**Terms of Reference**

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| Private Sector Engagement for Reusable Sanitary Pad Promotion and Supply Chain Strengthening through School-Based Campaigns under the TLTN Project |

**1. Organization Background**

iDE is an international NGO with over 37 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 Background**

The **“Transforming Lives Through Nutrition” (TLTN)** project aims to improve maternal and child health by delivering proven nutrition interventions and strengthening health and food systems at scale by putting women and children at the center. To improve the nutrition situation of the vulnerable group, the TLTN project has interventions in agricultural production, water, sanitation, and hygiene management, and strengthening the supply chain and small market enterprises in Sylhet, Sunamganj, Moulvibazar, Habiganj, Patuakhali, Bhola, and Cox’s Bazar district. This project included 210 women nutrition sales agents, 30 women sanitation sales agents, and 60 women menstrual hygiene management entrepreneurs.. All of these women will be supported to increase the availability of nutrition, hygiene, and agricultural products in the community. Additionally, more than 2500 farmers, 40 women vermicompost entrepreneurs, and 150 latrine producers will be involved in the intervention.

### 3. About the Assignment

iDE Bangladesh, under the *Transforming Lives Through Nutrition (TLTN)* project, seeks to engage private sector manufacturers/distributors/private companies of reusable sanitary pads—to collaboratively implement a school-based awareness and product promotion campaign in the Sylhet, Sunamganj, Moulvibazar, Habiganj, Patuakhali, Bhola,Barisal and Cox’s Bazar district.The core objective of this assignment is to raise awareness of reusable sanitary pads among adolescent girls, encourage healthy menstrual hygiene practices, and build a sustainable supply chain for continued access to these products.

The campaign will target 200 secondary schools, reaching approximately 20,000 adolescent girls, with the active involvement of Menstrual Hygiene (MH) Entrepreneurs and Nutrition Entrepreneurs supported by iDE. These entrepreneurs will serve as local distributors, peer educators, and long-term supply chain actors to ensure product availability after the campaign concludes.

The joint venture agreement will leverage the strengths of private sector manufacturers/distributors/private companies in product knowledge, manufacturing, and logistics, while iDE Bangladesh will provide facilitation, school access, community mobilization, and entrepreneur capacity building.

This initiative aims not only to generate immediate awareness and product adoption but also to establish a sustainable, decentralized distribution network through local women-led enterprises, reinforcing empowerment and improving menstrual health outcomes at the grassroots level.

**4. Major responsibilities of iDE**

iDE will provide the private sector manufacturers/distributors/private companies with the necessary support to undertake and implement the assignment and execute the objectives of this assignment. Such responsibilities include the following:

* Provide initial briefing, technical support, and relevant documents.
* Facilitate access to 200 schools across 8 districts through MHE and NE.
* Mobilize and ensure participation of MH and Nutrition Entrepreneurs.
* Support campaign planning, logistics, and local coordination.
* Monitor implementation and provide field-level support.
* Document lessons learned and impact through knowledge management.
* Organize joint review meetings with the company.
* Facilitate stakeholder engagement and ensure quality control.
* Closely follow up & monitor the activities as per agreement of the private sector manufacturers/distributors/private companies.
* Disburse payment as per the agreed schedule in the contract.

**5. Tentative Work Schedule, Deliverables,Major Tasks and Schedule of Payment:**

The selected private sector manufacturers/distributors/private companies are expected to be onboarded by **June 01, 2025**, with the deliverable 1 to be completed by **June 30, 2025**. Upon successful completion of phase -01, it may extend till december 31, 2025 for remaining two phase 02 and phase 03. .This includes the completion of all tasks outlined in the scope of work and the submission of all required documentation and reports. The detailed work plan will be finalized upon mutual agreement during the kick-off meeting between iDE and the selected firm.

The work plan may be adjusted based on external conditions and project needs, with flexibility expected from the selected firm to accommodate such changes. Additional information related to bid submission and financial proposal is outlined in **Section 8.**

**Major Task, Key Deliverable and Schedule of Payment:**

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| **Phase** | **Major Tasks** | **Key Deliverable** | **Tentative Deadline** | **Installment Value** |
| Phase -01 | **School identification,Meeting with School and Development of Campaign plan**   * Kick up meeting with iDE * Selection of 200 school in coordination with MH and NE entrepreneurs supported by iDE * Meeting with school to gather campaign design concepts as well as understanding the market trend. | D1. Inception report including of 200 potential schools list from 8 districts  D2. School campaign plan. | June 25, 2025 | 30 % of iDE portion. |
|  | **Upon successful completion of deliverable 1, the phase -02 and phase -03 will be executed through an extension in year 2 ( July 2025 to June 2026).** | | | |
| Phase -02 | **Campaign Design & Awareness:**   * Design a school-based awareness campaign on reusable sanitary pads. * Organize menstrual hygiene competitions in schools to engage students. * Conduct interactive discussions and product use sessions during school visits. * Highlight the value proposition of reusable pads: affordability, sustainability, comfort. * Provide visual IEC materials (banners, leaflets, demo kits, videos). * Conduct an awareness campaign at school.   **Product Distribution & Promotion:**   * Provide reusable sanitary pads as prizes for top performers in hygiene competitions. * Inform students on where and how to purchase the product post-campaign. * Ensure active participation of MH and Nutrition Entrepreneurs at all campaign events. | D3 . Campaign design content with a set of visual IEC and promotional materials tailored for school settings for adolescent girls.  D4. Campaign progress report. . | October 30, 2025 | 40% of iDE portion. |
| Phase -03 | **Supply Chain Development:**   * Create a sustainable supply chain through MH and Nutrition Entrepreneurs. * Identify and onboard local distributors/retailers in all 8 districts. * Train entrepreneurs on product features, pricing, marketing, and distribution. * Establish product reordering systems and wholesale pricing schemes for entrepreneurs.   **Coordination & Monitoring and Reporting :**   * Coordinate with iDE Bangladesh on logistics and school schedules. * Support real-time monitoring, troubleshooting, and feedback collection during the campaign. * Participate in joint review meetings with iDE after campaign milestones | D5. List of onboarded local distributors/retailers in all 8 target districts.  D6. Product reordering mechanism documentation (process flow, contact points, delivery timelines).  D7. Wholesale pricing scheme and sales package shared with entrepreneurs and distributors. D8. Distribution network map outlining product flow from company to local level.  D9. Final campaign report summarizing:   * School coverage and student engagement. * Entrepreneur and distributor involvement. * Supply chain performance. * Key lessons and recommendations for scale-up. | December 30, 2025 | 30 % of iDE portion. |

**Financial Conditions & Compliance**

* The payment will be made via account payee cheque or wire transfer (details such as account name, number, bank name, and branch will be required).
* All payments are subject to applicable VAT and Tax deductions per Government of Bangladesh regulations.
* The firm must submit VAT Registration Certificate, TIN Certificate, and Trade License (if applicable) prior to signing the agreement.
* In case of failure to deliver the final product in due time, iDE Bangladesh will deduct .05% of the total agreement amount for each day of delay in submitting the report beyond the closing date of the agreement;
* The selected firm shall comply with all other iDE Bangladesh terms and conditions.

**6. Proprietary Rights**

Any document, information or data entrusted to or produced by iDE in connection with this assignment shall be strictly confidential and cannot be used by the contract employee for any other purpose without the written consent of iDE. This provision shall remain valid even after the completion of this assignment. iDE-Bangladesh reserves the right to terminate this agreement at any time with the consultation of the contracted individual/firm. iDE will reserve the copyright of all produced materials and should be permitted to use them without a time limit.

**7. Eligibility Criteria**

General experience and expertise required for this assignment are mentioned below:

* The Private sector manufacturers/distributors/private companies must manufacture or distribute high-quality reusable sanitary pads.
* The Private sector manufacturers/distributors/private companies should have at least 2–3 years of experience in menstrual hygiene or health product distribution.
* The Private sector manufacturers/distributors/private companies must demonstrate a proven track record in organizing awareness or promotional campaigns, preferably in schools or communities.
* The Private sector manufacturers/distributors/private companies must commit to establishing a sustainable supply chain through MH and Nutrition Entrepreneurs and local distributors.
* The Private sector manufacturers/distributors/private companies must provide a fair wholesale pricing structure and ensure a reordering mechanism for entrepreneurs.
* The Private sector manufacturers/distributors/private companies must demonstrate innovative and effective approaches to promote menstrual hygiene among adolescent girls.
* The Private sector manufacturers/distributors/private companies must be willing to collaborate closely with iDE Bangladesh throughout the campaign and supply chain development process.

**8. Bid Submission**

All proposals should include:

* Cover letter (maximum one page);
* Technical Proposal (maximum 3 pages) which should include:
  + Understanding of the assignment and a detailed work-plan
  + Relevant professional qualifications and experience to carry out assignments ensuring the highest quality of work.
* Financial Proposal:
* The financial proposal must present a comprehensive and itemized budget for the entire assignment.
* A co-financing model will be applied to ensure shared ownership and sustainability:
  + iDE will contribute 49% of the total project cost
  + The Firm/private Company will contribute 51% of the total project cost
* The financial proposal must clearly reflect and justify the co-financing ratio.
* The budget should align with the proposed technical approach and work plan.
* Emphasis should be placed on transparency, cost-effectiveness, and financial accountability.
* Proposals demonstrating efficient resource use and a strong sustainability focus will be prioritized.
* If applicable, please also include:
  + Company profile
  + VAT Registration Certificate
  + TIN Certificate
  + Joint Stock Company Registration Certificate (if any)
  + Trade License Certificate

Interested and qualified firms/water enterprise/social business/ private companies are asked to submit their Technical and Financial Proposals to [bangladesh.procurement@ideglobal.or](mailto:bangladesh.procurement@ideglobal.org)g. Please write **“Proposal for Private Sector Engagement for Reusable Sanitary Pad Promotion and Supply Chain Strengthening Of TLTN Project”** in the subject line. The proposals should be submitted by **5 PM Bangladesh Standard Time (BST) on 17th May 2025**. We are only able to consider electronic submissions. Only shortlisted consultants/firms will be contacted and invited for a technical discussion.

**Deadline: 17th May 2025 COB (5PM BST)**

**Budget Template**

A complete, detailed budget inclusive of taxes is included below:

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| **No** | **Activity / Cost Head** |  | | | | | |
| **Unit Name** | **Unit Cost**  **(BDT)** | **Units** | **Total Cost**  **(BDT)** | **Company**  **Cost (BDT)** | **iDE**  **Cost (BDT)** |
| **1. School identification, Campaign plan and minimum product distribution:** | | | | | | | |
| 1.1 | Consultancy fees |  |  |  |  |  |  |
| 1.2 | Travel cost |  |  |  |  |  |  |
| 1.3 | Accommodation |  |  |  |  |  |  |
| 1.4 | Product Cost |  |  |  |  |  |  |
| **2. Campaign Design & Awareness and Product distribution & promotion** | | | | | | | |
| 2.1 | Campaign cost |  |  |  |  |  |  |
| 2.2 | IEC/BCC Materials |  |  |  |  |  |  |
| 2.3 | Product cost |  |  |  |  |  |  |
| **3. Supply chain development, Coordination, Monitoring and Reporting** | | | | | | | |
| 3.1 | Consultancy fees |  |  |  |  |  |  |
| 3.2 | Travel cost |  |  |  |  |  |  |
| 3.3 | Accommodation |  |  |  |  |  |  |
| 3.4 | Product Cost |  |  |  |  |  |  |
| **D. Other Costs** | | | | | | | |
| 4.1 |  |  |  |  |  |  |  |
| **Total Cost (BDT) including Tax (10%)** | | | | |  |  |  |
| **VAT @15% (BDT)** | | | | |  |  |  |
| **Total Cost (BDT) including VAT (15%)** | | | | |  |  |  |
| Total Contribution (%) | | | | |  |  |  |