**REQUEST FOR EXPRESSION OF INTEREST (EoI)**

### **Partnership for Renewable Energy Market Development in Ecologically Critical Areas (ECAs) with RE** Technology Providers and Financial Service Providers

**Issued by:** iDE Bangladesh, NABAPALLAB Project  
**Issue Date:** 18th August, 2025  
**Submission Deadline:** Rolling Deadline, EOI period remains open until iDE finds a sufficient number of suitable private sector partners.

### **1.** Organizational Background

iDE is an international NGO with over 40 years of experience in designing and delivering market-based anti-poverty programs in 12 countries. We are a world leader in making markets work for the poor, as well as the longest-established market development specialist NGO in Bangladesh. iDE believes that markets can be a powerful force for improving smallholder prosperity by creating income and livelihood opportunities for poor rural households. iDE Bangladesh currently has multiple projects in agricultural markets, water, sanitation, and hygiene (WASH), nutrition, and access to finance with a focus on women’s economic empowerment and climate-smart technologies.

### 2. Project and Assignment **Background**

Bangladesh is highly vulnerable to both rapid and slow-onset climate change impacts such as floods, cyclones, droughts, salinity, and heat waves. These hazards threaten food security, water resources, health, and livelihoods, causing displacement, poverty, and loss of life. Ecologically Critical Areas (ECAs) rich in biodiversity are under increasing threat from both climate change and human activities. Communities dependent on natural resources are among the most at risk. Protecting critical ecosystems like the Sundarbans and Hakaluki Haor is essential for sustaining lives and biodiversity. The Sundarbans, home to over 4 million people and rare wildlife, faces threats from rising seas, cyclones, resource overuse, and nearby industrial development. Hakaluki Haor, a vast wetland supporting 200,000 people and diverse species, is crucial for fisheries and ecological balance. Comprehensive, systematic planning is urgently needed to safeguard vulnerable communities and ecosystems.

CARE Bangladesh is leading a consortium that is implementing the NABAPALLAB program, funded by the UK’s Foreign, Commonwealth & Development Office (FCDO), in two **Ecologically Critical Areas** (ECAs): the Sundarbans and Hakaluki Haor. This consortium includes esteemed partners such as CNRS, Cordaid, BRAC-C3ER, Dushtha Shasthya Kendra (DSK), Friendship, Humanity & Inclusion (HI), iDE, and Practical Action. The program aims to empower communities in the Sundarban and Hakaluki Haor Ecologically Critical Areas (ECAs), starting with the Sundarban (Khulna-Paikgacha, Dacope, and Koyra; Satkhira-Syamnagar and Ashashuni; and Bagerhat-Mongla, Rampal, Sarankhola, and Morrelganj), by enabling access to clean energy for productive, income-generating uses, such as solar energy-operated irrigation pumps, aerators, chillers, and agro-machines. We are working at the sub-district (upazila) and union level. A detailed list of unions will be shared with the interested parties.

The **Renewable Energy (RE)** component of the program is led by iDE Bangladesh, where NABAPALLAB focuses on developing resilient, inclusive RE markets to improve **productive use and income generation** in rural contexts of the ECAs mentioned earlier. The strategic approach combines **demand-pull** and **technology-push** models, addressing both the market demand for productive use of solar energy solutions (e.g., irrigation pumps, aerators, chillers, agro-machines) and the supply of innovative, affordable, and sustainable technologies.

For private companies (technology service providers and financial service providers), this presents an opportunity to access untapped, high-need markets with reduced entry costs through project-supported demonstrations, awareness campaigns, and endorsement from government and community stakeholders. Private Sector partners will benefit from joint market intelligence, branding, and long-term market expansion potential. Together, we will explore ECA market opportunities by co-assessing community needs, technology feasibility, and innovation fit, turning high potential into scalable solutions that strengthen both business growth and rural livelihoods.

### 3**.** RE Intervention **Vision & Why It Matters**

**Vision:** To create resilient and inclusive renewable energy markets that empower rural users in ECAs through **clean, reliable, and income-generating energy solutions**. It is important to us since-

* ECAs are biodiversity-rich but economically fragile areas, where energy access is a major barrier to livelihood diversification and productivity.
* Well-adapted RE technologies can enable income-generating activities in agriculture, aquaculture, and small businesses, reducing dependency on fossil fuels and enhancing climate resilience.

### 4**. Why Partner with NABAPALLAB?**

Private Sector Actors stand to gain:

* **Access to untapped high-need markets** with significant long-term growth potential.
* **Reduced market-entry risk** via project-supported demonstrations, awareness campaigns.
* **Brand visibility** through the Government of Bangladesh and community endorsement.
* **Joint market intelligence** on user needs, pricing, and technology adoption trends.
* **Opportunities for co-creating scalable business models** tailored to rural Bangladesh.

### 5**. Objectives of the EoI**

Through this EoI, NABAPALLAB seeks-

**A. Private companies** with proven or emerging RE solutions (including technology/product, service, capacity building in rural, ecologically critical areas, and a commitment to quality, inclusion, and after-sales service) and

**B. Financial Service Providers** (with rural SME-friendly smart installment plans, green financing, nano financing, rural finance distribution network/Agent banking)

to collaborate on:

* Market exploration in ECAs.
* Pilot deployment and demonstration of technologies.
* Scaling business models that link renewable energy with livelihoods.
* Strengthening local service, financing mechanisms, and supply networks.

### 6**. Operational Challenges to Address**

**Demand Side:**

* Unclear or non-identified customer in rural ECAs.
* Latent or no demand due to low awareness of RE technologies among potential users.
* low purchasing capacity.
* High upfront costs and not having easy access to payment modalities are limiting purchasing capacity and adoption

**Supply Side:**

* Multi-purpose use of energy sources is not demonstrated.
* The return on investment model is not convincing
* Low-cost energy and technology solutions are not available in the market
* Weak or missing last-mile distribution and service linkages.
* Lack of sustainable after-sales service networks.
* Limited access to formal, structured financing for RE technology adoption.

### 7**. Scope of Collaboration**

Selected partners will work jointly with NABAPALLAB to:

1. **Conduct Market Assessments** – Identify community needs, technology feasibility, and adoption potential.
2. **Design & Implement RETs** – Deploy RE solutions in targeted areas, showcase RE technologies through field pilot to stimulate adoption, supported by project-led awareness and demand creation activities.
3. **Build Supply Chains** – Build local supply chains, strengthen last-mile distribution, and after-sales networks in ECAs.
4. **Support Scale-Up Strategies** – Transform pilots into commercially viable, create viable business and replicable models for wider replication.
5. **Strengthen Local Systems** – After-sales networks and rural financing pathways, including capacity building for technology adopters (e.g., entrepreneurs, technicians, HH users) through partner-led training initiatives.
6. **Innovate Financing Solutions** – Develop and test financing models (e.g., Pay-as-you-go, SME’s business-friendly installment plans, smart financial products for rural SMEs, Green financing, Nano financing, Rural finance distribution network/Agent banking etc.) to overcome high upfront cost barriers or skill-based incentives to support RE-focused micro-enterprises.
7. **Document & Share Learning** – Generate evidence for scaling proven approaches, including a customer feedback mechanism.

***Note: The use of underground water in ECA locations is not recommended under the National Adaptation Plan. All proposed technologies and services will be reviewed through the standard environmental compliance system, which will be applied and duly shared during the final selection stage.***

### 8**. Key Principles for Collaboration/Partnership**

* Alignment with **4E Principles**:

Economy, Efficiency, Effectiveness, Equity to ensure Value for Money

* Clear link between RE technology and **livelihood/income generation**
* Preference for **proven technologies** with operational/business models ready for scaling
* **Multi-purpose usage** of solar energy, where feasible
* Commitment to **quality, inclusivity, and long-term service support**
* Co-creation of **sustainable local market systems** **development**

### 9. **Target**/**Eligible RE Technologies**

* **Clean Cooking Solutions**: Improved Cooking Solution (ICS), Biodigesters.
* **Clean Energy Solutions for Livelihood**:
  + Solar Irrigation Pumps
  + Solar Aerators
  + Solar Mini Chillers
  + Solar Charging Stations
  + Solar Agro-Machines (Thresher, Husker, Grinder)
  + Multipurpose solar-powered hybrid systems for farms and small enterprises.
* **Energy Access for Enterprises**: Solar Charging Stations, Hybrid Solar Systems.
* Any other **innovative RE solution** relevant to ECA livelihoods.

### 10**. Submission Requirements**

Interested firms/companies should submit:

* **Company Profile** with RE market experience, especially in rural/ecologically critical areas.
* **Concept Note/Technical Proposal** outlining

1. Proposed approach, aligning with the **4E Principles** (Economy, Efficiency, Effectiveness, Equity).
2. **Market Assessment Plan** and Methodology.
3. **Pilot Design & Scale-Up Strategy** including operational/business models, technology features, and quality assurance mechanisms.
4. **Commitment Statement** for after-sales service, access to finance linkages, and livelihood impact; and capacity development initiatives for users, entrepreneurs, or ecosystem actors.
5. **The timeline** for completion of the proposed activities must be within **February 2026**

* **Financial Proposal** with cost breakdown, pricing strategy, and projected investment, including VAT and Tax deductions per the Government of Bangladesh regulations.
* **Evidence of Previous Work** demonstrating successful pilots or scale-ups.
* If applicable, please also include:

1. VAT Registration Certificate
2. TIN Certificate
3. Joint Stock Company Registration Certificate (if any)
4. Trade License Certificate

***Note: Please follow the template provided in section 15. Annex for Technical Proposal and Financial Proposal***

### **1**1**. Evaluation Criteria**

Submissions will be evaluated on:

* Relevance & feasibility of proposed approach – **30%**
* Relevant experience & track record – **20%**
* Cost competitiveness & value for money – **20%**
* Commitment to quality, scalability & inclusion – **15%**
* Operational readiness & partnership potential – **15%**

### **1**2**. Information Required in Your Proposal**

***NOTE: Category A is for RE technology firms. Category B is for the financial institutions. Both Category A and B can apply jointly or individually. We request a response to the questions mentioned below for each category. However, if any actor from Category A submits it individually, they should propose/recommend strategies to facilitate the financing mechanism for accessing RE technologies in the ECA market.***

Firms are requested to respond to the following:

**Category A. For Renewable Energy (RE) Technology, Products, or Service Providers**

**Q1.** Which technology (ies) do you wish to work with?

| **Name of the Technology** | **Inventory/**  **Ready Stock** | **Lead Time to Field Availability** | **Multi-purpose usage Potential** |
| --- | --- | --- | --- |
| Improved Cooking Solution |  |  |  |
| Biodigester |  |  |  |
| Solar System for Small Business |  |  |  |
| Solar Irrigation Pump |  |  |  |
| Solar Aerator |  |  |  |
| Solar Mini Chiller |  |  |  |
| Solar Charging Station |  |  |  |
| Solar Agro Machine |  |  |  |

**Q2.** Suggest any additional RE technologies suitable for ECA contexts.

**Q3.** Provide capacities/specifications and price for the technologies you selected to work with.

**Q4.** Propose strategies to overcome high upfront cost barriers for ECA customers.

**Q5.** Recommend financing/payment models suitable for these markets.

**Q6.** Identify gaps in last-mile access, missing actors (e.g., trained service providers) or links, and potential solutions.

**Q7.** Suggest sustainable after-sales service approaches, including local capacity development or skill-building strategies.

**Q8.** Outline your market creation strategy for the proposed technologies:

* **Target Customer Profile**
* **Promotion Channels/Tools**

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### Category B. For Financial Service Providers (Banks, Non-Bank Financial Institutions, Micro Finance Institutions)

**Q1.** Financial Products & Services  
 Please indicate the financial products/services you wish to offer:

| **Name of the Product** | **Potential Client (Categories of Targeted Clients)** | **Credit Range (Minimum & Maximum)** | **Mode of Installment** | **Ready to Offer (Yes/No)** |
| --- | --- | --- | --- | --- |
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**Q2.** Institutional Experience & Outreach

* Describe your institution’s experience in serving rural, marginalized, or ECA-based clients.
* Share examples of innovative/inclusive financial products developed for farmers, MSMEs, or women/youth entrepreneurs.

**Q3.** Product Suitability & Customization

* Which of your existing financial products are most suitable for financing RE technologies in ECA areas?
* Do you plan to develop new/tailored products for marginal/poor farmers and MSMEs in ECA areas? If yes, outline your plan and expected timeline.

**Q4.** Risk Management & Guarantee Mechanisms

* What risk mitigation measures (e.g., group lending, collateral substitutes, credit guarantees, insurance) do you currently use or propose for RE adoption in ECAs?
* What is your institution’s level of risk appetite for piloting new financial products in these areas?

**Q5.** Partnerships & Ecosystem Linkages

* How does your institution plan to collaborate with local actors (e.g., cooperatives, producer groups, MSME clusters, community-based organizations) to improve access to finance?
* Would you be open to co-designing or testing innovative financing solutions with NABAPALLAB and its partners (e.g., blended finance, concessional credit lines, pay-as-you-go models)?

**Q6.** Operational Capacity & Commitment

* What human, financial, and technological resources can your institution commit to piloting/scaling financial products in ECAs under this partnership?
* Please share your monitoring and impact measurement mechanisms to ensure inclusion of marginalized farmers, women, and MSMEs.

### **1**3**. Submission Guidelines**

* **Deadline:** Rolling Deadline, EOI period remains open until iDE finds a sufficient number of suitable private sector partners.
* **Email:** [bangladesh.procurement@ideglobal.org](mailto:bangladesh.procurement@ideglobal.org)
* **Subject Line:** “EOI Submission – NABAPALLAB RE Market Penetration”
* Please submit all documents in PDF format, clearly separating the technical and financial components.

### 14. Contact for further Technical Queries & Submission

Sr. Sectoral Expert-Renewable Energy, NABAPALLAB  
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**15. Annex**

* [Annex A: Template for Technical Proposal](https://docs.google.com/document/d/1qBqW6LgnFgJnd4ePybkH3vFuQzUl9_E_/edit?usp=sharing&ouid=108813356709056305906&rtpof=true&sd=true)
* [Annex B: Template for Financial Proposal](https://docs.google.com/spreadsheets/d/1QNlGLoGA6TKhIZSytnYeJ0MzQVXXlDJE/edit?usp=sharing&ouid=108813356709056305906&rtpof=true&sd=true)