**Terms of Reference (ToR)**

**To Develop ICT4D e-commerce and service delivery tools for Last-Mile Entrepreneurs in SONGO.**

1. **PROJECT BACKGROUND:**

ICCO Cooperation ([www.icco-cooperation.org](http://www.icco-cooperation.org)) is an international organization, whose mission is to end poverty and injustice in the global south, in partnership with enterprising people. We invest in the power and dreams of entrepreneurial people, stimulate their entrepreneurial spirit, and connect them with businesses, governments and social organizations.

ICCO Cooperation is playing the lead role to implement EU funded “Sustained Opportunities for Nutrition Governance (SONGO) project” aims to improve maternal and child nutrition in Kurigram and Gaibandha districts. The SONGO is 5 years long project with 4 inter-linked outcomes; (1) Local nutrition governance and decision-making mechanisms are strengthened (2) Maternal and Child Health and Nutrition Practices are improved (3) Household WASH Practices Improved (4) Household access to nutritious food is improved. RDRS Bangladesh has been ICCO's long standing partner in a variety of large poverty alleviation and development projects in Bangladesh, often with food security components. RDRS will implement the project activities such as community mobilization, capacity building, committees formation, meeting organisation, workshops, monitoring, etc at a field level.

SONGO emphasizes the importance of sustained governance as a primary outcome and a precondition to achieve other outcomes that are based on three interlinked pillars or pathways (as per the UNICEF Conceptual Framework on Under nutrition and used in 2008 & 2013 Lancet Series):

1. HH food and nutrition security (including availability, economic access and use of food)
2. Feeding and care giving resources and practices (including maternal, HH and community levels)
3. Access to and use of health services as well as a safe and hygienic environment (i.e. food, care and health).

While availability and accessibility of nutritious and safe food at HH level is a precondition for improved nutrition it does not automatically lead to improved nutrition among all HH members. Lack of nutrition, health and WASH related knowledge, attitudes and practices as well as intra-HH dynamics often impede nutrition improvement. Evidence has also shown that the extent to which women have access to and control over productive resources, time, knowledge and social support networks largely determine their own nutritional status and the kind of care they provide for their children and for the rest of the HHs. The nutritional status of a woman before and during pregnancy has a direct impact on the development and nutritional status of her baby. In order to address child undernutrition fully, the SONGO project will therefore employ nutrition-specific as well as nutrition-sensitive interventions through a lifecycle approach to deliver the right services and messages to the right person at the right time. The implementation will incorporate a Social and Behavior Change (SBC) strategy, using multiple approaches, ranging from interpersonal communication (such as counseling by health workers) to mass media (such as radio campaigns) and improving availability to appropriate products and services.

1. **WORKING AREA AND TARGET GROUPS:**

SONGO project is implemented in 18 unions of 6 UPZs in Kurigram and Gaibandha district under Rangpur division with direct beneficiaries of 147,000 households particularly women and children. The approach is based on proven and evolving experiences taking into account the importance of pre-conditions to address e.g. dimensions of availability and access to food as well as the required synergy between interventions and actors at various levels. Interventions will focus on mobilizing and coaching target groups as well as local public, private and development actors to collectively take the necessary actions towards improved nutrition.

Kurigram district:

* Char RajibpurUpazila: Char Rajibpur and Mohanganj Unions
* ChilmariUpazila: Chilmari and Ramna Unions
* RowmariUpazila: Bandaber, Dantbhanga and Jadur Char Unions

Gaibandha district:

* GaibandhaShadarUpazila: Ghagoa ,Gidari and Kamarjani Unions
* FulchariUpazila: Fulchhari,Udakhali and Kanchi Para Unions
* SundarganjUpazila: Belka, Chandipur, Haripur, Sreepur and Tarapur Unions

SONGO also has two LSP-style market intermediaries supported, who are delivering a combination of advisory and SBCC services as well as providing products and services to SONGOs beneficiary households and groups. These are 162 Nutrition Sales Agents, and 36 Farm Business Advisors.

1. **PURPOSE OF THIS CONSULTANCY:**

ICCO Cooperation invites qualified consulting firm to develop business management and service digital application for local Service Providers (LSP) aimed to support small-entrepreneurship which includes:

1. Prepare a digital application (Apps) for communicating and networking for managing their finances and purchasing products
2. Provide orientation to the SONGO staffs, LSP’s including user guidelines
3. Provide strategic guidance and technical assistance on good communication, smart marketing plans along with engaging private institutions and management strategies as and when required

In addition to serving the LSPs directly to better manage their businesses and administer services, there would be macro-level ability to receive LSP’s information on performance through a central level dashboard linking with research and extension based government apps.

1. **SCOPE**

The assignment is expected to be completed in several phases of work, all of which needs to pass through a User Acceptance Tests (UAT) process and are tailored for purpose before closed-off. All developmental and technical components of the assignment will need to be handled by the contracted developer and UATs will need to be done together with members of the SONGO team.

**Phase I: E-commerce Android App - *to be fully developed by August, 2021***

Basics: Demand logging, product-wise sales, transactional (including credit sales), basic P/L and cash-flow, market information and technical service delivery apps designed for use with minimal digital literacy and user-friendliness. These need to be adjusted/tailored separately for needs and requirements of Nutrition Sales Agents (NSA) and Firm Business Advisors (FBA).

In addition to the above, a Dashboard which collects and portrays real-time (and monthly) reports to the provider level of sales/business performance for LSPs signed up and using the app to track business elements will need to be provided to the project - Application programming interfaces (API) communication between apps from users and this central repository is the preferred modality for dashboard updates.

**Phase II: Capacity Development of the SONGO staffs, LSP’s including user guidelines *by October 2021***

Capacity Development is the second course of action of the assignment. The capacity development plan should consider the level of demand, Cost of production, Availability of funds and Management policy. It will be encouraged if there is a provision of users’ interactions within the team, as well as monitoring and managing any processes, exchanging files and data, and aggregating certain statistics, for example. Mobile apps can be effectively used for organization and automation of multiple business tasks.

**Phase III: Consumer-oriented link-building basic-application and SMS-based demand-push options *- to be developed and phased-in by December 2021***

A front-end basic user-app for general public (primarily aimed at beneficiaries in SONGO area to log/push product/service demand to LSPs (NSAs and FBAs) to support JIT purchase from respective LSPs for the consumer. This app, pending location, can find the closest LSP to link-to and if possible provide direct contact details, product types available and current prices. The application should be able to provide costs for prospective orders.

All Phase developments should be supplemented/supported by a platform where time-to-time the SONGO team can update some *reasonable* variable parameters, and deploy new versions (or generate updated APKs) of applications.

1. **METHODOLOGY:**

The contracted organization will need to priorities user-acceptance and simplicity in the development of the tools. This means heavy focus will need to be placed on the needs, desirables, aesthetics (including branding) and ergonomics pushed and tested by the Project team and intended users alike. The solutions should be fit-for purpose and the consultants should take the role to accumulate feedback and test out adjustments. This process needs to be well documented and conducted with care, as sustainability and rapport towards the apps depends on user reception, functionality and ability to simplify and facilitate existing processes successfully. Thus the consultants should consider in their proposals where investigations and primary findings need to be collected. The consultant should assume responsibility to perform these assessments, with tools that have been agreed to by the SONGO team.

Full developmental oversight and needs-assessment, including skins, formats, adjustments, and functions will need to be taken on by the consultant - this must assume minimal in-house technological ability of the project team, and thus expectations management will also be crucial for optimal development of the platforms.

In line with this, User Acceptance Tests (UATs) will need to be conducted by the consultant alongside representatives of the SONGO team, and assume further initiative and responsibility to facilitate the designing process, with in-person or virtual meetings as required.

For the phase-in and operation of each development, the consultant will need to assume time dedicated for the purpose, and support the SONGO team through ToTs, joint-introductions or other quality assurance measures as appropriate.

The consultant should take the responsibility to float the applications on Play-Store on behalf of the project through an individual account and following completion of all technical components handover the accounts to ICCO for own control.

Following the completion of development and phase-in of all components highlighted under Section **4. Scope**, a service period for up to December 2021 will be needed, where queries related to technical support and troubleshooting can be provided with at least a week’s notice regarding the tools developed. This will cover the smooth functioning of the application and no major development components.

If the Consultant foresees any one-time or recurring costs that may need to be incurred (to a third party that is not the consultant) in order for continued function of the deliverables mentioned after the development duration of this assignment, these should be outlined alongside any financial proposal submitted and in the technical proposal covering the specific development/deliverable affected for full understanding.

1. **TERMS AND CONDITIONS:**

* The chosen consulting firm should submit an inception report after reviewing the project documents and communication with SONGO team;
* A detailed work plan and methodologies which can be adjusted after sharing with SONGO team; Chosen consultants also be develop the special work plan considering the COVID 19 pandemic situation (if the situation will continue in future)
* Study/Investigation materials (if applicable) presented to the SONGO team for feedback prior to being actioned.
  + Subsequent decision point reports, and specification updates (including justification) based on user/beneficiary and project staff feedback provided in brief report format.
* The Requirements under Phases I- III under Section 4. Scope should aim to follow the timeline stipulated.
* Completed UATs for Phases I-III and migration support to server if required
* Detailed Operational Guidelines and ToTs for operation of each development phase (virtually and at least one in-person for full-package ToT for key SONGO team members)
* Play Account with APKs correctly uploaded, security certificates (if applicable) and ready for handover to ICCO Cooperation with full functioning and trials.
* Remote technical support and liaison after completion of Phases I- III for a 7 month period (until December 2021) for troubleshooting and query response.
* Consultants will prepare and submit the phase by phase financial proposal and will make payment accordingly (if selected).

1. **DELIVERABLES**

* An inception report with a detail work plan and methodologies
* **E-commerce** Client Service App ( market information and technical service delivery apps)
* Full functional Decision Support System-style query navigation system
* Final Assignment Completion report with user Guideline for end line users

1. **DUTIES AND RESPONSIBILITIES OF THE CONSULTANT (not limited to):**

* The consultant will be required to supply the expected deliverables to a quality standard.
* Consult with the SONGO Team before finalization of any investigation methodologies as well as working-strategies to conduct assessment at field level.
* Clear and complete specification requirements mapped out with the SONGO team and parameters defined upfront before initiating each Phase.
* Arrange sharing and scoping meetings with SONGO staff, beneficiary user acceptance, and ICCO country office staff in order to incorporate reviewed feedback in the deliverables.
* Should comply with ICCO code of conduct for consultancy work.
* UAT oversight and support in tandem with key SONGO team members
* Ensure developments and adjustments are communicated timely in writing, with a monthly-summary of progress during the Phases development.
* Provide technical and troubleshooting support on use of developed tools during the Phases, and in the service period.
* Provide orientation to the SONGO staffs and users of the apps
* Ensure follow up support for next three months after orientation to the users
* Share inception report including the proposed ideas to align with the present last mile distribution channel
* Discuss with relevant actors (public-private sectors, market actors, service provider, consumers/producers) before developing the e-commerce apps.

1. **RESPONSIBILITIES OF ICCO (not limited to):**

* Provide information about the SONGO working area, community, beneficiary, stakeholders, market intermediaries, FBA and NSA business model and others if needed.
* Upon request from consultant(s), facilitate meetings/interviews/discussions with key local stakeholders.
* Review, query and provide feedback to the Consultants team timely.
* Co-perform UATs with supervision of the Consultants.
* Receive all the above-mentioned deliverables from the consultant(s) with checking quality.
* Keep close connection with consultant(s) and communicate with regularity

1. **REQUIRED QUALIFICATIONS & EXPERIENCE OF CONSULTANT (S):**

***The Lead consultant*** proposed will be the primary communication and focal point of the study and should have the following qualifications:

* Advanced degree in ICT, computer science or relevant disciplines from any reputed university
* At least 5 years experience in leading/ conducting similar types of assignments.
* Software engineering/development background
* Experience with ICT4D, Business management and service digital application

The consultant’s team should further demonstrate

* Prior experience developing similar styles of platform and applications, capable of API communication and providing simple, on-user demand, analytics
* Decision Support System (DSS) development experience and logic.
* Should have excellent English writing and presentation skills
* Ability to work under pressure and to deliver in a timely manner without compromising quality standards
* Good understanding on the FMCG last mile distribution channel
* Desirable - Market Development and last-mile service provider application development.

1. **TENTATIVE TIME FRAME:**

The Development components (Phases) are expected to be delivered across a period from **May to December, 2021**, as indicated in Section 4. Scope. Any deviation from this timeline will require prior notice of no less than 14 days before the indicated dates given.

1. **SELECTION PROCESS**:

The proposal evaluation team will scrutinize all the submitted proposals and make a shortlist based on the evaluation criteria. Among the shortlisted proposals, the proposal evaluation team will select two/three potential consultancy firms/consultant(s) and sit with them to know how they (consultant) will execute the assignment through presentation. After that the best performing consulting firm/Consultant will be notified for awarding.

1. **PROPOSAL EVALUATION PROCESS:**

The evaluation of the consultant will be based on the Combined Scoring method – where the methodology, qualification and experiences is given 80% weightage and financial offer will be given 20% weightage. Only consultants meeting a minimum of 75% of total points under technical evaluation would be considered for the financial evaluation. Following specific criteria would be assessed

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| --- | --- | --- |
| **SL** | **Scoring criteria** | **Marks** |
| 1 | **Technical proposal** | **(80)** |
| 1.1 | Quality of the proposal (Understanding, Design and Methodologies, quality control mechanisms etc.) and Approach for the Deliverables | 35 |
| 1.2 | Organizational profile/consultants team profile (team composition and expertise of the technical team, division of roles.) | 15 |
| 1.3 | Work Plan and Clear breakdown of tasks according to timeline | 15 |
| 1.4 | Experience of similar types of work, reporting evidence etc. | 15 |
| 2 | **Financial proposal\*** (Proposed amount and justification, logical and detailed breakdown of budget) | **(20)** |
| ***\*****Proposals should consider separate payment timeline and tranches for completion of Phases I, II, III and IV, and a Service Period Separately when developing the Financial Proposal.* | | |

1. **SUBMISSION OF PROPOSAL**

Interested consultant(s)/consulting firms must submit the following documents for appraisal. Proposers who do not submit the below mentioned documents will not be considered for further evaluation.

The proposal should include:

* Updated 4 pager CV of Consultant(s) with highlighting similar achievements
* Introduction letter including a brief overview of the assignment
* Technical proposal-not more than 40 pages (understanding, methodologies, work plan, share link of 2-3 similar kinds of business model, quality control mechanism etc.)
* Financial proposal (phase by phase) with detailed itemized budget (development costs, honorarium, travel, enumeration cost etc.)
* Any Supporting evidence of conducting a similar/in-line assignment with single or multiple-components similar to the development Phases in this ToR.
* Submit the photocopy of updated trade license, Income tax, VAT, organization profile (for firm only).

**The breakdown of applicable VAT /Tax are as follows :**

* 15% VAT shall be deducted from consultancy services for national/ international consultants.
* 10% Income Tax shall be deducted from consultancy services of Bangladeshi national consultants and in absence of e-tin 15% income tax shall be deducted instead of 10%.
* 12% Income tax shall be deducted if the proposal base value exceeds BDT 2,500,000
* 20% Income Tax shall be deducted from consultancy services of international consultants. The consultant of the countries with which Bangladesh have double taxation treaty (DTAA), shall get the Tax benefit in their resident country. No VAT and Tax shall be deducted from reimbursable logistic expenses subject to submission of original payment receipts otherwise no payment will be made against logistic expenses.

**Payment system:**

Long Term Consultancy and payment will be made phase by phase after complete the each phase and submit the invoice

Prospective consultants should submit a written proposal (Technical and Financial) **soft copy** duly signed by the authority to: [procurement.bd@icco-cooperation.org](mailto:procurement.bd@icco-cooperation.org)

Any queries about the consultancy should be addressed to Md. ShamimAlom M:+88 01716303350 E-mail: [s.alom@icco-cooperation.org](mailto:s.alom@icco-cooperation.org) or Mostafa Nurul Islam Reza M: +88 01712501810; E-mail: [mostafa.islam@icco-cooperation.org](mailto:mostafa.islam@icco-cooperation.org)

***\*\*ICCO Cooperation holds the authority to cancel the process and/or the work order without any compensation if the deliverables do not match the contract***

**Deadline: 27th April, 2021**