

Terms of Reference (ToR)

Title of consultancy: Develop CCM engagement plan and communication plan.

1. Background

The Bhutan Country Coordinating Mechanism (Bhutan CCM) is a multi-stakeholder partnership which includes representatives from both the public and private sectors, including governments, multilateral/ bilateral agencies, non-governmental organizations, academic institutions, private businesses, and people living with the diseases. The Bhutan CCM is central to the Global Fund's commitment to local ownership and participatory decision-making. For each grant, the CCM nominates one or more public or private organizations to serve as Principal Recipients.

In line with provision of CCM governance manual, the Bhutan CCM was restructured in **2011**, to oversee the Global Fund supported activities in the country with total 20 members (5 from the Government, 7 Non-Governmental Organizations, 2 from multilateral partners, and 1 each from faith-based organization, academic, private sector, people living with the disease, key affected population and bilateral partners) for two years term.

The nominated/elected members are from various constituencies represented in the CCM, development of engagement plan and communication plan for all constituencies – viz., government, academia, CSOs, Academic, private, FBO, and KAP, is sought with the technical support on following areas:

1. Development engagement plan for all constituencies including :
 - a. The engagement strategy.
 - b. Preparation and engagement
 - c. Logistics for the engagement.
 - d. Action plan.
2. Develop the communication plan including the aims and objectives, key messages, a communication budget.

3. Specific tasks

No.

Task/activity (Please list and describe each task/activity individually)

Remarks

No. of reimbursable days

Selection of Consultants and signing of contact agreement

Refer the CCM governance manual and CCM member list, and any other documents available with secretariat.

Development of CCM engagement plan:

1. Development engagement plan for all constituencies including :
 - a. The engagement strategy.
 - b. Preparation and engagement
 - c. Logistics for the engagement.
 - d. Action plan.
2. Develop the communication plan including the aims and objectives, key messages, a communication budget.

In-country