

REQUEST FOR PROPOSAL (RFP)

on

**Communication Consultant for Sustainable Manufacturing and
Environmental Pollution Programme (SMEP) Project**



Village Education Resource Center

**30-B, Ekhlash Uddin Road, Anandapur,
Savar, Dhaka 1340**

SECTION - 1 (INFORMATION TO INDIVIDUAL CONSULTANT)

- 1. Introduction**
- 1.1 INTERESTED CONSULTANTS/firms are invited to submit their technical and financial proposal.
- 1.2 Costs for preparing the proposal and of negotiating the contract are not reimbursable.
- 1.3 The competing parties should follow highest ethical standard and abstain from influencing the internal Village Education Resource Center (VERC) independent evaluation and selection process. Any such attempt will automatically lead to the removal of the proposal from consideration. In addition, any misrepresentation of facts will also lead to the removal of the proposal from consideration.
- 1.4 Village Education Resource Center (VERC) reserves the right to amend and modify this RFP document and can reject any or all proposals received in response to this RFP without assigning any reason.
- 2. Clarification and amendment of RFP documents**
- 2.1 At any time before the receipt of proposals, Village Education Resource Center (VERC) may for any reason, whether at its own initiative or in response to a clarification requested by an interested party, amend the RFP. Any amendment shall be issued in writing and shall be posted and will be binding. Village Education Resource Center (VERC) may at its discretion extend the deadline for the submission of proposals.
- 3. Preparation of proposal**
- 3.1 Interested consultants are requested to submit their proposal written in English (font-Arial, size-12). Proposals must remain valid for a minimum of 91 days after the submission date.
- Technical proposal*
- 3.2 The technical proposal from team of consultants/consulting firm(s) must give particular attention to the following:
- Appreciation of the Terms of Reference (TOR)
 - Methodology and workplan to address the objectives of the assignment
 - Include risk management and ethical consideration section in the proposal and how do you plan to mitigate the risks and comply with the ethical standards
 - CV of proposed key person(s); it is desirable that the key professional staff who would be involved in the assignment have practical experience and an extended knowledge on the subject matter having relevant qualification and experiences
- Profile of the consultant (technical proposal)*
- 3.2 While preparing the Proposal, consultant/consultant firm(s) must give particular attention to highlight similar experience and work accomplishments.

Financial Proposal

3.3 In preparing the Financial Proposal, consultant/consultant firm(s) are expected to take into account the requirements and conditions outlined in the RFP documents. The Financial Proposal should follow Standard Forms (Section 4).

3.4 The Financial Proposal should clearly identify item wise summary of cost for the assignment with detail breakdown, the taxes, VAT, duties, fees, levies and other charges to be included under the applicable law. Village Education Resource Center (VERC) will deduct VAT and Tax at source according to the GoB rules and deposit the said amount to government treasury. An E-TIN/BIN should be attached with the financial proposal from applying individuals/organization's end.

4. Submission, receipt and opening of proposals

4.1 The original proposal (Profile of the individual/Organization and Financial) should be submitted electronically to the email address mrashid@vercbd.org with '**Communication consultant of "The Sustainable Manufacturing and Environmental Pollution Programme (SMEP)" project**' as the subject.

4.2 Proposals submitted to any other e-mail account except the above will be treated as disqualified.

4.3 Submissions after the deadline **3rd October 2024** will be treated as disqualified.

4.4 The following documents should be needed - updated trade license, TIN certificate and BIN certificate, last income tax return certificate, trade license holder NID, Bank info, Experience/ Work order/contract signing copy of any NGO/INGO.

4.5 Attach the **proposal** along with all required documents (pointed below) with the email and put all attachments in **one zip folder** in the name of individual/organization.

- Forwarding letter
- Profile of consultant
- Relevant working experience
- Expertise and competence
- Please provide your last relevant study report.

4.6 The proposal altogether should not exceed **10 pages**, and both technical and financial proposal needs to be submitted in PDF format, separately.

4.7 The Proposal will be reviewed by the evaluation committee and will be evaluated in line with the guidelines of Village Education Resource Center (VERC).

5. Proposal evaluation

Evaluation of technical proposals

5.1 The evaluation committee will evaluate the proposals based on their responsiveness to Terms of Reference, applying the evaluation criteria and point system specified herein. Each responsive proposal will be given score. Proposal(s) will be rejected at this stage if it does not respond to important aspects of the Terms of Reference or if it fails to achieve the minimum technical score indicated below.

Technical proposal evaluation criteria

5.2 Evaluation Criteria, Evaluation and Ranking for Selection: The final selection will be done following Quality and Cost Based (QCBS) method. This will be done by applying a weight of 0.80 (or 80 percent) and 0.20 (or 20 percent) respectively to the Profile of the individual/Organization and the Financial score of each evaluated proposal and then computing the relevant combined total score for each individual/organization.

Technical: 80

- Personal profile: 10
- Relevant experience and expertise-20
- Understanding of the assignment: 20
- Sample of previous work of similar nature: 20
- Work plan for the assignment: 10

Evaluation of Financial Proposals

5.3.1 The evaluation committee will determine whether the Financial Proposals are complete (i.e. whether they have costed all items of the corresponding Technical Proposals). The Evaluation Committee may invalidate any proposal if it is determined that significant budgetary mistakes or omissions undermine the integrity of the proposal.

5.3.2 The evaluation will be based upon a Quality and Cost Based Selection (QCBS) process. A total of 20 points will be allocated for this cost part. The lowest Financial Proposal will be given highest score.

Technical - 80 and Financial Proposal - 20 Total points from both - 100

6. Negotiations

6.1 Once the proposals are evaluated, Village Education Resource Center (VERC) may enter into negotiation with one or more than one individual/organization for final selection.

- 6.2 Negotiations will include a discussion on the proposed methodology, performer, staffing, costing, any suggestions made by the consultant to improve the Terms of Reference. Village Education Resource Center (VERC) and the consultant will then work out final terms of reference, performers, staffing, and workplan indicating activities, logistics and reporting. The agreed work plan, cost and final terms of reference will then be incorporated in the contract document.
- 6.3 If negotiations fail, Village Education Resource Center (VERC) will then invite those individual(s)/organization(s) whose proposals received the next highest score. If none of the invited proposals led to an agreement, fresh Requests for Proposals (RFP) will be called upon.
- 6.4 Village Education Resource Center (VERC) reserves the right to cancel the RFP at any point of time without serving any notice. Furthermore, Village Education Resource Center (VERC) has its absolute discretion to suspend and disqualify any proposal or all proposals received without tendering any reason whatsoever.

7. Award of Contract

The consultant is expected to commence the assignment immediately after signing the agreement and deliver the final work within the stipulated Timeline as mentioned in the ToR.

8. Confidentiality

Information relating to evaluation of proposals and recommendations concerning awards will not be disclosed to the individuals/organizations who submitted the proposals or to other persons not officially concerned with the process, until the winning individuals/organization has been notified that it has been awarded the contract.

Terms of Reference

Communication Consultant for Sustainable Manufacturing and Environmental Pollution Programme (SMEP) Project

1. Background of the project

The ready-made garment (RMG) industry in Bangladesh is a cornerstone of the nation's economy, employing approximately 4 million people, the majority of whom are women. Despite the industry's significant economic contributions, the working conditions for many of these women remain challenging, particularly regarding access to adequate hygiene facilities. In numerous factories, female workers face a severe lack of access to proper hygiene amenities, including those essential for menstrual hygiene management (MHM). The absence of such basic hygiene provisions not only jeopardizes their health but also exposes them to a heightened risk of chronic diseases such as urinary tract infections (UTIs) and other preventable illnesses like diarrhea and dysentery. This issue is further compounded by the fact that many of these workers come from low-income communities (LICs), where access to clean water and sanitation is already limited.

For these women, the lack of appropriate hygiene facilities at work has a direct and detrimental impact on their productivity and well-being. Many are forced to manage their menstrual hygiene under unsanitary conditions, leading to significant discomfort and increased absenteeism. The absence of safe, private spaces for MHM in the workplace discourages women from attending work during their menstrual periods, contributing to consistent patterns of absenteeism that affect both their income and the overall productivity of the factories.

To address these critical issues, WaterAid, with support from Primark, is spearheading an initiative to promote best hygiene practices, with a particular focus on MHM, at the factory level. This initiative targets a factory in the Narayanganj region, a hub for industrial activity where many workers from LICs are employed. By collaborating with factory management, WaterAid aims to elevate the standards of hygiene within the workplace, ensuring that female workers have access to the facilities they need to maintain their health and dignity. This effort extends beyond mere hygiene improvement; it is about empowering women, reducing absenteeism, and ultimately enhancing the overall well-being of the workforce.

The success of this initiative hinges not only on ensuring the presence of hygiene facilities but also on the effective communication of best practices. The development and dissemination of communication materials are crucial in raising awareness and educating workers about the importance of MHM and overall hygiene. These materials serve as essential tools to ensure that the message reaches all workers, fostering a culture of health and safety within the factories. By providing clear, accessible information, WaterAid and Primark aim to empower women with the knowledge they need to protect their health, thereby reinforcing the initiative's impact on both individual well-being and broader workplace productivity.

Working Areas:

The project will be implemented in an RMG factory in Narayanganj.

2. Objective of this assignment

The overall objective of the assignment is to engage an experienced consultant to develop effective IEC/BCC materials for promoting proper hygiene practices, specifically handwashing and menstrual hygiene management (MHM), among factory workers.

3. Scope of work in this assignment

- Develop and design a range of IEC/BCC materials to promote proper hygiene practices (handwashing, MHM, Water Safety Plan, etc.)
- Design campaign contents and activities with a special focus on handwashing, MHM and WSP
- Conduct campaigns at factory involving workers and staff

4. Work process

Where appropriate, the consultant will maintain the following:

- Study of relevant project documents to understand the project activities and targets
- Plan and conduct visits to have meetings with beneficiaries and collect their reflections and understanding of knowledge on WASH
- Development of draft contents for IEC/BCC materials and hygiene campaigns based on the requirement of the factory workers
- Finalizing the contents of campaign and design the activities of the campaigns
- Finalize the contents of IEC/BCC materials
- Facilitating campaigns at factory premises
- Development of the draft design of IEC/BCC materials
- Finalizing the design of IEC/BCC materials

5. Timeline

The timeframe of the assignment is 50 days (calendar) from **10 October 2024** after signing the agreement. Breakdown of key dates for completion of this task will be finalized after further discussion with the selected consultant.

6. Deliverables

The Consultant is expected to deliver the following outputs:

- Design a flip chart, brochure and message board on basic hygiene practices (Handwashing, MHM and WSP)
- A jingle on the importance of different hygiene practices in the factory context
- Design an innovative hygiene campaign at factory level
- Conducting at least 2 campaigns (maximum 4) at factory level

***Specific contents of the flip chart, brochure and message board will be decided upon consultation with VERC and WaterAid.**

7. Contact person

Aritra Ankan Mitra from WaterAid Bangladesh and Md. Mominul Islam from Village Education Resource Center (VERC) will be available to answer any query or clarification you might have regarding this RFP at aritrmitra@wateraid.org/ mominul@vercbd.org;

8. Mode of payment

Village Education Resource Center (VERC) will issue a work order and the individual/organization will submit an invoice based on the work order and actual consumption. The payment will be made in three installments-

Installments	Percentage	Time
1 st Installment	30%	After the completion of draft content development of IEC/BCC materials and campaign
2 nd Installment	40%	After the finalization of contents for campaign, IEC/BCC materials and conducting at least one campaign
3 rd Installment	30%	After receiving all the deliverables