

TERMS OF REFERENCE

Title of the assignment	Sanitation Marketing Support
Details of the assignment	To conduct a detailed sanitation market survey in the project locations and support research, development and demonstration (RD&D) of markets-based solutions in HFHI-B WaSH program to address systemic challenges impeding the delivery of sustainable, scalable sanitation products and services to target population along with capacity building training for HFHI-B staff and local suppliers including business plan development
Project location	Mymensingh Sadar, Madhupur & Durgapur upazillas of Myem Singh, Tangail & Netrokoda district of Bangladesh
Period of assignment/services:	6 months
Deadline for applications:	September 6, 2014
Language	English & Bangla

This exercise is part of Habitat for Humanity International - Bangladesh (HFHI-B)'s 'Supporting the Enabling Environment for better WASH services in Northern Bangladesh' Project funded by DFAT. HFHI-B is seeking to hire an independent firm/NGO/Consultant to conduct a sanitation market survey in Mymensingh Sadar, Madhupur & Durgapur upazillas of Myem Singh, Tangail & Netrokoda district of Bangladesh and to support research, development and demonstration (RD&D) of markets-based solutions in HFHI-B WaSH program to address systemic challenges impeding the delivery of sustainable, scalable sanitation products and services to the target population along with capacity building training for HFHI-B staff and local suppliers including business plan development.

Technical proposal together with the financial proposal should be submitted to the procurement committee in the quotation box at the following address, Habitat for Humanity International – Bangladesh, House-7 (3rd floor), Road-23/B, Gulshan-1, Dhaka-1212 or by email to procurement@habitatbangladesh.org no later than [September 6, 2014](#).

A. INTRODUCTION OF HABITAT FOR HUMANITY – BANGLADESH

Habitat for Humanity International – Bangladesh was established in 1976 as a Non-Profit Housing Organization dedicated to ending substandard housing and homelessness worldwide and has grown to now implement in more than 100 countries and territories. HFHI's vision 'a world where everyone has a decent place to live' and mission is to promote sustainable development and adequate housing for all, by working in partnership with local people and organizations regardless of caste, race, ethnicity or religion. HFHI's program gives low-income people a unique opportunity to improve their lives. Globally, Habitat for Humanity has built, repaired and renovated 800,000 homes since 1976, providing more than 2 million people with safe, decent, and affordable shelter.

Habitat for Humanity International - Bangladesh (HFHI-B) was established in 1999 with the goal of eliminating impoverished housing in Bangladesh and now operates 7 HRCs (Habitat Resource Center). Up to date Habitat Bangladesh served more than 6,000 families under Regular housing, WaSH & DR Program by building, renovating, retrofitting and technical assistance. Since 2009 HFHI-B is working in WaSH sector and now it is a priority of HFHI-B's strategic direction.

B. GENERAL BACKGROUND AND UNDERSTANDING THE CONCEPT

Habitat for Humanity Bangladesh (HFHB) will be supported by Habitat for Humanity Australia (HFHA) with DFAT funding to deliver a 4 year integrated WASH program with a focus of improving access to facilities for the poor and vulnerable, while strengthening the enabling environment for better WASH services in Northern Bangladesh.

Local Community Based Organizations (CBOs) providing microfinance, Community WASH Committees (CWCs) and School groups will be the community based change agents engaged for software activities including: hygiene promotion; sanitation demand creation; raising awareness about quality of infrastructure including environmental impacts, disaster risk, quality of materials and design; monitoring construction and maintenance. Private sector

actors including local masons and laborers and sanitation suppliers, will be strengthened through targeted trainings and technical support, and practical involvement on project construction activities. Government support mechanisms, in the form of WASH Committees and Disaster Management Committees, will be engaged to provide longer term support to community groups and increase their capacity to provide improved WASH services to the community.

Hardware will be provided through a combination of subsidies to the poorest, and loans to ensure a wider reach, a high degree of ownership and longer term support for local supply chains. The project will take into account the relatively high levels of basic sanitation coverage in some areas, and will aim to reach those households with no facilities, while working with others to upgrade their latrines. As such, a strong focus on demand creation and converting existing knowledge into behavior change will be required.

Indirect beneficiaries include those living in the project villages who may not receive direct access to improved facilities or training, but will benefit from increased access to services including loans through strengthened CBOs, private sector suppliers and enhanced coordination with government bodies; as well as potentially being influenced by direct beneficiaries to upgrade latrines and practice improved hygiene. HFHB will work through its existing 3 district level offices (HRCs), having a strong presence in the field to support project implementation.

As a part of the aforesaid project, this sanitation market survey will be conducted to identify existing or potential sanitation suppliers in the area and demand drivers in the community. As well as the survey, the successful contractor will be required to provide a range of trainings to sanitation suppliers in the targeted area based on identified needs. This could include:

business development, promotion using appropriate messaging, and increasing product lines. The contractor should be able to provide technical inputs to support suppliers to increase the number of low and mid-price ranged latrine products on offer, and make use of technology aimed to minimize water usage.. This assignment will also include capacity building of HFHI-B staff and other relevant stakeholders in basics principles of sanitation marketing.

Key approaches:

1. Human-Centered Design (HCD) process for research, development and demonstration of customer-oriented hygienic latrine product(s) and markets-based service delivery model (s);
2. Inclusive business modeling support of public/development sector service delivery model(s) that connect to commercial service delivery model(s);
3. Linkage development support to connect sanitation micro, small- and medium sized enterprise (MSME) service providers to local government institutions (LGIs) and other key stakeholders;

Expected Results:

1. Three sub-districts across HFHI-B program areas have improved market research data to enhance impacts from ongoing activities and to inform the design and delivery of additional activities;
2. HFHI-B personnel trained in market research findings and Sanitation Marketing approach;
3. Sanitation suppliers trained in key principles based on research findings – expected to include: business development, promotion and sales, latrine product line development
4. Expansion proposal for expansion of technical assistance in markets-based sanitation marketing solutions across HFHI-B programming;
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C. SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED WORK

The selected firm/NGO/consultant will perform the following tasks:

Sanitation Market Survey:

1. Design the study by drafting and finalizing a sound research protocol (including the sampling frame and sampling strategy);
2. Draft research instruments and revise based on HFHI-B's comments;

3. Pre-test the instruments, sharing and documenting findings;
4. Implement and supervise data collection activities in relevant regions to ensure timing is respected and quality standards are met;
5. Capture and code data, using agreed upon quality control measures;
6. Analyze data, preparing agreed upon tables and analyses;
7. Summarize top line findings and present to HFHI-B and relevant partners and stakeholders (up to 2 presentations);
8. Draft final report and finalize based on HFHI-B's comments, meeting international quality standards to enable extensive distribution (up to 5 iterations);

Market-based solutions:

1. Develop market-based solutions in HFHI-B WaSH program to address systemic challenges impeding the delivery of sustainable, scalable sanitation products and services to target population based on the findings and information of sanitation market survey;
2. Provide need based capacity building training ToT on sanitation marketing & supply chain to HFHI-B staff;

Business plan development:

1. Develop business development plan for local sanitation materials produces and suppliers based on the findings and information of sanitation market survey;
2. Provide/facilitate need based trainings for 36 sanitation materials produces and suppliers in three project location;

D. METHODS

The methodology (protocol) for the survey, study and other assignments will be developed by the selected firm/NGO/consultant and will be presented in proposal. The chosen methodologies should be appropriate for rural areas as well as for illiterate low-income populations and should take into account that sanitation and hygiene practices are often a culturally-sensitive topic.

E. DELIVERABLES

All deliverables submitted to HFHI-B shall be submitted in English in electronic form where feasible, or in hardcopy as necessary or required. Deliverables will be considered drafts upon initial receipt. Drafts will be reviewed and comments provided within 2 weeks of receipt, unless otherwise specified. The selected firm/NGO/Consultant shall appropriately address the HFHI-B's concerns and provide final deliverables within agreed timeline after receiving HFHI-B's response. All reports and datasets will be shared with relevant stakeholders.

Deliverables include:

- I. Inception report and presentation. An inception report with oral presentation to HFHI-B at the beginning of work;
- II. Oral presentations of top line findings after conducting the survey.
- III. Final Survey Report in English. The final survey report will include detailed results from data analysis and key recommendations align with the project goal & objectives. The final report will include the following chapters:
 - ☐ Executive Summary,
 - ☐ Background,
 - ☐ Research Objectives and Questions,
 - ☐ Methods,
 - ☐ Possible Limitation to Interpretation of Data,
 - ☐ Main Results/Findings,
 - ☐ Conclusions and Recommendations,
 - ☐ References,
 - ☐ Appendices and/or Annexes and Public Use Data File.

In addition, the final report will be made available in 5 copies and will include:

- I. Clean and fully referenced electronic data sets for the quantitative position in an agreed format with copies of the original data collection forms in English;
- II. Basic transcripts of all interviews and focus group discussions in an electronic format;
- III. All outputs will be presented in both electronic form (programs to be agreed with client) and paper copies;
- IV. Report on market-based solutions in HFHI-B WaSH program to address systemic challenges impeding the delivery of sustainable, scalable sanitation products (range of sanitation facility design) and services to target population based on the findings and information of sanitation market survey;
- V. Provide need based capacity building training ToT on sanitation marketing & supply chain to HFHI-B staff;
- VI. Prepare training manuals;
- VII. Business Plan for local sanitation materials producers and suppliers based on the findings and information of sanitation market survey;
- VIII. Provide/facilitate need based trainings for 36 sanitation materials produces and suppliers in three project location; HFHI-B will arrange and bear the cost of the trainings;

F. ACCEPTANCE CRITERIA / PERFORMANCE REQUIREMENT

The deliverables will be evaluated according to the following criteria

- ☑ Thoroughness and timeliness of all the elements identified in the scope of work and tasks, per the documented final agreement between the selected firm/NGO/consultant and HFHI-B. A detailed timeline for task completion and deliverables will be established when the selected firm/NGO/consultant begins the work;
- ☑ Profile of the firm/NGO/consultant;
- ☑ Quality and clarity of the analysis and work produced. More specifically, quality and clarity will be assessed against the following:
 - Ability of HFHI-B stakeholders to understand and apply the work produced;
 - Extent to which deliverables conform to the instructions and standards outlined in the scope of work and the relevant annexes;
 - Depth and quality of analysis and effort;
 - Quality and extent of communication between HFHI-B and the selected firm/NGO/consultant while the work was undertaken;
 - Any other criteria agreed upon between the two parties at the start of the work period;

G. SPECIFIC RESPONSIBILITIES FOR THE SELECTED FIRM/NGO/CONSULTANT

The selected firm/NGO/consultant will be responsible for the following:

- ☑ Designing, implementing, and managing the survey, ToT for HFHI-B, business plan development and trainings;
- ☑ Developing and pre-testing survey instruments before the field work;
- ☑ Logistics arrangements and expenses, i.e., transportation, accommodation, allowances, communications, and stationery;
- ☑ Recruiting, training and supervising a suitable team of field workers, including interviewers and field supervisors;
- ☑ Developing an appropriate database for data entry;
- ☑ Ensuring quality of field work/data collection and data entry;
- ☑ Analyzing the data (including multivariate analyses such as regressions and factor analysis);

HFHI-B will be closely involved in reviewing, advising, and providing technical recommendations to the firm/NGO/consultant and arrangement of trainings for sanitation materials producer/suppliers;

1. During the development of survey instruments, the firm/NGO/consultant will carry out exploratory research, to develop survey instruments and establish appropriate codes for the survey questions.
2. HFHI-B expects to be deeply involved in the survey, research protocol and instrument development, discussions of potential implications of findings, and other key elements of this assignment. Therefore, the selected firm/NGO/consultant will be required to work closely with HFHI-B to ensure the researcher(s) understand the

goals before starting the work outlined in this scope of work. Throughout contract duration, the selected firm/NGO/consultant will keep close communication with HFHI-B's designated person on a regular basis to discuss process and findings, including those of the pre-test.

3. HFHI-B requests that the firm/NGO/consultant develop an analytical framework of the assignment prior to finalizing the instruments.

H. EXPECTED PROFILE OF FIRM/NGO/CONSULTANT

The selected firm/NGO/consultant will be a professional market research center or with a track record of at least five years of relevant studies. The selected firm/NGO/consultant's team will need to demonstrate their experience both in quantitative and qualitative research techniques, particularly as applied to rural populations.

Experience working with ethnically diverse and illiterate populations and managing large rural population-based studies is essential.

HFHI-B requests that special attention be given to:

- The development of a detailed work plan including quick mobilization and transportation into the field of field staff,
- A system for the management and quality assurance of the study,
- Complete CVs of the proposed staffing for key personnel and qualitative field staff.

More specifically the firm/NGO/Consultant is expected to have:

- Demonstrated experience in WaSH sector;
- Should have clear understanding on Sanitation Marketing and experience of carrying out such (Sanitation Marketing Support) assignment;
- Engaging subject matter experts/specialist available on staff;
- Ability to develop materials in clear concise English and Bengali;
- Ability to work in a team;

I. TYPE OF CONTRACT

This will be a lump sum contract payable as follows:

- 10% upon signature of contract
- 40% on acceptance of Inception report and completion of its oral presentation
- 25% on acceptance of top line results
- 25% on acceptance of the final report

Additional Responsibilities

The firm/NGO/consultant will be responsible for following the Terms of Reference and Habitat for Humanity International - Bangladesh guidelines.

J. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS

The firm/NGO/consultant shall bear all costs associated with preparation and submission of the proposal. The firm/NGO/consultant shall submit one (1) copy of technical proposal and one (1) copy of financial proposal in a single envelope/file or share the soft copy the documents by e-mail. The technical and financial proposals should be marked properly and should include the name and detailed contact address of the firm/NGO/consultant.

Validation of the Proposal

All costs should be quoted in BDT. and will remain valid up to sixty (60) days from the date of submission of proposal.

Withdrawal/Termination

This agreement shall be effective between dates mentioned in agreement, unless otherwise earlier terminated. HFHI-B may terminate this agreement with immediate effect on occurrence of any irregularities, anomalies

relating to project implementation and non-compliance of any terms and conditions as agreed upon in this agreement. In the event of a major natural disaster, or major civil or political unrest, this agreement may be renegotiated and jointly revised between the two parties recognizing any consequent change in the environment for implementation.

Interested firm/NGO/consultant must submit the following documents/information to demonstrate their qualifications:

- Technical proposal
- Financial proposal
- CVs of key staff/Company Profile
- Cover Letter/Motivation Letter explaining why they are the most suitable for the work

Technical Proposal

The proposal should not contain any publicity documents/brochure of the firm/NGO/consultant. It is mandatory that the proposal should maintain the following format:

- I. Understanding of the Task, technical aspect of the proposal and outline of the proposed task;
- II. Proposed team of the development group with names and designation

The detailed CV of team leader/Company Profile should be included as an annex to the technical proposal. It is desirable that the proposal should contain the above mentioned sections only.

Financial Proposal

The financial proposal shall be structured around the specific tasks and key deliverables described in the Terms of Reference. Interested firm/NGO/consultant must specify a total lump sum amount for each task and deliverable, which are to be completed by the deadlines specified in the ToR. Payments shall be made as described in section type of contract in the ToR. In order to support HFHI-B in the comparison of financial proposals, the financial proposal will include a breakdown of this lump sum amount (including travel, per diems, and number of anticipated working days, as required).

Confidentiality

All the outputs e.g. questioner, interviews records, documents, information, business plan, training manuals etc. produced by this exercise will be treated as Habitat for Humanity International - Bangladesh property and consequently confidential. So the above mentioned outputs or any part of it cannot be sold, used or reproduced in any manner by the assigned organization/individual and cannot be disclosed to any third parties, without prior permission from Habitat for Humanity International – Bangladesh.

Miscellaneous

- a) Upon execution, all the terms & conditions of this agreement are binding upon the parties;
- b) After the termination of the assignment, all rights described in this agreement will automatically be transferred to Habitat for Humanity International – Bangladesh;
- c) Any modification and amendment to the agreement shall be made in writing with the consent of both parties;
- d) Both parties assume that this agreement does not go against the rules and regulations of the Government of Bangladesh;