



Request for Proposals

Baseline Study of the Project- Scaling WaterCredit in Bangladesh

March 20, 2019

Response deadline: April 15, 2019 by 5:00 pm BST

1. General instructions

- A. Water.org requests proposals from research and evaluation firms to conduct a baseline study for a project aimed at improving access to water and sanitation in Bangladesh.
- B. The evaluation will require the firm to facilitate and coordinate with Water.org staff and partner microfinance institutions for data collection in the program areas in Bangladesh. The project requires the firm to submit the following deliverables:
 - A kick-off meeting with the Monitoring, Evaluation and Learning team at Water.org to clarify roles and responsibilities (can be conducted remotely).
 - An inception report, including a desk review and outline of approach, methodology, data collection instruments and field plans.
 - Both raw and clean data collected by the evaluators and codebook (from household surveys)
 - A draft baseline report submitted to Water.org for feedback.
 - A final baseline report, not to exceed 20 pages (excluding annexes) and partner summaries.
- C. Invoicing will occur upon completion and approval of the deliverables outlined as above in Section 1, Part B of this document.
- D. Water.org is not liable for any expenditure incurred by responding firms prior to issuance of an executed contract with Water.org.
- E. Submissions must be typed and submitted only by email and must follow the format of the requests for information in Section 4: Submissions Requirements. Unless agreed upon with Water.org, no changes or corrections to a response will be allowed after the deadline.
- F. Proposed schedule:

- April 15, 2019 – RFP submissions due by 5:00 PM BST.
- April 20, 2019 – Results announced
- April 25, 2019 – Contract begins
- November 15, 2020 – Contract ends

The proposals must be submitted by email to Anitta Mankhin at amankhin@water.org and Gabrielle Puz at gpuz@water.org by April 15, 2019, at 5:00 PM Bangladesh Standard Time. Subject line should read “Bangladesh Baseline Study Proposal <<name of bidding firm>>.” The proposal must contain a technical proposal and a financial bid using Water.org’s budgeting format.

2. Scope of work

A. Overview

For 25 years, Water.org has been at the forefront of developing and delivering sustainable solutions to the global water crisis. Water.org pioneers innovative, community-driven and market-based solutions to provide universal access to safe water and sanitation, giving women hope, children health and communities a future. To date, Water.org has positively transformed millions of lives around the world, ensuring a better life for generations ahead.

Through its flagship WaterCredit model, Water.org provides financial and technical assistance to local institutions (primarily microfinance institutions), building their capacity to offer affordable financing for water supply and sanitation services (WSS) to customers at the base of the economic pyramid (BOP). These financial products are designed based on an analysis of local market demand. Philanthropic resources provide the up-front technical assistance financial institutions need to develop these new loan portfolios. The end result: more people empowered with safe water and toilets and a sustainable, local market built for those at the BOP. WaterCredit has reached more than 16 million people across nine countries through three million microloans. The average size of a WaterCredit loan is US\$333, and the global average repayment of a WaterCredit loan since 2003 is 99 percent. Further, more than 90 percent of borrowers are women. More details can be found on the organization’s [website](#).

Together with the IKEA Foundation, Water.org is implementing a four-year initiative, from September 2018 – August 2022, to expand its WaterCredit activities to reach an estimated 520,000 people with safe water and/or sanitation in Bangladesh. This initiative will expand upon the MFI-led WaterCredit model as well as develop and test innovative approaches to sustainable water and sanitation solutions in Bangladesh.

In Bangladesh, Water.org has identified local microfinance institutions (MFIs) to further develop and scale sustainable financial products that empower those at the base of the pyramid (BOP) to invest in their own water and sanitation needs. This includes the construction of water improvements and/or toilets within their homes. Water.org is also supporting the local organizations in conducting education campaigns and build awareness of critical hygiene practices, enabling sustainable improvements in community health and well-being. The project is being implemented by the MFIs in 61 of the 64 districts across all 8 divisions of Bangladesh. While many of the key performance indicators will be tracked

through routine M&E activities over the course of the Initiative, Water.org seeks to conduct an impact evaluation to evaluate the Initiative's impacts on the borrower households. For this, a baseline survey needs to be conducted to gather information on household level outcomes. The baseline survey will be used to inform the program plans as well as to serve as a benchmark to measure changes after program implementation is complete.

To this end, Water.org seeks proposals from research and evaluation firms to conduct household surveys among the potential loan clients dispersed across the program areas of the Water.org's MFI partners in Bangladesh.

B. Objectives of the baseline study

The overall purpose of the Initiative is to expand WaterCredit programming to improve people's lives through the construction of household water and sanitation improvements and hygiene education. The baseline study would seek to accomplish the following objectives:

- a. Collect baseline information to be used in impact evaluation at the end of the program.
- b. Set benchmarks for key performance indicators for program outcomes.

C. Methodology

The baseline study would be primarily based on households' surveys among the prospective borrowers of MFI clients.

Household surveys

The firm would be required to survey households dispersed across the program areas of the MFIs. The firm would need to coordinate with partner MFIs to survey households in the MFIs respective program areas. Water.org would facilitate to make the list of respondents to survey available in advance. These potential respondents could be prospective loan borrowers of water and sanitation loans or households which have applied for loans. The firm would need to have a very efficient enumerator network so that they can be deployed on the field as soon as the list is available. It is likely that the list of respondents would be made available in intervals as and when there is a list of applicants available. Hence, it is pertinent that the firm is agile and can operate efficiently in a fast-paced environment.

Survey questionnaire

The survey questionnaire covers a range of topics consistent with the evaluation objectives and are primarily closed ended for quantitative analysis. The survey instrument will be made available to the firm at the start of the contract. The instrument can be modified based on field tests. The instrument would also be required to be translated from English to Bangla and would then be back translated into English to ensure accuracy of the translation.

Sample size

The firm would be required to complete 3,200 interviews with the potential loan clients of the MFIs dispersed across the program areas.

Digital data collection

Water.org uses mWater, a real time mobile data collection tool for surveys. The firm would be required to use mWater for survey development and data collection. If needed, the evaluating firm would be provided training on using mWater to manage surveys and collect data.

The firm will be responsible for acquiring mobile devices compatible with the mWater application. The most recent list of compatible devices can be found on the mWater website here. Please note that this list is not exhaustive.

Data management

Using a statistical package, preferably Stata, the firm will be required to clean and label the raw dataset exported from the mobile platform mWater. The final data set would be submitted in both csv and Stata formats. The firm would also submit the Stata codes (Stata do file) and codebook of variables.

Data analysis

The firm would be required to develop summary statistics on key outcomes. The list of variables for which the statistics would need to be developed would be discussed during the inception phase. Data analysis would be carried out using the same statistical package used for data cleaning. The firm would submit the Stata codes (Stata do file) written for analysis.

Partner summaries

The firm would submit one report for each partner organization that would cover summary statistics for clients for that partner. All partner summaries will follow the same template and will be limited to five pages per summary. In total three partner summaries would be submitted.

Baseline report

A baseline report, including summary statistics – not to exceed 20 pages (excluding annexes) – would be submitted to Water.org.

3. Proposed schedule and key dates

A tentative schedule of key activities is presented in the table below:

Activity	Date
Proposal submission deadline	April 15, 2019
Announce results of the selection process	April 20, 2019
Finalize and start contract	April 25, 2019
Inception report	May 15, 2019
Data collection completed	August 31, 2019
Data analyzed and findings synthesized	September 30, 2019
Submit draft baseline report	October 15 2019
Review draft report	October 30, 2019
Submit final baseline report	November 15, 2019

4. Submission requirements

To be considered under this RFP, please submit the following:

A. Technical Proposal

A narrative proposal (no more than 10 pages excluding annexes) should include the following sections:

- a. **Evaluation Methodology:** Describe your overall approach including, and not limited to, data collection approach, data quality assurance measures, field planning and enumerator staffing plans.
- b. **Relevant Experience:** Provide details of projects of similar scope, complexity and nature you have worked on previously.
- c. **Specific Expertise:** Describe your expertise specific to conducting large scale household surveys using digital data collection and statistical analysis using survey data.
- d. **Key Personnel and Staffing:** Describe the key personnel and a staffing plan for the project. Include CVs (no more than 2 pages each and attached as annex) of key personnel who would be part of the proposed plan.
- e. **Timeline:** Include a detailed timeline of key activities.

B. Financial proposal

The financial proposal should include a detailed budget and a budget narrative. Please use the attached excel budget workbook to prepare and submit the budget. The cost estimates used to prepare the budget should be presented in Bangladeshi taka as explained in the excel budget workbook.

5. Criteria for submission

Applicants may be individuals, groups of individuals with a designated team lead, or firms. Applicants must have at a minimum the following qualifications:

- Proposed staffing plan includes at least one native or fluent English speaker as lead writer.
- Proposed staffing plan includes enough qualified enumerators to collect the household surveys in the MFI partner geographies.
- Demonstrated experience in conducting large scale household surveys.
- Demonstrated experience in conducting elementary statistical analysis using survey data.

6. Selection process

All proposals submitted by the deadline will be carefully reviewed by the Selection Committee based on established selection criteria. The selection process may involve phone interviews with applicants. The final decision will be based on the overall quality of the technical proposal and value for money. The Selection Committee reserves the right to reject any or may cancel any submission at any time prior to agreement if it is in the best interests of Water.org.

7. Contact

Proposals and queries related to the RFP should be sent through email to:

Anitta Mankhin
MEL Manager, Bangladesh country team
amankhin@water.org

and,

Gabrielle Puz
Senior Portfolio Manager
gpuz@water.org