**Annex- 1**

**Terms of Reference (ToR)**

**“Conducting Awareness Campaigns amongst Industrial Workers and their Communities on the Importance of Consuming Safe Water to Create Demand for Water ATM Booths”**

# Background

Swisscontact Bangladesh has started a project aiming to create access to safe drinking water for the low-income communities in the industrial clusters of Bangladesh. Based on its previous experience of working in the **Shujola – Promoting Water Entrepreneurs and Digital Financing Mechanism in Bangladesh,** which was a 20-months’ project (September 2019 – April 2021), the current project will on-board potential water technology providers who can carry out the activities across various regions in Bangladesh. To provide residents of low-income industrial clusters with access to safe drinking water, Swisscontact will facilitate individual local entrepreneurs to establish community-based safe drinking water ATM booths. The project will facilitate the process under the following scopes:

* Assisting all market actors to establish water enterprises with ATM booths and test the commercial viability of the business model.
* Expanding Water Technology Company’s geographical reach beyond the urban regions – this will be done by establishing water enterprises with safe drinking water ATM booth, operated, and maintained by local entrepreneurs in **Tongi** and **Narayanganj**.
* Identifying, selecting, and training local entrepreneurs to operate and maintain safe drinking water ATM booths in local communities. The local presence and ability of local entrepreneurs to co-invest (either in terms of own asset or loan) will be an essential selection criterion.
* Advocating the offer of loan products for local water enterprises to invest in safe drinking water ATM booths– this will be done in partnership with commercial banks so that relevant loan products could become available for the water enterprises in the long term.
* Creating pathways for scale based on the commercial viability of this business model, learnings, and experience of the different market actors.

# Water Entrepreneurship

Water entrepreneurship is a relatively new concept, the project is aiming to introduce a water retailing system for the industrial cluster communities through water entrepreneurship. The project will facilitate local entrepreneurs to set up water enterprises with water ATM booth in the low-income industrial communities by collaborating with the water technology providers. Thus, the project is intended to establish a model, where the local water entrepreneurs and the water technology providers will be in a partnership to ensure smoother operation and proper quality auditing. Both on-site water sale and delivery mechanism along with dealer networking will be offered by the water entrepreneurs. Through the different sales mechanisms, diversified customer groups will be covered. It is assumed that each water entrepreneur will cover around 300 - 1,000 households in their community.

Figure 1 Water Entrepreneurship Service Delivery Network

# Objectives of the Campaign

The objective of this awareness raising campaign is to increase visibility of the water ATM booth set up by water entrepreneurs in the community, create demand for the safe drinking water and increase habituation among the target group on the use of the water ATM booths. The success of this business model depends heavily on the marketing activities and awareness campaigns amongst the target group. Thus, the incumbent will pay a pivotal role to ensure that necessary demand is generated for each water enterprise set up by the project. The specific objectives of the campaign are;

* To create demand for the safe drinking water produced by the water enterprises among the low-income industrial cluster communities, the government and private offices, hospitals, and local businesses such as tea stalls, restaurants etc.
* To create awareness on water safety issues such as, water contaminants and contamination, water-borne diseases along with the prevention mechanisms among low-income industrial cluster communities around the water enterprises to change their perception and behavior on water consumption.

A comprehensive awareness campaign should be designed and implemented so that residents of the low-income industrial cluster communities become aware and motivated to purchase safe drinking water from the water ATM booth to fulfil their daily consumption needs.

# Geographic location

The project is about to provide safe drinking water for the low-income community members. Therefore, the geographic locations for this project are **Tongi** and **Narayanganj**.

# Duration of assignment, specific activities and targets

The duration of the assignment is 1.5 months, starting from 01 November 2021 to 15 December 2021. For the benefit of effective planning, the prospective bidder can refer to the specific activities and targets below:

Table 1 Specific Activities and Targets for the Incumbent

|  |  |
| --- | --- |
| **SL.** | **Activity** |
| 5.1 | **Develop Marketing Plans:** The incumbent will develop a customized plan for marketing and awareness creation activities to promote the water enterprise.  |
| 5.2 | **Designing and producing the IEC Materials:** The incumbent should design, print and circulate the materials in accordance with their marketing plan. |
| 5.3 | **Marketing and Branding for the Water Enterprise:** The marketing and promotional activities should create a strong brand presence, improve the visibility of the water enterprise and increase the sales.  |
| 5.4 | **Promoting Safe Drinking Water:** The incumbent will conduct campaigns for **c**reating awareness on water safety issues among the community members by using the customized IEC materials.  |
| 5.5 | **Training and Mentoring:** The project will provide a training module based on which the incumbent will conduct trainings and mentoring for the entrepreneur and staffs.  |
| 5.6 | **Reporting:** The incumbent will report based on the activities accomplished. The report will consist of the specific results of the activities, customer outreach, conversion rate influenced by the activities, sales data etc. The incumbent will need to collect any type of data related to the intervention, required by the project team during the project period. |
| 5.7 | **Associated Budget:** The incumbent will propose an associated budget for each of the activities with necessary breakdown of all estimated costs. The proposed budget must be inclusive of all applicable Tax and VAT. |

## **The role of Swisscontact will be to:**

* Provide strategic direction for the successful implementation of the assignment;
* Review and provide feedback as and when necessary;
* Cover all associated costs for this assignment upon submission of appropriate supporting documents, bills and vouchers (as per the agreed budget with the winning bidder).

# Deliverables, deadlines and Schedule of Payment

The table below outlines some important deliverables and their respective deadlines. Invoices will be paid upon receiving the pre-set deliverables as mentioned in the table below[[1]](#footnote-1):

Table 2 Specific Deliverables, Deadline and Schedule of Payment

|  |  |  |  |
| --- | --- | --- | --- |
| **Sl.** | **Deliverables** | **Deadlines** | **Payment Schedule** |
| 1. **.**
 | Contract Signing  | 26 October, 2021 | 40% |
|  | Strategic work plan  |
| 1. **.**
 | Launching of the enterprise  | 30 November, 2021 | 40% |
|  | Photographs, participants list/proof documents, event reports |
|  | Outcome Report with proof documents and photographs on the marketing and awareness campaigns for the enterprise | 10 December, 2021 | 20% |

# Technical and Financial Proposal Parameters

The selection criteria are divided into two parts:

* Technical Proposal (70% of the total possible score);
* Financial Proposal (30% of the total possible score).

The bidder is required to submit a technical proposal. The technical proposal should include the following elements:

* Detailed plan as per requirements stated in *Section 5 and 6, Table 1: Specific Activities and Targets,* and *Table 2: Specific deliverables, deadline and schedule of payment;*
* Description of organizational capabilities and related experiences;
* Proposed staff members who will be assigned to this assignment, including the percentage of time to be devoted for this assignment and the description of staff experience. The CVs of the proposed personnel should include signed confirmation of their availability for the assignment. The CVs should be submitted as Annex and maximum three pages should be allocated for each CV;
* References: please include names, contact numbers and the main types of services that your organization provides/provided for the current and former clients.

Along with the technical proposal, the bidder is required to submit a financial proposal, in a separate file. The financial proposal will be opened only for the organizations scoring 70% and above in the technical proposal. The financial proposal would be evaluated based on:

* Competitiveness of the financial offer;
* Relevance and consistency with the technical proposal.

\* The design of the IEC contents required by the project will be provided by Swisscontact Bangladesh. Hence, the incumbent will not need to consider the design cost in the proposal.

# Scoring criteria for Technical Proposal

The scoring criteria will be as follows:

* Technical Proposal (70% of the total possible score);
* Financial Proposal (30% of the total possible score).

Along with the technical proposal, the bidder is required to submit a financial proposal, in a separate envelope. The financial proposal will be opened only for the agencies scoring 70% and above in the technical proposal. The financial proposal would be evaluated based on:

* Competitiveness of the financial offer.
* Relevance and consistency with the technical proposal.

Table 3 Selection Criteria for Evaluation of Technical Proposal

| **Criteria** | **Weight** |
| --- | --- |
| Background and experience of the bidder | 15 |
| Strategic thinking and technical knowledge | 40 |
| Efficiency of the proposed work plan  | 15 |
| **Total** | **70** |

The following criteria will be applicable for evaluation of the potential firm[[2]](#footnote-2):

* Quality and cost-based evaluation will be conducted by an evaluation team comprising of members of the Shujola project and the Swisscontact administration team;
* The bidder achieving the highest score in the proposal will be awarded the contract, provided both parties reach an agreement on the final budget. If there is no agreement on the final budget, then the bidder with the second highest score will be considered.

# Required Documentation

In addition to the Request for Proposal (RFP), and budget, it is mandatory for bidders to submit necessary documents demonstrating their legal, taxation and financial statuses. The documents should be part of the technical proposal and include the following:

* Authorization certificate from relevant government authority, (in case of NGO, certification from NGO Affairs Bureau);
* A certificate of incorporation (for individual companies- a trade license);
* Joint stock registration certificate (if applicable);
* An organizational organogram of key personnel, inclusive of the names of such personnel;
* Tax Identification Number (TIN);
* Other valid papers (Provided by Government institutions);
* Organization/NGO profile (if applicable);

The vendor must bear all Annual Income Tax (AIT) and VAT. The total amount of VAT should be mentioned in the budget.

# Working Conditions and Environment

This will be applicable in accordance with the Swisscontact Operations Manual.

#  Submission Guideline

Interested bidders should submit the prescribed templates of technical proposal with other necessary documents and financial proposal as hard copies in two separate envelops (The subject line of the envelop must be marked with the title:**“Onboarding Organization for Awareness Campaign”**) on or before **23 October 2021** to the address mentioned below:

Samaun Bhuiyan

Sr. Officer, Procurement

Swisscontact Bangladesh House 28, Road 43, Gulshan 2

Dhaka‐1212, Bangladesh

For any query, E-mail to **samaun.bhuiyan@swisscontact.org**

1. The table can be modified on mutual agreement with the selected organization as per necessity. [↑](#footnote-ref-1)
2. a) Swisscontact has no obligation to award the contract to any applicant if the proposals submitted do not match the quality and/or the budget requirements of Swisscontact

b) Swisscontact has no obligation to provide any further information to bidders or any other third party about the evaluation process and its results [↑](#footnote-ref-2)