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| RESEARCH PARTNER: QUANTITATIVE & QUALITATIVE EVALUATION OF NUTRITION-SENSITIVE SBCC INTERVENTIONS IN SOCIAL PROTECTION IN BANGLADESH |
| **Issued by**  **The Global Alliance for Improved Nutrition (GAIN)** |
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**Request for proposals**

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1. project background and scope of work

# 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. Working with both governments and businesses, we aim to transform food systems so that they deliver more nutritious food for all people.

At GAIN, we believe that everyone in the world should have access to nutritious and safe food. We work to understand and deliver specific solutions to the daily challenge of food insecurity faced by poor people. By understanding that there is no “one-size-fits-all” model, we develop alliances and build tailored programmes, using a variety of flexible models and approaches.

We build alliances between governments, local and global businesses, and civil society to deliver sustainable improvements at scale. We are part of a global network of partners working together to create sustainable solutions to malnutrition. Through alliances, we provide technical, financial and policy support to key participants in the food system. We use specific learning, evidence of impact, and results of projects and programmes to shape and influence the actions of others.

Headquartered in Geneva, Switzerland, GAIN has representative offices in Denmark, The Netherlands, the United Kingdom, and the United States. In addition, we have country offices in Bangladesh, Ethiopia, India, Indonesia, Kenya, Mozambique, Nigeria, Pakistan, and Tanzania. Programmes and projects are carried out in a variety of other countries, particularly in Africa and Asia.

# Background

The Social Protection programme at GAIN works across several countries to promote and safeguard accessibility of nutrition-sensitive social protection benefits among the most vulnerable members of the population. The programme takes a distinctly community-oriented and human-centred approach to social protection, placing primary emphasis on leveraging social protection to improve nutrition—especially among women and girls—through empowerment, resilience, and human capital development.

GAIN’s social protection work in Bangladesh focuses on enhancing the coherence, quality, and sustainability of nutrition SBCC in social protection programmes targeting the most vulnerable households, particularly women girls and children. GAIN aims to jointly work with the Cabinet Division of the Government of Bangladesh to make strategic, systemic improvements to how nutrition SBCC is designed and delivered through social protection systems.

GAIN and Cabinet Division are implementing a project in an Upazila (Sub-District). The success of the project will be evaluated using mixed methods (quantitative and qualitative) assessments of key indicators at baseline and endline, complemented by periodic process and performance monitoring and a learning workshop at the project’s midpoint to inform needs for course-correction

# scope of work and deliverables

## OVERVIEW

GAIN seeks a consultant or research agency who will work closely with GAIN and our partners to assess the impact of our Bangladesh social protection programme **against Key Performance Indicators**, including both quantitative and qualitative indicators. The consultant will be expected to work in close partnership with GAIN counterparts to select appropriate indicators and develop rigorous data collection instruments, guided by the project’s existing results framework. The consultant will also manage and implement collection of perioding process and performance monitoring data.

The selected applicant will work in close collaboration with GAIN’s global Social Protection Programme Lead, GAIN Bangladesh‘s Social Protection team, and the project’s focal person from GAIN’s Knowledge Leadership Unit to design and implement the impact assessment and process monitoring activities. It is expected that the research partner would **facilitate formal, robust trainings to all enumerators**/field data collectors engaged in the studies. GAIN acknowledges that qualitative research requires very specific skills and competencies, so we expect that persons conducting qualitative research will have demonstrable experience and familiarity with such methods.

## SPECIFIC OBJECTIVES

* Provide objective, unbiased feedback to the programme on key indicators and measurement approaches
* Develop and test data collection tools, quality assurance protocols, and data management systems for the included studies
* Execute primary data collection, processing, and quality assurance protocols for the included studies in accordance with GAIN’s specifications
* Support with initial analysis of summary statistics (quantitative data) and thematic analysis (qualitative data) at baseline and endline
* Advise GAIN on any risks, opportunities, and course-correction needs based on emerging trends in the data, including through a comprehensive learning workshop and robust process monitoring at the project’s midpoint.
* Participate as needed in disseminating research findings to partners, donors, and/or other stakeholder groups

## Impact domains for evaluation

The project will examine impacts in four domains, which are considered equally vital and integral for the success of the programme: 1) Positive changes in nutrition-related behaviours among social protection beneficiaries, 2) Increased Knowledge and Awareness through Nutrition SBCC interventions, 3) Improved Health and Nutritional Outcomes through Nutrition Sensitive Social Protection Programmes, and 4) feasibility, cost-effectiveness, and returns on investment in nutrition SBCC in social protection. Indicative indicators in each of the three domains are summarised in the table below (final key indicators will be determined upon on-boarding the research partner).

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| Impact Domain | Indicative Indicators |
| **Improved nutrition-related behaviours among social protection beneficiaries** | * Beneficiaries have increased dietary diversity and consume a wider variety of food groups, including fruits, vegetables, proteins, and whole grains, indicating improved nutritional intake. * Caregivers have improved child feeding practices, adopted recommended practices such as exclusive breastfeeding for infants under 6 months and timely introduction of appropriate complementary foods. * Beneficiaries decreased intake of processed, sugary, or high-fat foods, reflecting healthier food choices. * Beneficiaries report more consistent meal patterns, including regular breakfast consumption and reduced meal skipping. * Beneficiaries incorporate fortified foods (e.g., iodized salt, fortified edible oil, flour) into their diets, improving micronutrient intake. * Beneficiaries improve hygiene, sanitation, and food safety behaviours, such as handwashing and proper food storage, to support better nutrition outcomes. |
| **Increased Knowledge and Awareness through Nutrition SBCC interventions** | * Beneficiaries demonstrate awareness of how social protection programmes (e.g., cash transfers, food vouchers) can be used to improve dietary diversity and nutrition outcomes. * Beneficiaries can articulate and recall essential nutrition messages, such as the importance of exclusive breastfeeding, complementary feeding, and consuming fortified foods. * Beneficiaries identify locally available, cost-effective, and nutrient-dense food options that align with their dietary needs and budget. * Beneficiaries recognize the connections between proper nutrition, child development, disease prevention, and overall well-being. * Beneficiaries report intentions or actions to improve hygiene, sanitation, and food safety practices as part of their nutrition-related behaviours change. * Beneficiaries understand how to access and utilize nutrition-specific components of social protection programs, such as fortified food distributions or nutrition education sessions. |
| **Improved Health and Nutritional Outcomes through Nutrition Sensitive SBCC interventions** | * Decrease in rates of stunting, wasting, and underweight among children under five years of age. * Positive changes in height-for-age, weight-for-height, and weight-for-age z-scores among beneficiary children. * Higher percentage of infants under 6 months who are exclusively breastfed, as per WHO recommendations. * Reduction in micronutrient deficiencies (e.g., iron, vitamin A, iodine) among beneficiaries, particularly women and children. * Decrease in cases of anaemia, diarrhoea, and other nutrition-related health issues among beneficiaries. * Better pregnancy outcomes, such as reduced low birth weight rates, and improved overall health and development of children. |
| Feasibility, cost-effectiveness, and returns on investment of nutrition SBCC in social protection | * Affordability of delivering nutrition SBCC at scale * Cost effectiveness/returns on investment in nutrition SBCC * Increase in frontline delivery personnel capacity to implement SBCC |

## Process monitoring domains

At two time points, the research partner will perform a thorough process monitoring exercise to assess the quality of programme delivery. The process monitoring indicators (to be refined in collaboration with the research partner) will encompass the following domains, adapted from the OECD-DAC criteria:

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| **​Monitoring Domain** | **​Description** |
| **​Efficiency** | ​The extent to which the project delivers (or is expected to deliver) results in an economic and timely way |
| **​Effectiveness** | ​The extent to which the project is expected to achieve its objectives, including differential results across populations or communities |
| **​Relevance** | ​The extent to which key stakeholders (e.g. those mentioned above) view the project as *positive* or *meaningful* |
| **​Equity** | ​The extent to which the project equitably reaches (and is likely to impact) those who stand to gain the most (e.g. particularly disadvantaged groups; nutritionally vulnerable households; women) |
| **​Sustainability** | ​Toward a vision of longer-term operation beyond the project timeframe, the extent to which the project’s present operations have the potential to be sustained beyond GAIN’s direct involvement |

## Deliverables

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| Activities | Deliverables |
| **Finalise study designs in consultation with GAIN, including evaluation methodology, sampling frame, sample size, etc.** | Final GAIN-approved study designs and methodological note |
| **Develop a detailed comprehensive workplan for the scope of work & setup data management system infrastructure** | Final detailed protocols, work plan, budget, and timelines; technical brief on data management system infrastructure |
| **Consultation on Key Indicators and measurement approach** | Consultative workshop (virtual/hybrid format) with global and Bangladesh-based GAIN staff & corresponding report (with key recommendations) |
| **Liaise with GAIN to develop the survey tools ideally using digital data entry, as well as the sampling frame and size calculations** | Final data collection tools |
| **Lead the submission process to relevant Institutional Review Board(s) for ethical clearance, for above research activities as needed** | Institutional Review Board approval letters |
| **Conduct Quantitative Baseline Survey** | * Full and final datasets in format(s) compliant with GAIN’s data management standards * Quality assurance report and justification for any gaps * Summary statistics for each indicator |
| **Conduct Qualitative Baseline Study** | * Full and final datasets (including interview transcripts in local language and English) * Quality assurance report and justification for any gaps * High-level thematic analysis of qualitative results (articulate critical gaps and opportunities, supported by direct quotations) |
| **Conduct Quantitative Endline Survey** | * Full and final datasets in format(s) compliant with GAIN’s data management standards * Quality assurance report and justification for any gaps * Summary statistics for each indicator |
| **Conduct Qualitative Endline Study** | * Full and final datasets (including interview transcripts in local language and English) * Quality assurance report and justification for any gaps * High-level thematic analysis of qualitative results (articulate critical gaps and opportunities, supported by direct quotations) |
| **Conduct Periodic Process & Performance Monitoring (two monitoring time points; refer to timeline above)** | * Full and final datasets in format(s) compliant with GAIN’s data management standards * Quality assurance report and justification for any gaps |
| **Final report and datasets** | * Detailed final report on studies conducted, methodologies used, data quality, and critical reflections on the research process * Detailed final report on key findings for each key indicator, noting the amount of change from baseline (including statistical tests where applicable). All qualitative findings should be supported by direct quotations when possible * Full and final cleaned datasets submitted and approved by GAIN |
| **Assist with dissemination of results in selected meetings** | * Participation in 1 global and 2 Bangladesh-based workshops/stakeholder meetings to share endline survey results, including support with PowerPoint presentation(s) highlighting key findings |

1. instructions for responding

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

# ****contact****

Please direct all inquiries and other communications to the contact below. Reponses will not be confidential except in cases where proprietary information is involved.

Please direct all inquiries and other communications to the email: [GAIN.Bangladesh@gainhealth.org](mailto:GAIN.Bangladesh@gainhealth.org) Reponses will not be confidential except in cases where proprietary information is involved.

# ****Budget****

Applicants are required to provide an illustrative budget in US Dollars, in a separate document. The final budget will be elaborated as the scope of the assessment is clarified and as part of the contracting process. The budget submitted with this proposal should include (i) justification of overall value for money, (ii) a comprehensive budget justification which should be presented for each category of costs including: personnel, cost of travel, including subsistence allowances, consultants, meeting/workshop, overhead if applicable, and miscellaneous expenses. All prices/rates quoted must be inclusive of all taxes/VAT as required.

1. Format for proposal

The proposal needs to be formatted and attached as two separate documents:

1. **Technical proposal** outlining research objectives and methodological approaches; detailed profiles (qualification, expertise, relevant experience etc.) of the agencies and individuals who will be completing the work including their full names, their expertise and publications in relevant research; and, past experience (previous research conducted over the last five years which are relevant for this evaluation) and references.
2. **Financial proposal** outlining budget accompanied by a budget narrative (as above).
3. Submission

One hard signed copy of the Proposal and an electronic copy containing the documents preferably in MS Word along with all the required information including the fee proposal should reach GAIN at the address mentioned below: Proposals should be in English and submitted in electronic copy to the following e-mail address: [GAIN.Bangladesh@gainhealth.org](mailto:GAIN.Bangladesh@gainhealth.org) Please include **SBCC INTERVENTIONS** **IN SOCIAL PROTECTION EVALUATION & MONITORING – BANGLADESH** in the subject line. As mentioned, the research partner can apply for either the quantitative, qualitative, or process monitoring components, or all components combined. Please make it clear in the application which components are included in the proposal.

1. Deadline

Completed proposals should be submitted to GAIN **before 5:00 pm Central European Time on April 19th 2025.** Proposals may be postmarked on the due date, provided that an email of the proposal is submitted by the deadline.

1. Unacceptable

The following proposals will automatically not be considered or accepted:

Proposals that are received after the RFP deadline at the specified receiving office.

Proposals received by fax.

Incomplete proposals.

Proposals that are not signed.

1. ****Revisions****

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

1. 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.

1. Completion

Proposals must be submitted on official letterhead of the lead organisation or firm and must be signed by a principal or authorising signatory of the lead firm or organisation.

In case of errors in calculating overall costs, the unit costs will govern.

It is the applicant's responsibility to understand the requirements and instructions specified by GAIN. In the event that clarification is necessary, applicants are advised to contact the responsible person at GAIN under section II. point 1., prior to making their submission.

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 with respect to the matters addressed in this RFP.

By responding to this RFP, the applicant confirms its understanding that failing to comply with any of the RFP conditions may result in the disqualification of their submission.

1. 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.

1. 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.

1. ****Release of information****

After awarding the Proposal and upon written request to GAIN, only the following information will be released:

Name of the successful applicant.

The applicant's own individual ranking.

1. Terms and conditions of this solicitation

# 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.

1. 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.

1. 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.

1. 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:

* + 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:

* + Providing detailed technical documentation of the proposed strategy.
  + 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:

* + Proposal shall include a feasible work plan to ensure successful completion of deliverables.
  + The work plan details how activities will be coordinated.

Detailed budget and cost-effectiveness of proposed approach:

* + Evidence of cost-effective approaches to undertaking the scope of work within the proposed budget.
  + Proposal shall identify possible challenges and include creative approaches to addressing them.

Management and personnel plan:

* + The team members working on this project shall have the relevant qualifications and overall experience required to successfully implement the project.
  + 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.**

1. Review process

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

1. 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.

1. 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.

1. 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.

1. 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.

1. 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.

1. 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.

1. offer of services
2. Offer submitted by:
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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6. (Print or type business, corporate name and address)
7. I (We) the undersigned hereby offer to GAIN, to furnish all necessary expertise, supervision, materials, and other things necessary to complete to the entire satisfaction of the Executive Director or authorised representative, the work as described in the Request for Proposal according to the terms and conditions of GAIN for the following prices:
   1. Click or tap here to enter text.
   2. Click or tap here to enter text.
   3. Click or tap here to enter text.
   4. Click or tap here to enter text.
8. I (We) agree that the Offer of Services will remain valid for a period of sixty days (60) calendar days after the date of its receipt by GAIN.
9. I (We) herewith submit the following:
10. A Proposal to undertake the work, in accordance with GAIN’s requirements specified.
11. A duly completed offer of services, subject to the terms herein.

**OFFERS WHICH DO NOT CONTAIN THE ABOVE-MENTIONED DOCUMENTATION OR DEVIATE FROM THE PRESCRIBED COSTING FORMAT MAY BE CONSIDERED INCOMPLETE AND NON-RESPONSIVE.**

Date this day of Click or tap here to enter text. in Click or tap here to enter text.

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Signature (applicant)

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Signature (applicant)