

## **Terms of Reference**

### **Assignment title**

Introduction and establishment of Sanitation Marketing in the Chittagong Hill Tracts (CHT) regions of Rangamati and Khagrachari  
*(through intended local partner)*

### **Assignment reference number:**

#### **1. Purpose of this assignment**

Implement the Sanitation Marketing (SanmarkS) approach for increasing access to basic sanitation in the Chittagong Hill Tracts of Rangamati and Khagrachari

This would utilize the proven Sanitation Marketing concept, to address the prevalence of unimproved Sanitation in the Chittagong Hill tracts region of Rangamati and Khagrachari, testing approaches in creating awareness, strengthening supply chain of improved sanitation and identifying appropriate stakeholders in public sector for supporting the enhanced adoption and endorsement of improved sanitation in the regions.

#### **2. Background of the SanMarkS II Project**

Bangladesh has reduced open defecation from 34% in the 1990s to less than 1% in 2020 (World bank, 2020), however as reported in the Joint Monitoring Plan in 2021, 47% Bangladeshis still lack access to sanitation leading to communicable diseases and increased health expenses.

UNICEF signed an agreement with the Swiss Development Cooperation (SDC) on 14 December 2019 to implement phase II of the SanMarkS project. The project aims to empower 3,000 entrepreneurs to enable 1.2 million households to purchase quality latrines and set the country on a steady path towards achieving SDG 6.2.

The first phase of Sanitation Marketing Systems (SanMarkS) in Bangladesh was implemented for 48 months (Nov 2015 to Oct 2019). SanMarkS I primarily built on the success of market-led approaches and focused on strengthening the supply chain, improving consumer demand and strengthening local government to create an enabling environment where smart nudges are the drivers of greater uptake and utilization of sanitation products.

The SanMarkS II Project will be implemented in 25 Districts directly by iDE Bangladesh utilizing its own field setup and resources. In 10 Districts the Project will be implemented by different organizations that are to collaborate with UNICEF, where iDE will have a more technical role, extending support for training staff members. The Project envisions to work in 35 Districts, potentially benefiting 1.2 Million households that gain access to

improved latrines that will be produced by directly supporting 3,000 LPs on improving their existing business.

During the inception phase of the Project, it was identified that there is the need for implementing the Project in the two districts of Khagrachari and Rangamati both of which are located in Chittagong Hill Tracts (CHT). The SanMarkS II Project will work in 2 phases each amounting to 12 Months firstly in Rangamati and then in Khagrachari in partnership with a local partner. The next section outlines the working modality and expectations for this engagement.

### **3. Requirement for implementation of Sanitation Marketing in the Chittagong Hill Tracts**

The Chittagong Hill Tracts (CHT) in the south-eastern part of Bangladesh comprises a total area of 5,093 sq. miles encompassing three hill districts: Rangamati, Khagrachari and Bandarban. These districts were ravaged by over 25 years of civil unrest, which officially ended in 1997 with the signing of the Peace Accord. CHT is a culturally diverse part of Bangladesh. There are 1.6 million people living in the hill tracts. About half of the CHT population are from 11 ethnic groups

The geographic location, socio-economic situations, insufficient infrastructure, insufficient human resources, limited integration of CHT context in development planning has led to limited access to basic services in the area. Basic sanitation and hygiene remain major public health challenges in the CHT.

As per the MICS 2019 data, use of basic sanitation is 55.2% in Khagrachari and 51.3% in Rangamati. The overall sanitation situation is limited compared to the rest of the country. Due to poor road connections, sanitary materials transport is yet another problem. The scarcity of freshwater resources is also a challenge that significantly impacts improved sanitation. The difficult landscape, limited basic services, and poor sanitation conditions provide a strong case for working in CHT's Sanitation sector..

Due to the local context and regional considerations, NGOs and Civil Society Organizations need to be conscious about implementing in the Chittagong Hill Tracts, as mentioned in earlier sections. Hence SanMarkS Scale project proposes to work with a partner with local presence, permission and experience working in the CHT regions with proven records of completing Projects for Foreign Donors in coordination with International Development Organizations.

The Partner will be technically backstopped by iDE to use and adopt a market development approach for increasing access to sanitation products and services among marginalized communities residing in rural parts of CHT regions of Rangamati and Khagrachari. The Partner will implement projects within the scope of SanMarkS II with a multi-pronged approach that covers demand creation, supply-side linkages and

establishing an enabling environment. This will ultimately result in sanitation value chain actors making improved latrines available among last-mile communities.

iDE will allocate specific resources to provide support, technical assistance and guidance built on its experience of conducting these projects in earlier years in other locations. The total implementation duration is 24 months, with 12 months of implementation in Rangamati, followed by 12 months of implementation in Khagrachari in a sequential approach throughout 2023 - 2024.

#### **4. Major Tasks**

Sanitation marketing is an emerging field that applies social & commercial marketing approaches to scale up the supply and demand for improved sanitation facilities. While formative research is the foundation of any sanitation marketing program, essential to understanding what products the target population desires and price they're willing to pay for them, components such as marketing mix, communications campaign, and implementation are critical to the design and implementation of an effective program.

As mentioned in the previous sections, the partner will be expected to utilize a multi-pronged approach of demand creation, supply chain strengthening and enabling environments to utilize the concept and approach of sanitation marketing in ensuring that communities gain access to improved sanitation. The following is a brief overview of what activities are anticipated as necessary for this Project:

**Testing awareness campaigns for raising demand in CHT:** Pilot test in selected regions to Increase access and use of improved sanitation services and hygiene behavior by poor and disadvantaged individuals and households. Use of Service or demand creation consists of different activities ranging from Group sales meetings, technology introduction, school sessions and other above and below the line marketing activities to effectively enhance community knowledge, understanding and acceptance of improved latrines.

**Identifying an effective supply chain for improved sanitation:** Identify approaches and best practices to stimulate private and public sanitation service providers to sustainably expand equitable provision of improved sanitation services to poor and disadvantaged individuals and households. Service delivery or supply chain development refers to different activities ranging from training of latrine service providers, private sector linkage, sanitation business association formation and NGO coordination. Conducting these activities helps ensure that a functional supply chain is developed and maintained for ensuring that communities gain access to improved latrines. These also ensure continuity of the project with a market driven approach after the Project will eventually be completed.

**Identifying stakeholders in the public sector:** Accelerate and coordinate the equitable provision of improved water and sanitation services to poor and disadvantaged individuals and households through: sector development and strengthening WASH sector institutions. Enabling environment activities consist of orienting and engaging Union Porishods through different WATSAN orienting meetings regarding the need for providing local government mapped households with improved latrines under a 'smart subsidy' or cost sharing arrangement. This not only helps identify households that require latrines, however it also ensures that these households effectively install and utilize improved latrines distributed by Union Porishods.

Under the **deliverables section**, details of these are mentioned

### **5. Geographic Coverage**

The Project will be implemented in the 2 Districts of Rangamati and Khagrachari under a phased approach, which means in Rangamati the Project will be started in 2023 and conducted for 12 months and completed. After this the same team and setup would begin implementing in Khagrachari from 2024 onwards and similarly implement the Project for 12 months. The implementation areas would cover rural areas, municipalities and selected regions of the districts of implementation deemed as prospective for implementation within the time period of implementation.

### **6. Duty Station**

The Partner needs to have or establish an office setup in the region where the Project is implemented

### **7. Supervision and Reporting**

The partner organization will report directly to the Team Lead, CHT, SanMarkS II Project, iDE Bangladesh for technical guidance, planning, implementation and reporting. It is the responsibility of the partner to work under the close supervision of the team to plan Project activities and be under common alignment when submitting fund requests for implementation on the stipulated periodic basis.

### **8. Indicative Timeline**

24 months of implementation (Subject to funding scenario and availability of funds)

### **9. Submission of proposal and Criteria for Selection**

#### **Key Requirements for submission**

**Proposal documents being sought:** iDE invites potential bidders to submit both the technical and financial proposals. The technical proposal will be the first to be reviewed. Only [Organizations](#) having 49 points (70%) out of 70 points (technical offer) will be considered for their financial offers. [The Remaining 30% would be counted from the](#)

[financial proposal](#). iDE reserves its right to hire the [Organization](#) having the best technical and financial offers.

Technical and financial proposal should be forwarded to **iDE Bangladesh Procurement** at: [bangladesh.procurement@ideglobal.org](mailto:bangladesh.procurement@ideglobal.org)

Hard copies should also be dropped in the box Bid with **iDE Procurement Department**

**Participation nature:** One bidder can have one proposal and must avoid submitting multiple proposals by themselves or as part of a consortium

### 10. Key deliverables of assignment

The following are the major deliverables that are expected from the partner of the assignment (subject to change, based actual onboarding of the partner):

#### Deliverables for Rangamati District (Implementation period: March 2023 - February 2024)

#	Deliverable	Output Expected	Timeline
1	Develop Sanitation Marketing implementation plan and phasing approach for both Rangamati and Khagrachari Districts, as well as plan for Scouting latrine entrepreneurs, strengthening Supply chain of improved sanitation	<ul style="list-style-type: none"> <li>Project Inception Report</li> <li>1 year implementation plan for CHT regions</li> <li>3 month quarterly plan for implementation next period of implementation</li> </ul>	March 2023
2	Reporting of progress and achievements of previous quarter and planning for implementation of next quarter with a focus on Supply Chain as well as certain, targeted demand creation activities for improved sanitation	<ul style="list-style-type: none"> <li>Quarterly Report of Progress against targets</li> <li>Event reports and associated documentation</li> <li>Submission of Statement of expenditure in alignment with compliance procedures</li> <li>3 month quarterly plan for implementation next period of implementation</li> </ul>	June 2023
3	Reporting of progress and achievements of 6 months and planning for implementation of next quarter with a focus on Supply Chain as well as intensive focus on, targeted demand creation activities for improved sanitation and engagement	<ul style="list-style-type: none"> <li>Bi-Annual (6 month) Report of Progress against targets</li> <li>Event reports and associated documentation</li> <li>Submission of Statement of expenditure in alignment with compliance procedures</li> </ul>	September 2023

	of public sector as deemed appropriate	<ul style="list-style-type: none"> <li>• 3 month quarterly plan for implementation next period of implementation</li> </ul>	
4	Reporting of progress and achievements of previous quarter and planning for implementation of next quarter with a focus on public sector engagement, independent private sector driven efforts and sustainability as the Project phases out in this region	<ul style="list-style-type: none"> <li>• Quarterly Report of Progress against targets</li> <li>• Event reports and associated documentation</li> <li>• Submission of Statement of expenditure in alignment with compliance procedures</li> </ul>	December 2023

### Deliverables for Khagrachari District (Implementation: March 2024 - February 2025)

#	Deliverable	Output Expected	Timeline
1	Develop Sanitation Marketing implementation plan and phasing approach for both Rangamati and Khagrachari Districts, as well as plan for Scouting latrine entrepreneurs, strengthening Supply chain of improved sanitation	<ul style="list-style-type: none"> <li>• Project Inception Report</li> <li>• 1 year implementation plan for CHT regions</li> <li>• 3 month quarterly plan for implementation next period of implementation</li> </ul>	March 2024
2	Reporting of progress and achievements of previous quarter and planning for implementation of next quarter with a focus on Supply Chain as well as certain, targeted demand creation activities for improved sanitation	<ul style="list-style-type: none"> <li>• Quarterly Report of Progress against targets</li> <li>• Event reports and associated documentation</li> <li>• Submission of Statement of expenditure in alignment with compliance procedures</li> <li>• 3 month quarterly plan for implementation next period of implementation</li> </ul>	June 2024
3	Reporting of progress and achievements of 6 months and planning for implementation of next quarter with a focus on Supply Chain as well as intensive focus on, targeted demand creation activities for improved sanitation and engagement of public sector as deemed appropriate	<ul style="list-style-type: none"> <li>• Bi-Annual (6 month) Report of Progress against targets</li> <li>• Event reports and associated documentation</li> <li>• Submission of Statement of expenditure in alignment with compliance procedures</li> <li>• 3 month quarterly plan for implementation next period of</li> </ul>	September 2024

		implementation	
4	Reporting of progress and achievements of previous quarter and planning for implementation of next quarter with a focus on public sector engagement, independent private sector driven efforts and sustainability as the Project phases out in this region	<ul style="list-style-type: none"> <li>• Quarterly Report of Progress against targets</li> <li>• Event reports and associated documentation</li> <li>• Submission of Statement of expenditure in alignment with compliance procedures</li> </ul>	March 2025

### 11. Terms of Payment

Payments will be made quarterly in accordance with the approved [cost](#) work plan and based on results against key targets and deliverables following the required institutional and Donor compliance practices.

### 12. Qualifications expected of bidding organization / potential partner NGO

- The agency must have minimum of 8 years experience on water supply, sanitation and hygiene behavior change programme [in the geographical location mentioned above](#);
- Experience of working in Sanitation concepts related to Community Approaches to Total Sanitation (CATS)/ Community led Total Sanitation (CLTS), hygiene behavior and social norm change will be an advantage
- Required documentation, permissions from NGO Bureau to operate in CHT regions as well as local authority permission
- Technical expertise and experience in implementation of WASH interventions with latrine entrepreneurs will be required
- Experience in sanitation marketing approach and enterprise development of latrine entrepreneurs will added value in the section process;
- Experience and expertise in community led process, participatory monitoring, social mobilization and awareness raising;
- Well-equipped training section/unit capable of being trained and transforming training knowledge among core implementation staff
- Expertise in capacity building, linkage and engagement of different stakeholders that includes communities, schools, local entrepreneurs, LGIs,
- Ability to coordinate between different stakeholders in the Sanitation sector
- Includes equity and gender considerations in planning, designing and implementing project activities while planning and designing project activities;
- Capable Monitoring and reporting unit for documentation of results, supporting evidence and for conducting progress reporting

- The agency must be able to implement its proposed implementation plan within proposed schedule and costs;
- Should be flexible to accommodate changes in work plan as per need;
- The agency must have an effective accounting system, relevant competent resources to provide regular costs and bills as per required financial guidelines of Donor and iDE

## **Annex**

Technical proposal format