**Request for Applications (RFA)**

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| **Country:** | Bangladesh |
| **Request for Application Number:** | PRF # 18-12-06 |
| **Title of RFA:** | Market Systems Strengthening for Income Generation in SAPLING |
| **Closing Date:** | January 20, 2019 |
| **Closing Time:** | 4:30 pm Bangladesh Local Time |

Applicants are encouraged to read this RFA in its entirety (including any and all attachments), paying specific attention to the instructions and requirements included herein. Issuance of this solicitation does not, in any way, obligate Helen Keller International to issue an award, nor does it commit Helen Keller International to pay for costs incurred in the preparation and submission of a proposal. All recipients of this RFA shall treat all information and details included herein as private and confidential.

1. **OVERVIEW**

Helen Keller International (HKI), an international non-governmental organization (headquartered in New York, NY, USA), with a local office in Bangladesh intends to enter into multiple sub-awards for comprehensive implementation of the program entitled, “Market Systems Strengthening for Income generation in SAPLING”. This is a Request for Application (RFA), and we welcome interested organization to review the description of work and criteria that follows, and to submit an application by the Closing Time above.

HKI was awarded a five-year cooperative agreement by USAID’s Office of Food for Peace (FFP) to lead the Development Food Security Activity, “Sustainable Agriculture and Production Linked to Improved Nutrition Status, Resilience, and Gender Equity” (SAPLING) on September 30, 2015, with the overall goal of improving gender equitable food security, nutrition and resilience of vulnerable people within five upazilas of the Bandarban District of the Chittagong Hill Tracts (CHT). To achieve this objective, HKI is working in partnership with Catholic Relief Services (CRS), CARITAS Bangladesh, three local implementing partners, individuals, communities, institutions, traditional ethnic leaders and the Government of Bangladesh.

SAPLING is implementing activities in five upazilas of Bandarban district (Thanchi, Ruma, Lama, Rowangchari, and Bandarban Sadar), all of which have a high proportion of people living in extreme poverty, with high rates of stunting and/or undernutrition. The total coverage area includes 1579 paras (villages) within 24 union and two pourashovas, many of which have limited access to markets and/or lack of sufficient market infrastructure.

Using a multi-sector approach, SAPLING is working toward three major outcomes:

* Increased income and access to nutritious foods attained equitably by both women and men
* Improved nutritional status of children under five years of age, pregnant and lactating women, and adolescent girls
* Sustained gender equitable ability of people, households (HHs), communities, and systems to mitigate, adapt to and recover from human-induced and natural shocks and stresses

These outcomes are being accomplished through the implementation of a number of inter-connected activities, including: Integrated Enhanced Homestead Food Production (IEHFP); development of microenterprises; establishment/strengthening of market linkages; establishment of Savings and Internal Lending Committees; improvement of access to safe drinking water and water for agriculture/livestock; training healthcare providers, government personnel and local leaders in and promotion of the Essential Nutrition Actions/Essential Hygiene Actions package; transformation of gender norms and attitudes; training key stakeholders on strategies for ensuring nutrition in emergencies; improvement of sanitation technologies and systems; development of disaster preparedness strategies and plans at household (HH), community and government levels; improvement of natural resource management; and, prioritization and implementation of cash for work schemes.

HKI is seeking applications from qualified, eligible organizations interested in providing the services described in this solicitation. HKI plans to award a cost reimbursement subaward under this program. Subject to the availability of funds, and final funder approval, the cost of the subaward is estimated from US $100,00 to US $200,000 over a 15-month period for activities implemented in the Bandarban District.

1. **PROJECTED ACTIVITIES**

SAPLING is providing support to an estimated 10,000 participants for on- and off-farm income generating activities (IGAs) in thirteen subsectors (papaya, pumpkin, banana, turmeric, ginger, coffee, aquaculture, poultry, livestock health, mushrooms, weaving, WASH and honey). All eligible participants receive technical training on planning and marketing, application of improved technologies, (harvesting and post-harvest practices for crops) and business. Eligible participants and/or groups also receive critical inputs such as improved seed varieties, tools and/or processing equipment.

To further develop their IGAs, the project needs to identify an estimated 300 local business advisors (LBAs) from within both SAPLING’s IGA groups and IEHFP groups who will receive additional training on business management, marketing, negotiation techniques, product aggregation, sales, etc. These LBAs will serve on union/upazila level “marketing committees”, where they will represent SAPLING’s nearly 50,000 IEHFP and IGA participants and facilitate the establishment of linkages with key market actors including input suppliers and buyers.

To date, SAPLING has established nearly 3,000 IEHFP groups with over 40,000 participants which have received basic training on horticulture and poultry production, WASH, disaster risk reduction and gender transformation, and identified approximately 10,000 IGA participants (the majority of whom are IEHFP participants) and initiated its technical training by group in the relevant sub sector. This technical assistance is being provided to participants in groups and is reinforced through the provision of household level technical assistance over a two-year period of time with one objective being to increase both the quantity and quality of production. With this critical element of technical assistance for improved production practices underway, SAPLING now seeks a subreceipient? to focus on strengthening market systems through the development of market linkages and skills of key market actors.

1. **INELIGIBLE ACTIVITIES AND GOODS**

The following activities and goods are unallowable and should not be included in the proposed budget:

1. Used equipment
2. Alcoholic beverages and non-program related entertainment costs
3. Military equipment
4. Surveillance equipment
5. Commodities and services for support of police or other law enforcement activities
6. Abortion equipment and services
7. Luxury goods or gambling equipment
8. Weather modification equipment
9. Goods or services from any individual or firm on the ‘List of Parties Excluded from Federal Procurement’
10. Infrastructure or construction activities
11. Real property (land, including land improvements, structures and appurtenances thereto)
12. **ELIGIBILITY CRITERIA**

This RFA is open to non-governmental entities (for-profit and non-profit companies, non-governmental organizations (NGOs), etc.) that are deemed capable of implementing the activities, with a solid record of integrity and business ethics, and that meet the eligibility requirements stated in this Section. Applicants must be willing to comply with relevant USAID rules and regulations, including signing Attachment B Certifications and Assurances, as well as HKI requirements.

Applicants must meet the following requirements in order for HKI to review their proposal:

1. **Legally Registered:** The applicant should be a legally registered entity in the country of implementation. If required by local law, the applicant must also be legally authorized to work in the specific district, province, etc. Applicants must attach a copy of their registration documentation.
2. **Technical Capacity:** The applicant should possess the required experience to successfully implement the subaward activity, verified through past performance and reference checks. Examples of such requirements include years of operation, size of annual operating budget, experience working within the relevant sector, financial audit track record, etc.
3. **Prohibition against Fee:** Applicants must not include a fee-for-profit in their proposal.
4. **Conflict of Interest:** The subrecipient’s other relationships, associations, activities, and interests should not create a conflict of interest that could prevent full impartiality in implementation of the subaward activities. Applicants must complete the attached *Conflict of Interest Certification*, declaring that no known conflicts exist.
5. **Prohibition against transactions with Ineligible or Excluded Individuals and Organizations:** In accordance with Helen Keller International and donor policies, Helen Keller International prohibits transactions with ineligible or excluded individuals and organizations. Applicants will be subject to screenings against international debarment and suspension lists, to ensure they are not associated with terrorism, fraud, or other types of criminal activity. Applicants will also be asked to certify that it has not and will not promote or engage in violence or terrorism and are in full compliance with all U.S. Executive Orders, laws and regulations that prohibit transactions with, and the provision of resources and support to, individuals and organizations associated with terrorism.

Note: HKI will not award a contract to any firm that is debarred, suspended, or proposed for debarment by the U.S. Government, or who proposes to do business with firms or firms’ principals who are debarred, suspended, or proposed for debarment, in the performance of the requirement of this activity.

1. **REQUIRED APPLICATION FORMAT AND CONTENT**

**All application submissions must comply the following format requirements:**

* English language only
* Font size 12 or larger
* Line spaced 1.5 or larger
* No more than 20 pages for Part A and Part B combined.
* Include applicant organization name, date, RFA number, and page number as a header or footer throughout the document.

**The complete application shall consist of the items listed and detailed below. All sections must be completed.**

1) Cover Letter/Page

2) Acronyms/Abbreviations

3) Table of Contents

4) PART A: Narrative

5) PART B: Work Plan

6) PART C: Budget and Budget Narrative

7) PART D: Past Performance References

8) Appendices

Detail for the application components are as follows:

1. **COVER PAGE**

Include the following information on the cover page:

- Name of the organization

- Name of project

- Date of submission

- Contact person name, title, contact information

- Budget amount requested

- RFA number

1. **ACRONYMS/ABBREVIATIONS**

Provide a list of all acronyms and abbreviations used in the proposal.

1. **TABLE OF CONTENTS**

Provide a table of contents including all major headings used in the proposal with corresponding page numbers.

1. **PART A: NARRATIVE**

**Applicants should address the following components in the narrative section of their proposal.**

# Background / Project Overview:

USAID’s Office of Food for Peace (FFP) awarded HKI a five-year cooperative agreement to lead the Development Food Security Activity, “Sustainable Agriculture and Production Linked to Improved Nutrition Status, Resilience, and Gender Equity” (SAPLING) on September 30, 2015, with the overall goal of improving gender equitable food security, nutrition and resilience of vulnerable people within five upazilas of the Bandarban District of the Chittagong Hill Tracts (CHT). To achieve this objective, HKI is working in partnership with Catholic Relief Services (CRS), CARITAS Bangladesh, three local implementing partners, individuals, communities, institutions, traditional ethnic leaders and the Government of Bangladesh.

SAPLING is implementing activities in five upazilas of Bandarban district (Thanchi, Ruma, Lama, Rowangchari, and Bandarban Sadar), all of which have a high proportion of people living in extreme poverty, with high rates of stunting and/or undernutrition. The total coverage area includes 1579 paras (villages) within 24 union and two pourashovas, many of which have limited access to markets and/or lack of sufficient market infrastructure.

Using a multi-sector approach, SAPLING is working toward three major outcomes:

* Increased income and access to nutritious foods attained equitably by both women and men
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To further develop their IGAs, the project needs to identify an estimated 300 local business advisors (LBAs) from within both SAPLING’s IGA groups and IEHFP groups who will receive additional training on business management, marketing, negotiation techniques, product aggregation, sales, etc. These LBAs will serve on union/upazila level “marketing committees”, where they will represent SAPLING’s nearly 50,000 IEHFP and IGA participants and facilitate the establishment of linkages with key market actors including input suppliers and buyers.

To date, SAPLING has established nearly 3,000 IEHFP groups with over 40,000 participants which have received basic training on horticulture and poultry production, WASH, disaster risk reduction and gender transformation, and identified approximately 10,000 IGA participants (the majority of whom are IEHFP participants) and initiated its technical training by group in the relevant sub sector. This technical assistance is being provided to participants in groups and is reinforced through the provision of household level technical assistance over a two-year period of time with one objective being to increase both the quantity and quality of production. With this critical element of technical assistance for improved production practices underway, SAPLING now needs to focus on strengthening market systems through the development of market linkages and skills of key market actors.

# Objective:

The overall objective of this assignment is to successfully design, establish and operationalize SAPLING’s Marketing Committees (MC), by developing appropriate modules and guidelines and providing on-the-job training and mentoring.

# Guiding principles:

**Applicants should demonstrate integration of the following core guiding principles in its proposal.**

**The core guiding principles** for the transformative approach would be as listed below, would lead to the preliminary institutionalization of these guiding principles within the broader SAPLING program activities:

* Recognize that economic growth is a necessary part of reducing poverty, hunger and malnutrition in rural communities
* Recognize that economic growth must also be inclusive and provide opportunities
* Recognize that inclusive growth requires improving the productivity of resources of smallholder families and also requires well-functioning markets
* In line with the above, promote a more diversified, resilient, and nutrition-sensitive agriculture powered by creation and dissemination of relevant knowledge and convergence of nutrition specific interventions with agriculture market development activities
* Recognize women as the key to achieving sustainable food security and nutrition

# Considerations/recommendations:

**Applicants should demonstrate integration of the following considerations in its proposal.**

**Actively champion a facilitation approach.** With the high number of FFs and Upazilla Officers who are participating in this project, it will be nearly impossible to ensure that all of these individuals become technical experts in time to coach IGA participants. Based on this programmatic constraint, SAPLING recommends leveraging a facilitation approach. A facilitation approach does not require expertise by FFs or officers to ensure strong coaching or training, but leverages expertise throughout the system. This will continue to build sustainability in the system and to create an infrastructure to support out the IGA participants beyond the limitations of a FF model. This infrastructure includes Marketing Committees, Lead Farmers and Public/Private sector actors. In this model the team recognizes that P/PSAs will not directly go to the para level and therefore recommends that MCs and LFs can bridge this gap between para and upazilla level.

* **Market Support.** Support IGA team to complete these market supporting activities such as lead firm engagement and “Commercial Pocket” approach which helps to create clusters of similar IGAs to build strong private and Lead Farmer linkages. This could include creating linkages with national and international markets as well as supporting lead farmers and marketing committees.

**Closely monitor IGA sectors.** The selected IGA sectors are dynamic and are expected to change over the course of the next few years. It is important to monitor the impacts of the coaching materials to effectively determine the focus of content in the next two years to ensure that the PGs get the information that they really need. The current PG training focuses on planning and the basics of understanding production for sale. This is a very basic concept, but once cracked can make a massive impact on income generation. This needs to be monitored closely to make sure that the approach is on track.

* **Monitoring and content refinement.** Support IGA team to complete annual reviews of content uptake and continue to tailor Producer Group, Local Business Advisor and Marketing Committee materials to the dynamic needs and requirements of the sectors. This will all focus on the concept that planning increases productivity.

**Structure and simplify the FF engagements.** With so many moving parts it is important to continue to prioritize structure and simplicity as has been highlighted throughout the revised strategy. The concept of using Sessions A-D and simple 4-part training is not to decrease the information shared, but to increase retention of information and training precision. All the IGA participants have existing experience within the sector and by building infrastructure, expertise will be cultivated within the system. As found within a facilitation approach, SAPLING will need to continue to prioritize simplicity over a deluge of information that is unstrategic and unfocused around the goal that planning productivity. Within this type of structure a strong annual calendar and annual planning is required to become proactive instead of reactionary. This is especially essential with so many partners and moving parts.

* **Training and Coaching of Trainers.** Support IGA team with a follow-up TOT for Upazila Officers and Field Facilitators on Marketing Committee, Private Sector Engagement and Lead Farmer sustainability activities.

# Engagement Strategy

**Applicants should demonstrate the following engagement strategy in its proposal.**

SAPLING has adopted a hybrid approach combining both market facilitation and direct input transfers to participants. The project is building capacity of participants through training and providing limited input support to allow the participants to apply the new learning/improved technology in their fields or production practices; simultaneously the project will facilitate linkages between the farmers/participants and market actors/service providers to ensure market access and services and achieve sustainable impact.

**WHY:** In order to ensure the sustainability of the benefits of interventions in income generation, SAPLING is working with the market system at three levels: *household level* (producer groups), *community level* (lead producers, local business advisors, and marketing committees), and *wider market level* (private sector actors and firms). The ‘thin’ markets of Bandarban are characterized by limited connectivity between market actors, producers and consumers; which creates unique challenges in ensuring fair and accessible market structures. The SAPLING team is motivated by five main factors of a strong market in ‘thin’ areas: sustainability, good governance, inclusivity (GESI), autonomy, and resilience. These factors will be used in monitoring the market for growth and strength.

**WHAT:** SAPLING will continue to build on the work of market systems strengthening and income generation from the first phase of the program. This strategy reinforces the linkages and connections between the different market players to ensure that they will continue efforts after the project. There are six main stakeholder groups in the market system in SAPLING:

1. **Producer Groups.** IEHFP and IGA Bandarban HHs are grouped into geographic small production clusters. (20-25 HHs/PG)
2. **Lead Producers.** A representative from each producer group who has good basic knowledge of improved production practices and leadership skills, receives extra training to provide technical support to group members. (1PG/1LP)
3. **Local Business Advisors.** One representative from approximately 12 producer groups (geographically clustered) is responsible for marketing and input linkage support, aggregation and providing market and financial services information to PGs. (12 PGs/1 LBA)
4. **Union level Marketing Committees.** LBAs within the union meet to directly link to private sector actors, negotiate services, aggregate, etc. (8 LBAs/1 UMC)
5. **Upazila level Marketing Committees:** 1 UMC member per union with skills to directly link to private sector actors on the UzMC. (8 UMC members/1 UzMC)
6. **Private Sector Actors.** Input and output service providers who can directly link to LBAs or MCs for sustainable supply inputs and output purchases. These providers are located not only within the upazilas and Bandarban district, but also within national supply chains.

The SAPLING team will refine and expand the engagement with each of these market actors with a specific focus on GESI, good governance and market resilience. The team will also expand opportunities into new sectors and grow the market systems for each of the new sectors for functional value chains.

A well functioning value chain for each of the selected sectors would ensure that everyone along the chain can be sustained through the incentive of personal profit. The clustering of individuals through marketing committee will also need to be sustained through good governance that ensures the profitability of the whole group. Innovations through new practices, new products, and new production techniques can all support an increase in profit for the system. The goal is not to just redistribute profit along the chain, but also to grow the whole market so that more profit is available for SAPLING households.

**HOW:** Building on the existing structures, SAPLING may propose five intervention areas: 1) actor identification and monitoring; 2) coaching and mentorship of FFs in market strengthening; 3) capacity building of HHs in IGA; 4) strengthening of the local market system; and 5) strengthening of the wider market system.

# Glossary Box

**MCs**: Marketing committees help to represent producers’ voice in the market system and create fair business opportunities. They are responsible for aggregating products for selling production and aggregation input demands. The also will be responsible for collection points or formal market linkages as and when is required.

**LBAs:** One of the reasons that producer groups fail to operate beyond the project period is a lack of coordination after the duration of the project period. Many groups fail to continue without ʻsomeoneʼ co-coordinating them on an ongoing basis. To develop this ongoing coordination, SAPLING will select and train Local Business Advisors (LBAs) who will act as the link between private sector actors and MCs. The LBAs will operate commercially with a financially sustainable business plan and be able to generate additional income through their work.

**PSAs:** Commercial actors (particularly input companies) are interested in accessing new markets to improve their market share. Yet often such companies do not see an attractive return on investment (ROI) in investing in organizing and mobilizing farmers at the micro level as such systems are a ʻpublicgoodʼ which can also benefit potential rival companies. In thin market areas such as Bandarban this is especially difficult. Therefore, a Private Sector Engagement Forum (PSEF) will be established. The PSA-forum will comprise of representatives of the FBGs, FBAs, government departments and other market actors that will be invited to discuss potential opportunities for collaboration. The LBAs will be incentivized to follow up on these leads in order to sustain and develop their own businesses. SAPLING proposes that as local ownership is a key factor in the success of the PSEF, a lead agency with a cross cutting interest be identified to organize the forum events. Building the capacity of private sector organizations will generate more inclusive business opportunities, helping to identify ways to reduce costs for the private sector. SAPLING proposes that the private sector actors be trained on how to work with small groups of farmers, demonstrating the potential benefits and practically how to support the producer groups, and establish other necessary infrastructure.

1. **PART B: WORK PLAN**

Applicants should list the activities they will implement by objectives and activities as described by applicant above. Indicate with an “X” in which month you will undertake the most important activities to achieve each objective. “Cross-cutting” activities are those that relate to more than one activity area (for example, report preparation). These can go in the “cross-cutting” section at the bottom. Base your work plan on a 12-month period that could start at any time. Feel free to add additional rows to this table as needed.

**SAPLING’s detailed implementation plan is given below to inform the applicant work plan timeline:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Intervention** | **Activity** | **Description** | **Frequency** | April | May | June | July | August | September | October | November | | December | January | February | March | April | May | June |
| SI # | Activities | Detailed Description | Frequency | 2019 | | | | | | | | 2020 | | | | | | | |
|  |  |  |  | Q3 | | | Q4 | | | Q1 | | | | Q2 | | | Q3 | | |
| Analysis and monitoring of market system | *Rapid market assessment* | Identification of alternative opportunities for income generation such as eco-tourism, grocery shops, soap and cream production, and small machinery repair. Focused on engaging men and creating alternatives to day-labor. | Once FY19 | x | x | x |  |  |  |  |  | |  |  |  |  |  |  |  |
|  | *Market system monitoring* | Monitoring of the growth and strength of the market system through five indicators: sustainability, autonomy, inclusion, resilience, and good governance. A score card will be developed to be used by FFs, UnCs. | Quarterly |  |  | x |  |  | x |  |  | | x |  |  | x |  |  | x |
| Coaching and mentorship of FFs in market strengthening | *TOT to FFs and UCs* | Training to the FFs and UCs on market systems development, the annual revisions to the market materials and how to mitigate challenges/troubleshoot. | One time Annually | x | x |  |  |  |  |  |  | |  |  |  |  | x | x |  |
|  | *Coaching and mentorship of FFs and UCs* | Ongoing support and troubleshooting with the FFs to ensure they have the skills, knowledge and ability to support MCs and LBAs. Support and troubleshooting with UCs to engage with the private sector. | Quarterly meetings On the job-support |  | x |  |  | x |  |  | x | |  |  | x |  |  | x |  |
| Capacity building for IGA | *IGA materials refinement and expansion* | Refinement of the tools and resources for IGA support (technical and business) including deeper contextualization and inclusion of learnings from the first round of utilization. Expansion of the tools to include 16+ hours of training for FY21. This could include but is not limited to business risk mitigation, credit management, and investment planning. | Annual review | x | x |  |  |  |  |  |  | |  |  |  |  | x | x |  |
| Strengthening the local market system | *Refinement and expansion of LMS materials* | Refinement of the tools and resources for LBA and MC support (selection, capacity building, market space engagement, and network meetings) including activity guidelines. | Annual review | x | x |  |  |  |  |  |  | |  |  |  |  | x | x |  |
|  | *Selection of LBAs, MCs, aggregation sites, and formal markets* | Selection and of the LBAs and MCs, aggregation sites and formal markets through producer groups and field scouting. | Once FY19 | x | x |  |  |  |  |  |  | |  |  |  |  |  |  |  |
|  | *Strengthen LBAs and MCs* | Capacity development (16+hours/year) training for both the LBAs (business, marketing, linkages and technical skills) and MCs (governance, marketing, aggregation, linkages) | Quarterly ½ day workshops |  |  | x |  |  | x |  |  | | x |  |  | x |  |  | x |
|  |  | Linkage events organized between MCs, LBAs and PSAs for the buying of production. Supported directly by FFs, to be continued by actors later on. | Quarterly ½ day workshops |  |  | x |  |  | x |  |  | | x |  |  | x |  |  | x |
|  |  | Network formation for LBAs at the upazilla level for troubleshooting, mentoring and support. Discussion topics to come from market monitoring. Occasional inclusion for PSAs for networking and linkage opportunities | Semi-annual 2 hour workshops /upazilla |  |  |  | x |  |  |  |  | |  | x |  |  |  |  |  |
|  |  | Follow-up support for LBAs and MCs for regular troubleshooting and support. | Ongoing>> |  | x |  |  | x |  |  | x | |  |  | x |  |  | x |  |
|  | *Strengthen aggregation sites and formal markets* | Mapping and development of linkages between MCs and aggregation sites/formal markets. Dialogue with market committees. | Semi-annual 2 hour workshops/site |  |  |  | x |  |  |  |  | |  | x |  |  |  |  |  |
| Strengthening the wider market system | *Refinement and expansion of WMS materials* | Refinement of the tools and resources for PSAs and MC support (selection, capacity building and networking) including activity guidelines. | Annual review | x | x |  |  |  |  |  |  | |  |  |  |  | x | x |  |
|  | *Strengthen private sector input retailers* | Capacity development (16+hours/year) training for PSAs and UzMCs (business practices, linkages, sales, GESI) | Quarterly ½ day workshops |  |  | x |  |  | x |  |  | | x |  |  | x |  |  | x |
|  |  | Linkage events organized between UzMCs/LBAs and PSAs for the buying of production at upazilla/district level. Supported directly by FFs, to be continued by actors later on. | Quarterly ½ day workshops |  |  | x |  |  | x |  |  | | x |  |  | x |  |  | x |
|  |  | Private Sector Forum/Networking (PSEF) for PSAs and UzMCs at the upazilla level for troubleshooting, mentoring and support. Discussion topics to come from market monitoring. | Semi-annual 2 hour workshops |  |  |  | x |  |  |  |  | |  | x |  |  |  |  |  |
|  |  | Follow-up support for PSAs and UzMCs for regular troubleshooting and support on planning, supply chain management, GESI | Ongoing>> |  | x |  |  | x |  |  | x | |  |  | x |  |  | x |  |
|  | *Strengthening CHT niche markets* | Scouting, development and role-out of a marketing campaign development to brand niche markets from the CHT. Development of market linkages to Dhaka. | Once FY19 or FY20 |  |  |  | x | x | x |  |  | |  |  |  |  |  |  |  |

1. **PART C: Budget and Budget Narrative**

***Detailed Budget:***

Provide a detailed budget in your preferred format, with an accompanying budget narrative which provides detail of the total costs to implement the proposed program. Include a breakdown of all costs and organize by major budget category. The detailed budget may be included in the Appendices section of the proposal if that is more convenient.

In addition to the detailed budget, include a summary budget in the following format:

|  |  |  |
| --- | --- | --- |
| **Cost** | **Amount Requested from HKI in Year 1** | **Total** |
| Salaries |  |  |
| Fringe Benefits |  |  |
| Travel |  |  |
| Equipment |  |  |
| Supplies |  |  |
| Lower-Tier Subawards |  |  |
| Consultants |  |  |
| Other Direct Costs |  |  |
| Indirect Costs (if applicable) |  |  |
| **TOTAL COST** |  |  |

Note: All costs should be presented in Local Currency. In the budget narrative, state the currency conversion rate you are using.

***Budget Narrative:*** Include a narrative for your budget that describes, in detail, a breakdown of unit costs for each budget line item. Your budget narrative should be presented in the following format:

* Salaries: Indicate each proposed staff member by position title, the % time (level of effort) to be dedicated solely to this project, and proposed salary.
* Fringe Benefits: Describe fringe benefits that are required by local law and provided according to common practice and your organization’s policies. Describe how benefits are calculated.
* Travel: Include all estimated costs for local and regional travel to be charged to the subaward as well as any stipends or per diems provided to staff according to your organization’s policies. Include locations of travel (to and from), as well as unit costs for airfare, lodging, per diem, and number of days. Include a brief description of the purpose of travel. All airfare must be coach-class. International travel will not be permitted without prior approval by HKI. Fuel costs for land travel should also be included in this section.
* Equipment: Clearly indicate any equipment to be purchased under this subaward including unit costs. “Equipment” is defined as those items having a unit price of US $5,000 or greater, and a useful life of more than one year.
* Supplies: Indicate any supplies to be purchased under this subaward including unit costs. “Supplies” are defined as those items consumed directly for the operation of the program and having a unit price under US $5,000.
* Consultants: Describe any external consultants or outside services that will be hired under this grant. Clearly state their role in the project, as well as daily rates and number of days to be hired. Identify any consultant travel in this section.
* Other Direct Costs: Detail other direct costs, including office rent, utilities, banking fees, postage, courier, and other costs allocated directly to the project.
* Restricted Items (if applicable): Identify any costs in your budget that are considered “restricted items” per the criteria below. The following items are restricted and will require prior approval from the donor before costs may be incurred to purchase the below items. HKI will obtain donor approval on behalf of the applicant for the items listed below:

1. Agricultural commodities
2. Motor vehicles
3. Pharmaceuticals
4. Pesticides
5. Rubber Compounding Chemicals and Plasticizers
6. Used equipment
7. US Government-owned excess property
8. Fertilizer
9. **PART D: PAST PERFORMANCE REFERENCES**

Please provide evidence of three USAID awards received during the last three years. If your entity doesn’t have experience with USAID funding, please provide other past performance data.

|  |  |
| --- | --- |
| **REFERENCE ONE** | |
| Project Name: |  |
| Project Description: |  |
| Name of the Donor: |  |
| Program Period of Performance: |  |
| Award Amount (in US Dollars): |  |
| Type of Award  (Cost Reimbursement or Fixed Price; Grant/ Cooperative Agreement/ Contract; etc) |  |
| Was your entity the prime recipient? | Choose One: Yes/No |
| Client Reference  (Name, Title, Email, Phone): |  |
| Results/ Key Accomplishments: |  |

|  |  |
| --- | --- |
| **REFERENCE TWO** | |
| Project Name: |  |
| Project Description: |  |
| Name of the Donor: |  |
| Program Period of Performance: |  |
| Award Amount (in US Dollars): |  |
| Type of Award  (Cost Reimbursement or Fixed Price; Grant/ Cooperative Agreement/ Contract; etc) |  |
| Was your entity the prime recipient? | Choose One: Yes/No |
| Client Reference  (Name, Title, Email, Phone): |  |
| Results/ Key Accomplishments: |  |

|  |  |
| --- | --- |
| **REFERENCE THREE** | |
| Project Name: |  |
| Project Description: |  |
| Name of the Donor: |  |
| Program Period of Performance: |  |
| Award Amount (in US Dollars): |  |
| Type of Award  (Cost Reimbursement or Fixed Price; Grant/ Cooperative Agreement/ Contract; etc) |  |
| Was your entity the prime recipient? | Choose One: Yes/No |
| Client Reference  (Name, Title, Email, Phone): |  |
| Results/ Key Accomplishments: |  |

1. **APPENDICES:**

The following attachments are required with the applicant’s proposal:

APPENDIX 1: Evidence of local registration status

APPENDIX 2: HKI’s Conflict of Interest Certification

APPENDIX 3: USAID Certifications and Assurances

1. **TIMELINES AND POINTS OF CONTACT**

# Contact Person: All contact regarding this RFA until the awarding decision will be with HKI’s procurement department Mohammad Shaheedul Islam, Admin and Procurement Manager. Any contact with SAPLING staff regarding this RFA is strictly prohibited and may be grounds for disqualification.

**Due Date:** Applications must be received no later than January 20, 2019 at 4:30 pm Bangladesh Local Time. This deadline will be strictly enforced.

Applications should have a 60-day validity period from the application submission date.

Please send applications via email to: [Bangladesh.procurement@hki.org](mailto:Bangladesh.procurement@hki.org). Please do not e-mail an application more than once unless you receive an email response that asks you to re-send it. If you are sending multiple files, please attach them to one e-mail.

IF YOU ARE UNABLE TO E-MAIL THE PROPOSAL, YOU MAY SEND IT VIA POST OR FAX TO:

Mohammad Shaheedul Islam

Admin and Procurement Manager

House 10E, Road 82

Gulshan 2, Dhaka 1212

Fax Number +880-2-9855867

If you have question about any part of this Request for Application, please send an e-mail to [Bangladesh.procurement@hki.org](mailto:Bangladesh.procurement@hki.org) copying [mislam@hki.org](mailto:mislam@hki.org)

A pre-application meeting will be held on January 10, 2019 at 2:30PM Bangladesh Time at HKI Bangladesh Office Interested applicants are encouraged to attend, so that they can discuss any questions they have about the RFA and application requirements.

Applicant organizations will be notified whether they’ve been selected to be a subrecipient no later than March 30, 2019.

1. **EVALUATION CRITERIA**

***NOTE:****The table below is an example of evaluation criteria and can be revised.*

Applications will be evaluated by HKI, based on the evaluation criteria below:

**2. Selection criteria:**

HKI will follow a Best Value Trade-Off selection methodology. HKI may award to an eligible, responsible firm whose proposal is most advantageous to the program, with price and other factors considered proposal, including but not limited to compliance with the requirements of the RFA without material deviation. Bidders may not modify non-responsive offers after the proposal deadline in order to make them responsive. However, HKI may request a Bidder to clarify its offer as long as no material deviation exists.

The criteria below will serve as the basis upon which proposals will be evaluated. Selection will be based principally on the technical merits of the proposals but price and other factors will be considered and award will be made only if the proposal is determined to be technically acceptable and cost reasonable.

The evaluation criteria are divided into technical and cost factors. In assessing the Offeror’s proposal HKI allocates greater importance to technical factors than to cost factors and thus the evaluation is split 60% weighting, for technical factors, and 40% weighting, for cost.

A two-stage procedure will be utilized in evaluating the proposals, with the evaluation of the technical proposal being completed prior to the cost proposal being considered. The evaluation of the cost proposal is only undertaken for technical submissions that score above the minimum (42 points).

An impartial evaluation committee at HKI will evaluate proposals in accordance to the following criteria:

Technical Evaluation (60 points)

A minimum technical score of 42 points out of a maximum of 60 point is required to pass the technical evaluation. A proposal which fails to achieve the minimum technical threshold will not be considered further. Technical proposals will be evaluated against the following criteria:

* + Proposal demonstrates understanding of the objectives of the assignment and appropriately responds to the needs as stated in the RFA– 10 Points
  + The approach and methodology for executing the Scope of Work effectively and efficiently is explained in the proposal – 10 Points
  + Proposal clearly demonstrates applicant’s in-depth knowledge & experience related to the skills required to effectively implement the RFA including staff & participant capacity building - 10 Points
  + Qualifications and relevant experience of the proposed team members – 15 Points
  + Demonstrated experience in designing and conducting similar assignments – 15 Points
* Cost Evaluation (40 points maximum):
* When at least 28 points out of 40 points has been scored for the Technical Evaluation, a review of the cost proposals will be conducted. The cost proposal will be evaluated based on clear linkages to the technical proposal, compliance with USAID cost principles, and presentation of a competitive offer. Cost proposals will be evaluated against the following criteria:
* Cost reasonableness of individual items included in the detailed budget (Salaries, Travel, other direct costs, etc.) – 15 Points
* Items are allocable & allowable for performance of proposed work to meet all deliverables or engagement described in the SoW– 10 Points
* Sufficient justification (in notes) for all proposed costs including salaries.

# QUESTIONS, CLARIFICATIONS AND CHANGES

Offerors may submit questions and requests for clarifications regarding this RFA in writing (email correspondence accepted) no later than January 10, 2019.

All correspondence regarding this solicitation must reference the RFA number in the subject line.

No phone calls or in-person inquiries will be accepted. Any verbal information received from an HKI employee or any other entity shall not constitute an official response to any questions regarding this RFA.

If HKI determines that changes to this RFA are required, such changes will be made via formal written addenda. Clarifications, interpretations, corrections, and changes to the RFA made in any other manner shall not be binding.

No offer, payment, consideration, or benefit of any kind shall be made, either directly or indirectly, by Applicants as an inducement or reward for the granting of a subaward. Any such practice constitutes an illegal or corrupt practice and will result in the cancellation of the procurement, elimination of an Applicant’s participation in this and future request for applications and consideration for award, or termination of an awarded subaward. Such practices may also constitute grounds for additional civil and/or criminal actions, as may be applicable.

TERMS OF THE APPLICATION PROCESS:

1. HKI may contact Applicants to confirm contact person, address, and to confirm that the application was submitted for this RFA.
2. False Statements: Applicants must provide full, accurate and complete information as required by this solicitation and its attachments.
3. HKI reserves the right in its sole discretion to:
   1. To disqualify any application based on Applicant’s failure to follow solicitation instructions;
   2. To waive any deviations by Applicants from the requirements of this RFA that in HKI's opinion are considered not to be material defects requiring rejection or disqualification;
   3. Extend the time for submission of all RFA responses after notification to all potential Applicants;
   4. Terminate or modify the RFA process at any time and re-issue the RFA to whomever HKI deems appropriate;
   5. Award only part of the activities in the RFA or issue multiple subawards based on RFA activities.

HKI reserves the right to fund any or none of the applications submitted. Issuance of this RFA does not constitute an award commitment on the part of HKI. Final award of any resultant subaward(s) cannot be made until funds have been fully appropriated, allocated, and committed by our donors. While it is anticipated that these procedures will be successfully completed, potential applicants are hereby notified of these requirements and conditions for award. All proposal preparation and submission costs are at the Applicant's expense and will not be reimbursed.

1. **DONOR REGULATIONS AND CERTIFICATIONS**

If selected, all subawards will be administered following the donor’s regulations which are listed below:

|  |  |
| --- | --- |
| 2 CFR 200, Subpart E, Cost Principles | <http://www.gpo.gov/fdsys/pkg/FR-2013-12-26/pdf/2013-30465.pdf> |
| 22 CFR 228 | http://www.ecfr.gov/cgi-bin/text-idx?c=ecfr&rgn=div5&view=text&node=22:1.0.2.22.25&idno=22 |
| Standard Provisions for  U.S. Nongovernmental Organizations  A Mandatory Reference for ADS Chapter 303  Or  Standard Provisions for Non-U.S. Nongovernmental Organizations (A Mandatory Reference for ADS Chapter 303) | <https://www.usaid.gov/sites/default/files/documents/1868/303maa.pdf>  or  <http://www.usaid.gov/ads/policy/300/303mab> |
| 2 CFR 211 | <https://www.gpo.gov/fdsys/pkg/CFR-2011-title22-vol1/xml/CFR-2011-title22-vol1-part211.xml> |

Applicants must complete and submit the attached donor certifications, which are included in Section X ATTACHMENTS.

1. **ATTACHMENTS**

The list of attachments below are included and a part of HKI’s Request for Application (RFA).

* 1. ATTACHMENT A: HKI’s Conflict of Interest Certification
  2. ATTACHMENT B: USAID Certifications and Assurances

## Attachment A: Conflict of Interest Disclosure

**HKI Code of Conduct & Ethics Policy:** In accordance with the HKI Code of Conduct and Ethics Policy, HKI requires full and open disclosure when dealing with procurement. As such, HKI employees must avoid any conflict of interest or the appearance of a conflict of interest. HKI employees must at all times provide full disclosure of their actions or relationships with prospective vendors, contractors, or consultants. HKI employees shall not solicit, request, accept, or agree to accept any gift from a vendor or prospective vendor.

HKI reserves the right to reject any or all quotes when considered to be in the best interest of the organization and/or the people it serves. All parties submitting a proposal in response to this Request for Proposal are obligated to disclose the existence of any actual or possible conflict of interest relating to every country included within their proposal in the attached *Conflict of Interest Declaration Form*.

Failure to fully disclose such information could lead HKI to reject a proposal. If a party has no conflict to declare for any of the countries covered in their proposal, they may submit one form, listing all of the countries covered.

“**Conflict of Interest**” means a situation in which an Bidder, or an Affiliate (as defined below), or a sub-contractor (if any) of an Bidder, has interests (financial, organizational, personal, reputational or otherwise) that would or may appear to make it difficult for an Bidder to fulfill its obligations to HKI in its role as the vendor in an objective, independent and professional manner, or a situation in which it is reasonable to foresee that such an interest would arise*.* A Conflict of Interest may arise in the following circumstances, which are not exhaustive:

1. a Bidder has been, or is involved in the design of a proposal or request for funding that has been, or will be submitted to HKI;
2. an Bidder has been, or is involved in the provision of advice to an entity that is a Principal Recipient or a Subrecipient;
3. a Bidder has been, or is involved in, or has provided advice in relation to the procurement of goods and/or services by a Principal Recipient and/or a Sub-recipient;
4. a Bidder has been, or is involved in the provision of auditing services to a Principal Recipient and/or a Sub-recipient; or
5. a Bidder has submitted an expression of interest, tender, bid or otherwise indicated interest in providing services of any nature to a Principal Recipient or a Sub-recipient that remains valid at the time of, and for the duration of the term of this Contract.

“**Affiliate**” means a business concern, individual or other entity that, directly or indirectly: (i) controls or can control an Bidder; (ii) is controlled by, or can foreseeably be controlled by, an Bidder; or (iii) along with an Bidder, is controlled by, or can foreseeably be controlled by, the same third party.

**Bidder Conflict of Interest Declaration Form**

Please check one box below, as appropriate:

|  |  |
| --- | --- |
|  | The Bidder hereby declares that it has read and understood the Conflict of Interest rules set forth in the Request for Application (RFA) and warrants that no Conflict of Interest exists on the part of the Bidder or an Affiliate of the Bidder, with regard to the services to be performed under the RFP. The Bidder hereby agrees to comply with the Conflict of Interest rules set forth in the Request for Applications (RFA). |
|  | The Bidder wishes to disclose a real or potential Conflict of Interest situation(s) and propose mitigating action(s). *Note:* if this box is checked, please describe in an attachment, *in detail*, the situation and present a proposed mitigation plan / arrangement for consideration by HKI. |

**Bidder:**

|  |  |
| --- | --- |
| **Signature:** |  |
| **Printed Name:** |  |
| **Title:** |  |
| **Date:** |  |

**Attachment B: Certifications and Assurances**

**Excluded Individuals and Organizations**

In accordance with Caritas Bangladesh and donor policies, Caritas Bangladesh prohibits transactions with ineligible or excluded individuals and organizations. Applicant certifies that it has not and will not promote or engage in violence or terrorism and is in full compliance with all U.S. and international laws and regulations that prohibit transactions with, and the provision of resources and support to, individuals and organizations associated with terrorism.

On behalf of (Name of Organization), I hereby attest that the information provided in this document is true and current.

Name:

Title:

Signature: Date:

**Authorized Individuals**

The applicant represents that the following persons are authorized to negotiate on its behalf with the Government and to bind the applicant in connection with this application or grant:

Name:

Title:

Telephone:

Name:

Title:

Telephone:

**Data Universal Numbering System (DUNS) Number**

(a) Unless otherwise specified in the solicitation using an applicable exemption, in the space provided at the end of this provision, the applicant should supply the Data Universal Numbering System (DUNS) number applicable to that name and address. Applicants should take care to report the number that identifies the applicant's name and address exactly as stated in the proposal. (b) The DUNS is a 9-digit number assigned by Dun and Bradstreet Information Services. If the applicant does not have a DUNS number, the applicant should call Dun and Bradstreet directly at 1-800-333-0505. A DUNS number will be provided immediately by telephone at no charge to the applicant. The applicant should be prepared to provide the following information: (1) Applicant’s name. (2) Applicant’s address. (3) Applicant's telephone number. (4) Line of business. (5) Chief executive officer/key manager. (6) Date the organization was started. (7) Number of people employed by the applicant. (8) Company affiliation. (c) Applicants located outside the United States may email Dun and Bradstreet at globalinfo@dbisma.com to obtain the location and phone number of the local Dun and Bradstreet Information Services office. The DUNS system is distinct from the Federal Taxpayer Identification Number (TIN) system.

DUNS: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_