulations can be viewed at the World Bank's external website:

<https://thedocs.worldbank.org/en/doc/178331533065871195-0290022020/original/ProcurementRegulations.pdf>

The attention of interested Consultants is drawn in particular to:

- (i) Section III, paragraphs, 3.14, 3.16, and 3.17 of the Procurement Regulations setting forth the World Bank's policy on Conflict of Interest, and
- (ii) Section III, paragraphs, 3.21-3.24 of the Procurement Regulations setting forth the World Bank's policy on Eligibility, including the specific pre-requisite conditions to be met for the eligibility, on exceptional basis, of Government officials and civil servants of the Borrower's country under consulting contracts in the Borrower's country.

Individuals who are currently working as Training and communication Expert/consultants at any other World Bank-financed project may also compete in this selection process. But if they are selected, they will be required before signing the proposed contract to provide documentary evidence of having satisfactorily complied with their existing contract's requirements with respect to early termination of the contract by the consultant, including advance notice period, to avoid disruption in implementation of that project."

7. Duration of the Assignment:

The Duration of this assignment is 45 months or duration of the project which comes first, Subjected to 12-month probation period. However, the duration of the assignment may be extended on further extension of the project or reduced based on the performance of the consultant or subject to program needs.

9. Institutional Arrangement:

Training and Communication Expert will be based at the PIU, CSAWMP (DoF-Part) in Dhaka and will Report Directly to the Project Director. The incumbent will work closely with other Consultants working at the PIU and Departmental Officials. The consultant is expected to undertake the activities (Scope of Services) mentioned in the ToR in order to achieve the stated objectives. Under this Consultancy travels are being envisaged. However, travels necessary for the exigencies of service to achieve the desired objectives, may be undertaken but with prior permission of the PD, PIU and in such cases daily subsistence allowance (DSA) as per contract signed and the actual costs for travels could be reimbursed.

The Consultant will oblige to submit the project update or progress reports and deliverables once in a month to the PD, CSAWMP (DoF-Part) Project, Department of Fisheries, Matashya Bhaban, Ramna, Dhaka.

Data, Personnel, Facilities and Local Services to be provided by the Client-The PD PIU will arrange all necessary Information relevant to the consultant to fulfill this assignment. Personal office space will be provided from the project.

