



6 October 2020

Terms of Reference – Consultant to develop a Business Channel

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A. INTRODUCTION

Business Center Corporation (BCC) is a state-owned enterprise (SOE) incorporated in 2017 to coordinate and oversee the management of regional business development service centers (BCs) established, by the Ministry of Economic Development, under the SME Act (6/2013).

The purpose of the Business Centers (BCs) is to contribute to the establishment of an enabling business environment to support inclusive economic growth by providing and building capacity for sustainable, demand-driven business development services and to facilitate market access which will serve the growth needs of the micro, small and medium-sized enterprise (MSME) sector in the Maldives.

B. PROJECT BACKGROUND

The Sustainable Economic Empowerment and Development for SMEs (SEEDS) project, with financial support of the Government of Japan, aims to provide economic rehabilitation in order to mitigate the negative impacts of the COVID-19 crisis in the Maldives. The project has the objective of increasing agriculture production and promoting food security through an approach of building entrepreneurship amongst farmers and creating a new generation of agri-businesses that are innovative, productive and practices environment-friendly agriculture. The project will also provide technical support and capacity to the Government of Maldives to conduct support services for MSMEs to adapt to the “new normal”.

The project will be implemented through partnership with the United Nations Development Programme (UNDP) in Maldives, the Ministry of Economic Development, Ministry of Fisheries, Marine Resources and Agriculture (MoFMRA), Agro National Corporation (AgroNat), Maldives Fund Management Corporation (MFMC), the Business Center Corporation (BCC) and Housing Development Corporation (HDC).

C. SCOPE OF WORK

Business Center Corporation seeks to engage a qualified and experienced individual to undertake the responsibilities of a Consultant to develop a Business Channel, with the key tasks and responsibilities as identified in section D. ‘

This channel shall host;



- IEC materials on business management, the local economy, rules and regulations governing commerce and directions regarding the functions of different government institutions related to business and commerce.
- Promotional programmes for SMEs.
- Concessional advertisement space for SMEs.
- Vocational training and skilling programmes on doing business.

Interested parties are invited to submit their expression of interest for this position as stated in the advertisement published on the National Gazette.

D. KEY TASKS AND RESPONSIBILITIES

The consultant will be responsible for guiding the development of a Business Channel which will be managed by the Business Center Corporation. As such, the consultant will be required to undertake the following tasks considering the rules and regulation set forth by the Maldives Broadcasting Commission.

1. Initial inception report for the review of BCC. The inception report shall state the proposed timeline of activities and holistically describe process through which the consultant intends to approach the assignment.
2. Develop the operations framework of the Business Channel which shall be inclusive of;
 - a. Details of services provided by the channel, their value propositions, and how to execute these services
 - b. Details of potential clientele, their potential needs and options on packages made available to them.
 - c. Management Structure and Human Resource Plan and the roles and responsibilities of each employee
 - d. Standard operating procedures on administrative practices including daily, weekly and monthly and annual functions. The recommendations must be made such that deadlines and requirements set under the national broadcasting regulations are met.
 - e. Development of the monitoring and evaluations framework for the channel including measures to monitor the Financial Health of the channel and viewership of the channel.
3. Program schedule
 - a. Develop concepts for programmes and prepare templates of scripts for said programmes. All programmes should be relevant to business, commerce, SMEs or the economy.
 - b. Develop the weekly program schedule based on the recommended concepts
4. Editorial Policy
 - a. Prepared as per article 29 of the national broadcasting regulation
5. Code of conduct
 - a. Prepared as per article 28 of the national broadcasting regulation



6. Guide the development of Branding and marketing plan. The consultant will work with the marketing department of BCC to develop said documents.
 - a. Marketing Plan
 - b. Branding and Brand Identity Development
7. Financial Plan
 - a. Revenue Model and suggestions on industry pricing models
 - b. Approximate the cost of setting up the facility
 - i. Initial capital cost incurred (all assets that need to be purchased, and costs related to renovation of an existing space)
 - ii. Recurrent costs (for the first 6 months of operations)
 - iii. Feasibility Assessment
8. Guide the Interior design development
9. Guide the development of ICT infrastructure
 - a. Hardware Requirements
 - b. Software Requirements
10. Draft all required documents to be submitted for procuring the Business TV Channel license.

E. ESSENTIAL CRITERIA

- A Bachelor's degree in multi-media or a related field and a Master's Degree in Business Administration or Business Management
- 10 Experience working with a Media Company

F. DESIRABLE CRITERIA

- Strong preference will be given to candidates that have experience in working with a media company
- Preference may be given to a candidate that has experience working with the public media
- Sound understanding of laws, regulations and norms in the industry

G. REPORTING

The Consultant will report on a day to day basis to the Managing Director of Business Center Corporation.

H. LOCATION

The Consultant will be based in Male' City, Maldives.



I. REMUNERATION

An attractive remuneration package will be offered to the selected candidate.

J. CONTRACT DURATION

The duration of the assignment is one month (calendar).

K. DOCUMENTS REQUIRED

1. Job Application Form
2. Curriculum Vitae
3. Educational Certificates
4. National Identity Card
5. Police Certificate
6. Reference letters

L. DEADLINE

Interested parties must submit their applications to hr@bcn.mv by 13 October 2020, 1500 hrs.

M. EXPECTED DATE OF COMMENCEMENT

The selected candidate is expected to start work on 15th October 2020.