**Request for Proposal (RFP)**

**CONSULTANTING FIRM FOR CONDUCTING BASELINE SURVEY**

[**WorldFish**](http://www.worldfishcenter.org/welcome-worldfish)is an international, nonprofit research organization that harnesses the potential of fisheries and aquaculture to strengthen livelihoods and improve food and nutrition security. Globally, more than 1 billion people obtain most of their animal protein from fish and 800 million depend on fisheries and aquaculture for their livelihoods. WorldFish is a member of [CGIAR](http://www.cgiar.org/), a global research partnership for a food-secure future. 

1. **BACKGROUND**

WorldFish is an international, non-profit research organization that harnesses the potential of fisheries and aquaculture to reduce hunger and poverty. In the developing world, more than 1 billion poor people obtain most of their animal protein from fish and 250 million depend on fishing and aquaculture for their livelihoods. The WorldFish mission is to strengthen livelihoods and enhance food and nutrition security by improving fisheries and aquaculture. We pursue this through research partnerships focused on helping those who stand to benefit the most—poor producers and consumers, women and children.

Feed the Future Bangladesh Aquaculture and Nutrition Activity, hence after refer to as BANA/Activity, is a five-year award made by USAID to WorldFish in February 2018. Its aim is to sustain positive aquaculture sector growth in south-west Bangladesh and Cox’s Bazar district through an inclusive market system approach.

It builds on the achievements of the six-year USAID Aquaculture for Income and Nutrition (AIN) project which saw livelihoods of small-scale fish farmers improve through increased production and quality of tilapia, carp, shrimp and prawn in the Feed the Future Zone of Influence.

The Activity takes a market systems approach where the emphasis is on facilitation rather than direct implementation. A key principle is to encourage capacity building in existing value chain actors rather than establishing unsustainable capacity that will disappear at the end of the Activity.

**Goal:** The goal of the Activity is to achieve inclusive aquaculture sector growth through a market system approach, the specific objectives are:

**Objective 1: Increased productivity of aquaculture production systems**

Aquaculture development in Bangladesh has been constrained by a lack of high quality seed and feed, as well as poor management practices. To address these the Activity, in collaboration private sector actors, aims to i) increase the availability of improved fish seed ii) increase the availability of affordable, high quality fish feed, and iii) increase adoption of best pond management practices.

**Objective 2: Strengthened aquaculture market systems, with particular attention to expanding opportunities for women and youth**

Aquaculture market growth has been driven by increased production. However, despite clearly expressed consumer concerns over the farmed fish safety and quality, post-harvest handling and market supply chains are poorly managed. The result is reduced profitability across many key aquaculture value chains, threatening sustainable growth of the sector. Meanwhile, despite the growing importance of farmed fish in the national economy, the sector has little representation in policy-making bodies or ability to consumer concerns. To address these issues the Activity, in collaboration with private sector actors, will i) increase market linkages, ii) increase engagement of the private sector in aquaculture markets and iii) improve the enabling environment for inclusive aquaculture sector growth.

**Objective 3: Increased awareness and adoption of nutrition-related behaviors, with a particular focus on women and youth**

Despite considerable progress, under-nutrition rates remain high for the poor and vulnerable. Poor dietary quality leads to inadequate consumption rates of key vitamins and minerals, contributing to childhood stunting, cognitive impairment, reduced productivity and lowered earning potential, thereby undermining national development. These issues can be addressed through increased fish consumption hence, the Activity will, in a gender equitable manner, focus on i) increasing nutrition awareness and practices and ii) improving access to diverse and nutritious food.

**Target**

1. 400,000 men, women and youth in the Feed the Future Zone of Influence (ZOI) have access to improved access to better quality aquaculture inputs, services, and/or market channels
2. 30 percent expansion of investment by the private sector in the Feed the Future ZOI in aquaculture production and market related to inputs and services (seed, feed, production/ market related information, technology, etc.)
3. 30 percent increase in productivity from ponds and ghers in the Feed the Future ZOI
4. 20 percent increase in the number of households adopting improved nutritional practices (consumption of nutritious food, dietary diversity and hygiene practices)

This Activity will carry out the baseline study to collect the information against the indicators set for the period of implementation. Thus, WorldFish is going to **hire a survey/research firm** for **40 days** under BANA to conduct this study which will start **April/May 2019**.

1. **PURPOSE OF BASELINE STUDY**

The main objective of this study is to collect and analyze existing situation of aquaculture sector of Feed the Future ZOI and Resilience Focused Area (RFA) that satisfies the set indicators. The list of indicators are placed in separate section below.

1. **RATIONALE FOR THE BASELINE STUDY**

BANA has identified indicators both standard and custom along with targets in its Program Description (PD) and Monitoring, Evaluation and Learning (MEL) plan, though baseline for those proposed indictors are unknown. Some baseline information are available which are not updated or ready to use at this moment. So to create actual benchmarks; a baseline study is required to come up with baseline value for each of the indicators outlined in the PD or MEL plan. The baseline value will guide BANA to measure its’ achievements and outputs over the period of implementation This will also help devise appropriate monitoring tools for MEL of the Activity’s interventions - in addition.

1. **LIST OF INDICATORS**

| **#** | **Performance Indicators by Intermediate Results** |
| --- | --- |
|  | **IR 1: Increased Aquaculture Productivity** |
| 1 | Number of individuals participating in USG food security programs |
| 2 | Value of annual sales of farms and firms receiving USG assistance |
| 3 | Yield of targeted agricultural commodities among program participants with USG assistance |
|  | *Sub-IR 1.1: Increased availability of improved fish seed* |
| 4 | Percentage of improved spawn produced by supported hatcheries  |
| 5 | Percentage of improved fingerlings (fish seed) received by farmer |
| 6 | Increased percentage of farmer reported availability of improved fish seed  |
|  | *Sub-IR 1.2: Increased availability of affordable quality fish feed* |
| 7 | Number of feed traders linked with supported quality feed mills |
| 8 | Percent change in Feed Conversion Ratios (FCR) |
| 9 | Percentage of farmers have access to quality feed as a result of USG assistance |
|  | *Sub-IR 1.3: Increased adoption of improved pond management practices* |
| 10 | Number of individuals in the agriculture system who have applied improved management practices or technologies with USG assistance |
| 11 | Number of hectares under improved management practices or technologies with USG assistance |
|  | **IR 2 : Strengthened Aquaculture Value Chains** |
|  | *Sub-IR 2.1: Increased market linkages*  |
| 12 | Number of firms reported improved financial flow  |
| 13 | Increased percentage of firm and farmer reported improved information flow  |
|  | *Sub-IR 2.2: Increased engagement of private sector in aquaculture markets* |
| 14 | Value of new USG commitments and private sector investment leveraged by the USG to support food security and nutrition |
| 15 | Number of new aquaculture business windows created in ZOI  |
|  |  |

Three (03) out of the 15 indicators slated out in the table are qualitative indicators e.g.:

1. Number of firms reported improved financial flow ( #.12)
2. Increased percentage of firm and farmer reported improved information flow ( #.13)
3. Number of new aquaculture business windows created in ZOI (#.15)

Additionally, there are some qualitative information outlined in the PD which require the baseline status as well, for example:

1) What are the underlying causes of poor market functioning?

2) Why is there lack of trust between market actors, how that can be improved?

3) What are the reason of lack of information on market signals, how this can be solved?

4) What are the reasons of limits on market access placed by actors with preferential arrangements with market gatekeepers?

The survey firm will collect the qualitative information with pre-designed questionnaire from the BANA facilitated firms and its market actors for instance: dealer and sub-dealer retailer. The firm will set the quantitative targets for those three indicators based on the analysis of the collected qualitative information.

1. **SURVEY AREA AND TARGET GROUP:**

This study will cover 21 southern districts of Feed the Future ZOI, Bangladesh along with a RFA district includes: six districts under Barisal division (Barishal, Bhola, Jhalokati, Pirojpur, Barguna, Patuakhali), five under Dhaka division (Faridpur, Gopalganj, Madaripur, Rajbari, Shariatpur) and ten distrcis under Khulna division (Jashore, Jhenaidah, Magura, Narail, Bagerhat, Khulna, Satkhira, Chuadanga, Meherpur, Kushtia) and one district of RFA (Cox’s Bazar).

The sample size of this study might be 2,000 maximum and target group of this study will be, but not limited to:

* Fish Farmers (carp and tilapia)
* Fish Feed Mill
* Fish Feed Trader
* Aquaculture input suppliers
* Potential fish buyers of markets
* Facilitated firm and its market actor e.g. dealer, sub-dealer and retailers
* Any others relevant
1. **METHODOLOGY**

The hired survey firm will have to apply statistically accpeted qualitative and quantitative methods to conduct the baseline survey; which should satisfy USAID requirement. The consulting firm will consider following aspects in designing the study-

* Survey area
* Sampling design
* Survey tools development
* Training for data collection team
* Field work plan
* Data collection method, management and analysis
* Reporting
1. **RESPONSIBILITY OF THE FIRM**

**Inception Meeting:** Thefirm will organize an inception meeting to get an overview about BANA. Discussions regarding sharing Activity documents, survey plan and timeline, proposed methodology, survey area, training for data enumerator, indicators, experience about past surveys mainly challenges, online data collection system etc. will be made in the meeting. The meeting will give a very brief idea about the Activity and survey.

**Documents Review:** The firm will collect all required documents from the Activity staff; will have 2/3 days to review all collected documents.

**Survey Plan Submission:** Based ondiscussions during inception meeting and reviewed documents, the firm will submit a comprehensive and complete plan along with statically accepted methodology for both qualitative and quantitative data for the survey implementation. Timeline and key responsible person/s should be mentioned in the plan as appropriate.

The survey plan will include:

* Sampling plan by types of participants
* Plan for survey team composition, responsibilities and hiring process
* Training plan for enumerators
* Movement and field data collection plan
* Data quality and supervision plan
* Data collection and management plan
* Context of analysis and reporting plan

**Survey Tools Preparation:** Data collection tools development is a very critical and important part for any survey. The firm should declare resource person/s who will fully be involved in tools development process. Data collection tools will be prepared for different target groups as mentioned earlier, and the tools will be finalized based on pre-test result. The tools will be prepared in both Bangla and English language.

**Manual/Guideline:**  It is very important to have specific guidelines for different stages of a survey implementation process in order to make common understanding among survey team. The followings are being suggested:

1. Guidelines for different data collection tools
2. Training manual comprises basic understanding on aquaculture relates the survey tools, field survey process
3. Guideline on survey supervision
4. Precise responsibilities of survey staff by category
5. Guideline on data entry and cleaning process

**Training:** Proper training for survey team is pre-requisite for quality data collection.The firm will responsible to train survey team members (e.g., enumerators, supervisors, quality controller etc.) on data collection tools, survey methods, field test, feedback and how to collect data using tablets. Providing basic knowledge on aquaculture relates the survey tools to the survey team will also be a core content of the training. The training facilitation team will combine diversified experts on aquaculture, MEL and survey methods.

**Field work:** The firm will have a complete and controlled management of data collection from the field. There will be also a very step by step process checking system in data collection. The firm is responsible to ensure quality of collected information from field, cross check with the validity of information collected and verify/revise where needed. The firm will share regular updates on the progress of field work with the MEL team of the Activity. Data quality management protocol should comply with USAID Data Quality Assessment (DQA) checklists and guidelines. The process about data collection, data quality assurance process, and error checking will have to be incorporated in the brief report as per deliverables specified in following section.

**Data collection and entry:** The firm should follow a complete Tablet/online based data collection and entry system. The system will include data validation and processing to maintain data quality.

**Data Analysis:** Based on the complete and clean database, the firm will analyze the data and prepare report. The report will include all of the set indicators as per Performance Indicator Reference Sheet (PIRS) guided in the MEL plan. The firm will have to triangulate the collected baseline data with the end-line results of preceding project AIN- what BANA staff will supply the firm, the Fisheries statically year book published by Department of Fisheries (DoF) and reliable secondary data sources. Detailed data analysis methods and techniques must be shared with MEL team.

**Sharing Results:** The firm should present their preparation of initial results with the MEL team. Based on the feedback from MEL team, the firm should make further analysis.

**Report Submission:** The firm will prepare a brief report based on the analysis; entire process of the survey will also be described in the report. First submission of the report will be treated as a draft. The final report will submitted by the consulting firm based on the review of the report by MEL team.

1. **BANA MEL TEAM MAY-**
* Assist as needed in designing the survey
* Provide relevant documents to the firm
* Technical advice on tools preparation, guidelines, manual and for primary analysis of data and production of finest report
* Organize presentation on the study at inception meeting
* Feedback on draft report
1. **EXPECTED DELIVERABLES AND TIME PLAN**

The firm will be responsible to deliver following the schedule. Under the direction of the MEL team, they will carry out the following tasks within **40 day**s from signing of agreement.

Level of Effort (LoE) illustrative table

|  |  |
| --- | --- |
| **Task** | **Expected required days**  |
| Inception meeting with MEL team and design study  | 1 |
| Literature review  | 2 |
| Develop the study tools and sharing with WorldFish  | 3 |
| Recruitments of the survey team  | 2 |
| Provide training to the survey team | 4 |
| Pretesting of the study tools  | 1 |
| Data collection  | 20  |
| Data cleaning and uploading  | Parallel to data collection period |
| Data analysis and sharing primary analysis | 4 |
| Draft report submission  | 2 |
| Working on draft report and final report submission  | 1 |
| **Total** | **40** |

**Deliverables**

* Copy of all of the developed documents like tools, guidelines and manuals
* E-copy of raw data sheet
* Hard copy of the data sheet
* Copy of the presentations delivered during different meetings
* Final report includes, not limited to: executive summary, introduction, purpose of the survey, methodology, team composition, team responsibilities, baseline findings with values, triangulation methods, challenges, lesson learned, data limitation, recommendation, conclusion Annex: data collection tools

**Expected outcome from the baseline survey**

* A complete database of baseline/existing situation of aquaculture sector in Feed the Future ZOI and RFA which satisfies the results targeted under the Activity
* A detailed report on existing situation of aquaculture sector in Feed the Future ZOI and RFA which satisfies the results targeted under the Activity
1. **ELIGIBILITY**

**Profile of the bidder/ company**

* Registered as a legal entity or have relevant licenses under legal authorizations
* Experience in conducting survey/research in aquaculture market system/sector using tablets
* Experience in value chain/market studies particularly on aquaculture
* Experience to work with electronic based data capture, monitoring and evaluation tools

**Profile of contractor’s project team**

The minimum qualification of three key experts will be-

* **MEL Expert as Team leader:** Graduation from social science from recognized university from the relevant background and should have 8-10 years of experience working with USAID funded project and solid understanding about USAID data requirement
* **Aquaculture Expert:** Graduation/Ph.D. from aquaculture/fisheries with 5-8 years of relevant experience and explicit knowledge about the sector and aquaculture market trends
* **Data Management Expert:** Graduation from relevant subjectwith 3-5 years of experience in analyzing survey data, should have solid understanding about data quality comply with USAID standard
1. **REQUIRED DOCUMENTS**

**Major elements of technical proposal**

1. Qualification, technical expertise and profile of the Bidder company (see “Profile of Bidder/ Company”) and quality and quantity of similar works conducted particularly in the aquaculture market system area
2. Qualifications and experience of the Contractors project team (consisting of at least one Aquaculture expert and one experienced aquaculture market system expert). Quality of proposed methodology and software solutions and modules: shows clear understanding of all goals
3. Technical aspects related to the requested activities defined above.

**Major elements of financial proposal**

For the evaluation of the best financial offer the following costs will be considered:

1. Total costs for defined and suggested activities
2. Additional costs e.g. for higher accuracy
3. Costs for optional components of the proposal (e.g. travelling costs)
4. Suggested payment conditions

**Payment Schedule:**

|  |  |  |
| --- | --- | --- |
| ***Deliverables***  | ***Payment Schedule***  | ***BDT Amount (%)*** |
| 1.Acceptance of proposal | 1st week of March 2019 after the signing the contract | 35% |
| 2.Survey plan  | 3rd week of March 2019, after submitting the complete plan | 35%  |
| 3.Final Baseline report | 4th week of April/May, after receiving the report approved by USAID | 30% |
| *Note: Survey timeline might be changed; to be determined upon discussion with USAID* | 100% |

**Legal documents**

It is mandatory for bidding organisations to submit documentary evidence demonstrating their legal, taxation and financial status. This includes:

* A certificate of incorporation (for individual companies, a trade license);
* Joint stock registration certificate (if applicable)
* An organisational organogram of key personnel, inclusive of the names of such personnel;
* Tax Identification Number (TIN);
* VAT registration number;
* Proof of a segregated account (providing the name and address of such an account);
* Other valid papers (Provided by Government institutions)
* The service provider must bear all Annual Income Tax (AIT)
* Percentage of VAT and total amount of VAT should be mentioned in the proposal.

**SUBMISSION DETAILS**

**Proposal to be submitted to:**

Interested consulting firm/Consultant(s) should submit the both technical and financial proposal by **16 February *2019*** *before 5:00 pm*to the address mentioned below.

Procurement and Administrative Manager,

WorldFish Bangladesh and South Asia(5th Floor)

House 2/B, Road 4, Block B, Banani, Dhaka.

**Questions and Clarifications**

All questions and/or clarifications regarding this RFP must be submitted via email to M.N.Islam@cgiar.orgno later than **28 January 2019**. All correspondence and/or inquiries regarding this solicitation shall reference the RFP in the subject line. No phone calls or in-person inquiries will be entertained; all questions and inquiries must be in writing.

The bidders must submit two (2) copies of each of the Technical and Financial proposal in 2 (two) separate sealed envelopes clearly marked on the envelope with “TECHNICAL PROPOSAL” and “FINANCIAL PROPOSAL” and the 2(two) envelopes shall then be sealed in an outer envelope bearing RFP Reference, subject, the address of WorldFish Proposer’s name and address. It must be taken care that the technical proposal must not mention any information related to financial proposal; otherwise the submission will be rejected. Upon delivery, applicants may request a stamped receipt confirming timely submission. Please note that incomplete proposals will not be reviewed.

**Validity of Offers**

Offers must remain valid for at least Ninety (90) calendar days after the offer deadline. Failure to submit complete and accurate information requested from the RFP is grounds for disqualification from award