#### REQUEST FOR PROPOSAL (RFP)

**Hiring Consultants/firm/agency**

For

**"Develop Interactive Voice Response (IVR) System"**

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| To: Consultants/firm/agency | Date: 25th February- 2021 |

**Solidaridad Network Asia (SNA)** is hereby inviting interested Consultants/firm/agency to submit their proposals in the form of soft copy in non-editable mode (PDF/Scan) with your organization letterhead pad or on email body through email: recruitment.hrsna@gmail.com., or in the form of hardcopy in quotation box kept at Solidaridad Network Asia, Apartment # A1, Merrydale, 1st Floor, House # 32, Road # 10A, Dhanmondi, Dhaka-1209.

Please see details information below with annexures:

### RFP Terms and Conditions and Instructions:

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| **RFP Name:** | **"Develop Interactive Voice Response (IVR) System"** |
| RFP Reference: | SNA/DAC/PR/02.21.27 |
| **Submission of Proposal:** | Separate **Technical and Financial proposals** require to be sent directly through email in PDF format to: It is mandatory to keep maximum file size: 9MB  **RFP reference**: "Modularized content on dairy practices to convert into voice and SMS based mechanisms “Shall be mentioned in subject line. |
| Deadline for the submission of proposals: | Proposal shall be submitted On or before **8 March 2021 within 5.00 P.M** |
| Procurement Focal Point: | Probir Kumar Biswas, Email: probir.biswas@solidaridadnetwork.org |
| Technical Assistant and Specification of SNA | Mohammad Moziball Hoque, Senior Manager-Supply Chain and Business Development Email: [moziball@solidaridadnetwork.org](mailto:moziball@solidaridadnetwork.org) |
| Annexures: | Annexure-1: Guidelines to consultants/firm/agency**:**  Annexure-2: General Terms and Conditions  Annexure-3:Consultant /Company/Vendor’s Information  Annexure-4: Terms of Reference (ToR) |

**Annexure- 1**

**Guidelines to consultants/firm/agency:**

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| **Language of the proposal:** | The complete proposal including all sort documents as well as correspondence relating to the proposal exchanged between the consultant and SNA should be written in English. |
| **Cost of proposal:** | The consultant /bidder shall bear all cost related with the preparation and submission of the Proposal, the **Solidaridad Network Asia (SNA**) will be no responsible or accountable for those costs, regardless of the conduct or outcome of the solicitation. |
| **Proposal requisite** | Proposals must offer services for the total requirement. Proposals o Proposal must be submitted as per given terms and conditions as well as ToR. The consultant should comply all sort of corresponding instructions, terms and conditions, forms enclosed in the given documents. Failure to comply with these documents will be at the Offer or risk which may affect the evaluation of the Proposal. |
| **Proposal Prices** | **All prices shall be quoted in BDT and Including VAT & Tax** |
| **Late submission** | In case of late submission or received by SNA after the deadline, the submitted proposal will be rejected. |

**Annexure- 2**

**General Terms and Conditions**

1. Individual Consultants/firm/agency are requested to submit Financial and Technical Proposals separately through email: recruitment.hrsna@gmail.com.
2. The Proposal should be submitted or reached at the given email or address no later than 5 PM on the closing date.
3. SNA will pay in BDT for total consultancy by account payee cheque/BEFTN. Consultant will be responsible to pay VAT and other Taxes, as per government policy.
4. The deliverables should be delivered within the stipulated time period mention in the ToR and Agreement.
5. Please sign on the offered form and include all sort of essential documents for this proposal.
6. Solidaridadreserves the right to accept or reject any or all the proposals in full or part with or without assigning any reason whatsoever.

**Annexure-3**

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| **Consultants/firm/agency Information** | | |
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| SL# | Required Information | Information to be Provided here |
| 1 | Category of Vendor | Consultancy |
| 2 | Trade License Number |  |
| 3 | Tax Identification Number (TIN) |  |
| 4 | VAT Registration Number |  |
| 5 | Address of Business Center |  |
| 6 | Contact Telephone Number |  |
| 7 | Contact Mobile Number |  |
| 9 | Email Address: |  |
| 10 | Webpage Address (Optional) |  |
| 11 | Contact Person's Name |  |
| 12 | Vendor's Bank Name |  |
| 13 | Name of Bank Branch |  |
| 14 | Bank Sorting Code (Optional) |  |
| 15 | Bank Account Name |  |
| 16 | Bank Account Number |  |
| 17 | Bank Routing Number/Swift Code |  |

**Authorized Signature**

**Date:**

**Annexure-4: Terms of Reference (ToR)**

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**Solidaridad Network Asia**

**Terms of Reference (ToR)**

**Terms of Reference (ToR) to develop Interactive Voice Response (IVR) System for**

**for USAID-funded project on**

**Digital Inclusion and Empowerment for Women Dairy Farmers in Bangladesh**

**Background**

<https://www.solidaridadnetwork.org/> is a global non-profit organization focused on improving the social, environmental and economic sustainability of several commodity supply chains globally, with an emphasis on empowering smallholder producers, including farmers, workers and miners. In Asia, we have programs in Bangladesh focused on various commodity supply chains including dairy, fruits and vegetables, and aquaculture, among others.

80% of the Bangladesh population lives in rural areas and most of the labor force is engaged in agriculture. Many rural households, particularly landless ones, rear cattle. Dairy is the predominant source of income generation for rural communities. Bangladesh’s mainstream milk market is still almost completely serviced by small rural household dairy farmers, majority of whom are women.

Women are actively involved in different activities related to dairy farming. Solidaridad has been engaging with the women dairy farmers on various interventions such as capacity building and linking them to the formal supply chain. Through its interventions, Solidaridad has identified two major challenges while working with the women dairy farmers that needs to be addressed. These are:

1. Women do not reap the financial benefits that are obtained from the sale of milk, despite their predominant role in all the activities related to dairy farming.

2. Adoption of good practices by women farmers is low, due to limited opportunities regarding access to technical knowledge

To address these challenges, Solidaridad launched the project Digital Inclusion and Empowerment for Women Dairy Farmers in Bangladesh in February 2020. This project is supported by the USAID-funded WomenConnect Challenge that Solidaridad won this year.

As part of the project, we will focus on using digital technologies to support women dairy farmers in Bangladesh with improving financial inclusion and receiving better technical assistance, such that they can improve milk production and earn better livelihoods. A total of 12,000 women farmers will be covered by this project in Khulna and Jessore districts of Bangladesh.

We will be developing an IVR system, whereby women farmers can get text and voice messages which gives them information and training related to improved dairy farming practices. Through text and voice messages, farmers will be trained in topics such as artificial insemination management, livestock management, feed management, house, milking, disease management techniques, etc. Such training can reinforce knowledge gathered during in-person trainings, but more importantly, be provided in a more-timely fashion, based on the milk production cycle.

**Scope of Work**

Solidaridad requires a vendor to develop a system that will include the following features:

- Develop and implement an interactive, user friendly, and dynamic IVR service solution to send voice and text messages, allow menu access to the voice modules in the IVR, and provide call tracking data reporting via a dashboard.

- Provide one unique number (long code) to send voice and text messages and also provide yearly maintenance support to ensure smooth operational process.

- The IVR based voice platform should broadcast voice and text messages to a specific user group, based on the contact details of 12,000 farmers. We expect to send a total of 288000text messages and 288888 voice messages over 12 months and every month two text messages and two voice messes. The vendor is expected to provide a quote for this quantity of messages, but also provide quotes for different text and voice message packages and also unit costs, if the number of messages increase/decrease through the duration of the contract.

- The service should provide an option where users will give a missed call to the long code number. Once the system calls them back, they will be able to listen to recently broadcasted voice message/s or use IVR prompts to access the various voice modules in the system. This would be a dynamic IVR system.

- The system should have the provision to deploy IVR based surveys, using the IVR prompts. All the user’s inputs should be captured in the system and a system management tool should be provided to manage all their inputs. If needed, costs for this feature should be indicated separately.

- There should be a provision for users to leave their voice messages in the system, which can be accessed as sound files by the Solidaridad team.

- A user-friendly Graphic User Interface-based dashboard for call management, tracking, and reporting should be provided. Call logging for the outbound calls made from the system will be required along with tools to access the recordings, information of voice search & play, user feedback filtering, voice recording & trigger for broadcast, details of IVR options, percentage of call answered or not answered etc., should be managed through this GUI. Key features will include:

• Upload or record voice file to broadcast

• Schedule broadcast

• Schedule reminder service of same broadcast file

• Add more options, as needed

• Play incoming survey/feedback/questions voice

• Archive old files

• Check name and detail of caller based on the available information

• Provide all other call/message tracking information

**Other available features should be articulated by the vendor in the proposal**

- Training should be provided to nominated Solidaridad staff, Community Livestock Service Providers (CLSPs), and Community mobilizers to use the IVR system

- Content conversion voice files, file formatting, arranging broadcast of voice and text messages, as per requirements should be carried out. Solidaridad will provide the necessary script for the text and voice modules. Upon receiving the contents, the firm will prepare the audio files (recorded by a suitable female voice artist), in the appropriate format. Text messages need to be sent in Bengali (Promito bangla)

- After developing and testing the IVR system with the users, and after the system goes live, an annual maintenance contract would be necessary to ensure uninterrupted support & services, along the provision of required training to the front-line staff

- The firm to host the solution on their own premises

- A comprehensive web-based client management system, with dynamic dashboard, with client access is expected for Solidaridad admin or concerned management personnel

- System to developed in such a way that it can support an adequate number of concurrent calls; capacity to be shared by the vendor

- System should be capable of receiving calls from all mobile operators

- The firm is expected to submit monthly call tracking reports, be willing to take feedback and Solidaridad and make any improvements as needed and appropriate

- The IVR architecture/IVR tree should be field-tested along with Solidaridad staff before finalizing. The final IVR architecture needs to be approved by Solidaridad.

- The system components and technology platforms should be articulated by the vendor.

- A detailed itemized budget is expected

**Timeline**

The individual consultant or consulting firm is required to complete the assignment (develop, test, and implement the IVR) within 40 days.

**HOW TO APPLY:**

Interested consultants/firm/agency should send

* The technical narrative, including a statement of interest, organizational profile, relevant experience, methodology, product testing methodology, and detailed work plan. Annexes should include CVs for the project lead and key researchers;
* A detailed timeline for each phase of developing training modules;
* A budget, detailing line item and activity costs;
* A budget narrative, explaining proposed costs;
* The financial proposal should include professional fees and other expenses required to undertake the consultancy.