

## REQUEST FOR PROPOSALS (RFP)

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The Global Alliance for Improved Nutrition (GAIN) is Inviting Research Firm/Insitute/Academy to Conduct an Implementation Research to Understand the Uptake and Utilisation of Maternal Nutrition Service Delivery including Multiple Micronutrient Supplementation (MMS) through Private Sector ANC Platform

Issued by  
The Global Alliance for Improved Nutrition (GAIN)

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## I. PROJECT BACKGROUND, OBJECTIVE AND DELIVERABLES

### 1. ABOUT GAIN

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation launched at the UN in 2002 to tackle the human suffering caused by malnutrition. GAIN's purpose is to advance nutrition outcomes by improving the consumption of nutritious and safe food for all people, especially the most vulnerable to malnutrition. Working with both governments and businesses, GAIN aims to transform food systems so that they deliver more nutritious food for all people. GAIN has a proven record of facilitating practical solutions that increase nutritional value and safety of foods in ways that work for consumers, businesses, and governments.

For more details, please visit: [www.gainhealth.org](http://www.gainhealth.org).

### 2. BACKGROUND AND OBJECTIVES

Bangladesh has made enormous progress in different health and nutrition indicators over the past decade. However, the burden of low birth weight, micronutrient deficiencies particularly during pregnancy remains as a big challenge. National Low Birth Weight Survey 2015 says that the country has a significant prevalence of low birth weight (LBW) children in the world at 22.6%. A woman of poor nutritional status indicated by micronutrient deficiencies has a heightened risk of having a baby with low birth weight. Some evidences show that maternal nutrition service including provision of Multiple Micronutrient Supplementation (MMS) containing 15-essential vitamins and minerals has resulted in a 12% reduction in LBW and a 8% reduction in Small Babies (Small for Gestational Age, SGA) compared to Iron and Folic Acid (IFA) in 14 low- and- middle-income countries. The recent revision of WHO antenatal care guidelines have highlighted antenatal multiple micronutrient supplements that include iron and folic acid are recommended in the context of rigorous research.

Recently the National Nutrition Services (NNS), Institute of Public Health Nutrition (IPHN) has put an initiative to improve maternal nutrition through a demonstration programme including use of maternal multiple micronutrient supplements through public health ANC platforms to increase the coverage of the set minimum package for maternal nutrition interventions.

In addition to this demonstration programme, under the leadership of NNS/IPHN, GAIN has been implementing another demonstration programme following a market-based model for enhancing access to maternal nutrition services using private ANC platforms to achieve the outcome of addressing low birth weight. This demonstration programme is being implemented under the guidance of the National Technical Committee (NTC) in terms of technical and strategic direction to design and implement the programme and advocate policymakers for a greater buy in.

An important suggestion came out from the National Technical Committee (NTC) meeting to conduct an research for the private sector demonstration program to understand the effect of maternal nutrition services delivery with MMS through private sector ANC platform in terms of reducing the prevalence of Low Birth Weight (LBW). Therefore, GAIN Bangladesh is looking for a competent organization who will conduct the research.

**Overall objective:** To assess the efectivness of market based model for MMS in targeted 2 sub-districts linked with the maternal nutrition service delivery through private sector ANC platform in terms improving uptake and utilisation.

**Specific Objectives:** To estimate the differences between the intervention- and control-groups on:

- Maternal nutrition services delivery including MMS through private sector ANC platform
- Social/family's perspective and attitude towards receiving maternal nutrition services and MMS

- Proportion of pregnant women who consumed MMS as per its guideline according to the coverage cascade (Alison's paper1)

### 3. SCOPE OF WORK (SOW)

This implementation research will be conducted under the leadership of NNS/IPHN, technical guidance by the NTC, and in collaboration with implementing partner: GAN and Social Marketing Company (SMC). The research will be carried out in two Upazillas (sub-districts) The primary study beneficiary will be pregnant mother and secondary beneficiary will be private sector ANC service providers with focal on SMC network providers, family members/caregivers and other relevant social actors/communities. The duration of the study will be for 12 months and tentatively will start from October 2021. Following are the specific activities:

- Design and plan demonstration protocol including the result framework and monitoring tool
- Share demonstration protocol with the NTC for validation
- Take Institutional review board (IRB) approval from relevant institution based on guidance from NNS
- Selection of intervention and control Upazilas in consultation with NNS and NTC members
- Onboard the field staffs and train them
- Conduct baseline evaluation and validate result by NTC
- Provide follow up and collect regular monitoring and process data for tracking and course correction.
- Conduct endline and validate result by NTC
- Facilitate workshop for result validation by NTC and dissemination

### 4. DELIVERABLES

Following are the expected deliverables from the consultant as per assignment:

- Inception report
- Institutional review board (IRB) approval
- Baseline report
- Process documentation report
- Endline report with recommendations
- Publication of the implementation research findings

## II. COMPETENCY AND EVALUATION CRITERIA

### 1. EXPECTED COMPETENCIES OF CONSULTANT/AGENCY

It is expected that the competency of the contracted organization/consultant will include:

- Have good understanding on health and nutrition services through public and private platform, especially maternal nutrition services
- Have good understanding on policy and policy stakeholders
- Has a team of experienced human resource in data collection, data entry, editing and analysis.
- Should have clear understanding on the challenges of administering data collection within the project area
- Experience in carrying out data collection from private sector health and nutrition service providers and stakeholders

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<sup>1</sup> Tumilowicz A, Habicht J-P, Mbuya MNN, Beal T, Ntozini R, Rohner F, et al. Bottlenecks and predictors of coverage and adherence outcomes for a micronutrient powder program in Ethiopia. *Maternal & child nutrition*. 2019;15(S5):e12807.

- Has experience of working with pregnant mother and their caregivers
- Strong analytical and report writing skills.

## 2. Evaluation Criteria and Scoring

Criteria	Score
Appropriate methodology to address the study objectives	30
Proven Technical expertise/previous experiences on the relevant competencies	30
Relevant competency of team leader and relevant team composition	20
Amount of budget and justification	20

## III. INSTRUCTIONS FOR RESPONDING

This section addresses the process for responding to this solicitation. Applicants are encouraged to review this before completing their responses.

### 1. FORMAT OF PROPOSAL

The proposal should be divided into two parts and submitted in two separate folders i.e. technical and financial.

#### A. The detailed technical proposal should:

The technical part of the proposal should not exceed 10 pages and will contain the following:

- Detailed methodology of the study.
- Detailed timeframe of the study
- CVs of the team leader and key members of the study team.
- Show a thorough understanding of this term of reference
- Include a description of how you would approach the data gathering methods prescribed in this RFP and how you would approach sampling.
- Demonstrate previous experience in conducting quantitative and qualitative study approaches.
- Demonstrate inclusivity, gender equality and non-discrimination in the conduct of the study.
- Demonstrate approaches that will be used to ensure maternal protection and ethics and principles will be applied throughout the design and data collection phases of the project and pregnant mother will be included.

#### B. The financial proposal should contain:

The financial proposal should clearly identify, item wise summary of the cost for the assignment with a detailed breakdown in both BDT and USD. The budget should not contain income tax as a separate head; it can be blended with the other costs, as it will be deducted from the source. However, VAT can be mentioned in the budget as per government regulation. The organisation will deduct VAT and Tax at source according to the GoB rules and deposit the said amount to the government treasury. The

consultant/consulting firm is expected to provide a justified budget, which is consistent with the technical proposal.

- Itemized consultancy fees/costs
- Itemized field data collection expenses
- Itemized administrative expenses
- Validity period of quotation

**C. The consulting team profile should contain:**

- The full names of all participating consultants and their roles, including technical expertise
- Physical address of the consultancy firm.
- Telephone number(s) of the firm (if applicable) and participating consultants
- Full name and contact information of the contact person within the consulting team
- Full names of Directors/Proprietors
- Copy of VAT registration certificate (for consulting firm).
- Copy of valid TIN certificate and bank account detail.

The financial part will describe the estimated cost for the study in detail. It should be given in a separate sealed envelope. Please mention the preferred mode of payment.

**2. DEADLINE**

Based on the scope of work, interested applicants are requested to submit both Technical and Financial proposal for the RFP. Electronic copy containing the proposal documents preferably in PDF along with all required information should be sent to [GAIN.Bangladesh@gainhealth.org](mailto:GAIN.Bangladesh@gainhealth.org) on or before **15 February 2022**.

**3. UNACCEPTABLE**

The following proposals will automatically not be considered or accepted:

- Proposals that are received after the RFP deadline.
- Incomplete proposals.
- Proposals that are not signed.

**4. CONTACT**

Interested organisation can contact for any query to [GAIN.Bangladesh@gainhealth.org](mailto:GAIN.Bangladesh@gainhealth.org)

Responses will not be confidential except in cases where proprietary information is involved.

**5. REVISIONS**

Proposals may be revised by electronic mail and confirmed by hard copy provided such revision(s) are received before the deadline.

**6. ACCEPTANCE**

GAIN will not necessarily accept the lowest cost or any of the Proposals submitted. Accordingly, eligibility requirements, evaluation criteria and mandatory requirements shall govern.

## **7. COMPLETION**

Proposals must be submitted on the official letterhead of the lead organisation or firm and must be signed by a principal or authorised signatory of the lead firm or organisation. In case of errors in calculating overall costs, the unit costs will govern. While GAIN has used considerable efforts to ensure an accurate representation in this Request for Proposal (RFP), the information contained in this RFP is supplied solely as a guideline. The information is not warranted to be accurate by GAIN. Nothing in this RFP is intended to relieve applicants from forming their own opinions and conclusions concerning the matters addressed in this RFP. By responding to this RFP, the applicant confirms its understanding that failure to comply with any of the RFP conditions may result in the disqualification of their submission.

## **8. RIGHTS OF REJECTION**

GAIN reserves the right to reject any or all submissions or to cancel or withdraw this RFP for any reason and at its sole discretion without incurring any cost or liability for costs or damages incurred by any applicant, including, without limitation, any expenses incurred in the preparation of the submission. The applicant acknowledges and agrees that GAIN will not indemnify the applicant for any costs, expenses, payments, or damages directly or indirectly linked to the preparation of the submission.

## **9. REFERENCES**

GAIN reserves the right, before awarding the Proposal, to require the applicant to submit such evidence of qualifications as it may deem necessary, and will consider evidence concerning the financial, technical, and other qualifications and abilities of the applicant.

## **10. RELEASE OF INFORMATION**

After awarding the Proposal and upon written request to GAIN, the information will be released for the result of RFP application.

# **IV. TERMS AND CONDITIONS OF THIS SOLICITATION**

## **1. NOTICE OF NON-BINDING SOLICITATION**

GAIN reserves the right to reject any and all bids received in response to this solicitation and is in no way bound to accept any proposal. GAIN additionally reserves the right to negotiate the substance of the successful applicants' proposals, as well as the option of accepting partial components of a proposal if deemed appropriate.

## **2. CONFIDENTIALITY**

All information provided as part of this solicitation is considered confidential. In the event that any information is inappropriately released, GAIN will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this solicitation will be held as strictly confidential.

### 3. RIGHT TO FINAL NEGOTIATIONS ON THE PROPOSAL

GAIN reserves the right to negotiate on the final costs, and the final scope of work of the proposal. GAIN reserves the right to limit or include third parties at GAIN's sole and full discretion in such negotiations.

### 4. EVALUATION CRITERIA

Proposals will be reviewed by the Selection Team. The following indicate a list of the significant criteria against which proposals will be assessed. This list is not exhaustive or 100% inclusive and is provided to enhance the applicants' ability to respond with substance.

Applicants are required to submit the following information, conforming to the guidelines given in this section:

- Understanding of the scope of work:
  - o Proposal shall demonstrate a clear understanding of the project objective and deliverables as outlined in Section I.
- Demonstrate a clear understanding of the technical requirements of this RFP:
  - o Providing detailed technical documentation of the proposed strategy.
  - o Evidence of experience delivering solutions using the proposed information technology platform.
- The creative and methodological approaches required to implement each of the parts of the scope of work.
- Comprehensiveness of work plan and reasonableness of proposed time frame:
  - o Proposal shall include a feasible work plan to ensure successful completion of deliverables.
  - o The work plan details how activities will be coordinated.
- Detailed budget and cost-effectiveness of proposed approach:
  - o Evidence of cost-effective approaches to undertaking the scope of work within the proposed budget.
  - o Proposal shall identify possible challenges and include creative approaches to addressing them.
- Management and personnel plan:
  - o The team members working on this project shall have the relevant qualifications and overall experience required to successfully implement the project.
  - o Roles and responsibilities of each team member shall be clearly defined. GAIN shall have one main contact person clearly identified in the proposal.
- A duly completed offer of services.

**GAIN reserves the right to contact the individuals and contractor(s) in order to verify the information provided as part of the Proposal.**

### 5. REVIEW PROCESS

The review process will involve a Review Panel with participants selected by GAIN.

## **6. LIMITATIONS WITH REGARD TO THIRD PARTIES**

GAIN does not represent, warrant, or act as agent for any third party as a result of this solicitation. This solicitation does not authorise any third party to bind or commit GAIN in any way without GAIN's express written consent.

## **7. COMMUNICATION**

All communication regarding this solicitation shall be directed to appropriate parties at GAIN. Contacting third parties involved in the RFP, the review panel, or any other party may be considered a conflict of interest and could result in disqualification of the proposal.

## **8. FINAL ACCEPTANCE**

Award of a Proposal does not imply acceptance of its terms and conditions. GAIN reserves the right to negotiate on the final terms and conditions including the costs and the scope of work when negotiating the final contract to be agreed between GAIN and the applicant.

## **9. VALIDITY PERIOD**

The offer of services will remain valid for a period of 60 days after the Proposal closing date. In the event of award, the successful applicant will be expected to enter into a contract subject to GAIN's terms and conditions.

## **10. INTELLECTUAL PROPERTY**

Subject to the terms of the contract to be concluded between GAIN and the applicant, the ownership of the intellectual property related to the scope of work of the contract, including technical information, know-how, processes, copyrights, models, drawings, source code and specifications developed by the applicant in performance of the contract shall vest entirely with GAIN.

## **11. SCOPE OF CHANGE**

Once the contract is signed, no increase in the liability of GAIN or in the fees to be paid by GAIN for the services resulting from any change, modification or interpretation of the documents will be authorised or paid to the applicant unless such change, modification or interpretation has received the express prior written approval of GAIN.

## **12. NOTICE OF NON-BINDING SOLICITATION**

GAIN reserves the right to reject any bids received in response to this solicitation and is in no way bound to accept any proposal. GAIN additionally reserves the right to negotiate the substance of the successful applicants' proposals, as well as the option of accepting partial components of a proposal if deemed appropriate.