



Request for Proposals

Households Surveys for Water and Sanitation Access in Bangladesh

July 16, 2019

Response deadline: July 28, 2019

1. General instructions

- A. Water.org requests proposals from research firms to conduct household surveys to validate and evaluate household impact for a project aimed at improving access to water and sanitation in Bangladesh.
- B. The evaluation will require the firm to facilitate and coordinate with Water.org staff and partner microfinance institutions for data collection in the program areas in Bangladesh. The project requires the firm to submit the following deliverables:
 - A kick-off meeting with the Monitoring, Evaluation and Learning team at Water.org to clarify roles and responsibilities in the data collection and reporting process (can be conducted remotely).
 - An inception report, including a desk review and outline of sampling approach, methodology and data collection instruments, and facilitator guides.
 - Both raw and clean data collected by the evaluators and codebook (from household surveys).
 - A draft evaluation report submitted to Water.org for feedback.
 - A final evaluation report, not to exceed 25 pages (excluding annexes).
 - Presentation of the findings to Water.org.
- C. Invoicing will occur upon completion and approval of the deliverables outlined as above in Section 1, Part B of this document.
- D. Water.org is not liable for any expenditure incurred by responding firms prior to issuance of an executed contract with Water.org.
- E. Submissions must be typed and submitted only by email and must follow the format of the requests for information in Section 4: Submissions Requirements. Unless agreed upon with Water.org, no changes or corrections to a response will be allowed after the deadline.

F. Proposed schedule:

- July 28 –Proposal submissions due by 5:00 PM CST.
- August 8, 2019 – Results announced
- August 15, 2019 – Contract begins
- November 30, 2019 – Contract ends

G. The proposals must be submitted by email to Anitta Mankhin at amankhin@water.org and Magdalene Goble at mgoble@water.org by July 28, 2019, at 5:00 PM Central Standard Time. Subject line should read “WaterCredit Household Survey in Bangladesh <<name of bidding firm>>.” The proposal must contain a technical proposal and a financial bid using Water.org’s budgeting format. **The budget should not exceed 10,000 USD.**

2. Scope of work

A. Overview

For 25 years, Water.org has been at the forefront of developing and delivering sustainable solutions to the global water and sanitation crisis. Water.org pioneers innovative, community-driven and market-based solutions to provide universal access to safe water and sanitation, giving women hope, children health and communities a future. To date, Water.org has positively transformed millions of lives around the world, ensuring a better life for generations ahead.

Through its flagship WaterCredit model, Water.org provides financial and technical assistance to local institutions (primarily microfinance institutions), building their capacity to offer affordable financing for water supply and sanitation services (WSS) to customers at the base of the economic pyramid (BOP). These financial products are designed based on an analysis of local market demand. Philanthropic resources cover the cost of the up-front technical assistance financial institutions need to develop these new water and sanitation loan portfolios. The result: more people empowered with safe water and toilets and a sustainable, local market built for those at the BOP. WaterCredit has reached more than 16 million people across nine countries through three million microloans. The average size of a WaterCredit loan is US\$333, and the global average repayment of a WaterCredit loan since 2003 is 99 percent. Further, more than 90 percent of borrowers are women. More details can be found on the organization’s [website](#).

Together with Target, Water.org is implementing a three-year initiative, from May 2018 to May 2021, to expand its WaterCredit activities and reach 84,504 people in Bangladesh with safe water and/or sanitation. This initiative will expand Water.org’s proven WaterCredit model.

In Bangladesh, Water.org identified and partnered with local microfinance institutions (MFIs) to further develop and scale sustainable financial products that empower those at the base of the pyramid (BOP) to invest in their own water and sanitation needs. This includes the construction of water improvements and/or toilets within their homes. The project is being implemented by the MFIs in the divisions of Dhaka, Chittagong, Rajshahi, Rangpur and Sylhet.

B. Objectives of the household surveys

The overall purpose of the household surveys is to validate data reported by MFI partners and gain insight into WaterCredit's impact at the household level. This data will be used to evaluate the impact of WaterCredit on participating households, as well as adjust the intervention activities as needed.

Household client PMV Objectives:

- To validate that the loan was used for the right purpose, that the water/sanitation installment was built and is operational at the time of visit, and that information provided in partner portfolio reports (WaterPortal) is accurate;
- To collect information on client usage of new installments to ensure adoption of water supply and sanitation;
- To obtain a picture of client satisfaction with partner interaction, the water/sanitation product that was installed, and the feasibility of the loan process/terms, as well as to collect partner feedback; and
- To identify risks in programming and inform future improvements.

Household client PMV Key activities:

- Conduct client surveys, which include observations of water and sanitation status and quality and client document (e.g. loan application, loan scheduling and repayment receipt in WaterCredit programs)
- Inspect WASH facilities as applicable(e.g. latrine construction completed or under construction or incomplete.
- Verify partner reporting (e.g. WaterCredit Portfolio Upload Report).
- Gather stories and pictures of clients and their families for marketing/reporting purposes as feasible

C. Sampling strategy and sample size

We propose a randomized cluster sampling. However, we are open to consultant's suggestions. The firm would be required to complete 400 interviews with the loan clients of the MFIs dispersed across the program areas. For details of program areas, please see the annex 1. In addition to the household survey using mWater, the consultant(s) is (are) expected to collect 5-6 stories and photos of the households that have been positively impacted by WaterCredit.

D. Proposed survey questions

Water.org will draft the survey questions. Survey questions will pertain to a variety of topics, including the client's loan experience, borrower satisfaction, the water and/or sanitation improvement's functionality, health changes and time savings since the water and/or sanitation improvement, and key health behaviors such as hand washing and open defecation. The survey may need to be translated by the firm from English into one or more local languages before it can be administered to WaterCredit clients.

Sample questions from the survey include:

- What did you learn from your WASH/Health and Hygiene education?

- Have you observed any changes to your family's health since the water and/or sanitation improvement was installed? What changes have you perceived?
- Prior to your new sanitation improvement, when at home, was your primary sanitation solution private, shared or outdoors?

Each survey takes approximately 20-30 minutes to administer.

E. Data and methods

Digital data collection

Water.org uses mWater, a real time mobile data collection tool for surveys. The firm would be required to use mWater for household survey development and data collection. The surveys will need to be administered to a representative sample of households that availed WaterCredit loans over the last year.

If needed, the evaluating firm would be provided training on using mWater to manage surveys and collect data. The firm will be responsible for acquiring mobile devices compatible with the mWater application. The most recent list of compatible devices can be found on the mWater website [here](#). Please note that this list is not exhaustive.

Data cleaning and analysis

Using a statistical package, preferably Stata, the firm will be required to clean and label the raw dataset exported from the mobile platform mWater. The final data set would be submitted in both csv and Stata formats. The firm would also submit the Stata codes (Stata do file) and codebook of variables. Data analysis would be carried out using the same statistical package used for data cleaning. The firm would submit the Stata codes (Stata do file) written for analysis.

Final report

The firm will be required to submit a final report summarizing the survey findings at the partner and country levels. The report should not exceed 25 pages, excluding annexure.

3. Proposed schedule and key dates

A tentative schedule of key activities is presented in the table below:

| Activity | Date |
|--|------------------|
| RFP submissions deadline | July 28, 2019 |
| Announce results of the selection process | August 8, 2019 |
| Finalize and start contract | August 15, 2019 |
| Inception report | August 25, 2019 |
| Collect and analyze data and synthesize findings | November 1, 2019 |

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|--|-------------------|
| Submit draft evaluation report | November 12, 2019 |
| Water.org returns draft report with comments | November 20, 2019 |
| Submit final report | November 30, 2019 |

4. Submission requirements

To be considered under this RFP, please submit the following:

A. Technical Proposal

A narrative proposal (no more than 10 pages excluding annexes) should include the following sections:

- a. **Methodology:** Describe your overall approach to data collection, but not limited to, sampling design, data collection, and data quality assurance measures.
- b. **Relevant Experience:** Provide details of projects of similar scope, complexity and nature you have worked on previously.
- c. **Specific Expertise:** Describe your level of knowledge and expertise specific to the Water and Sanitation and Microfinance sectors. Also describe your expertise specific to conducting large scale surveys using digital data collection.
- d. **Key Personnel and Staffing:** Describe the key personnel and a staffing plan for the project. Include CVs (no more than 2 pages each and attached as annex) of key personnel who would be part of the proposed plan.
- e. **Timeline:** Include a detailed timeline of key activities.

B. Financial proposal

The financial proposal should include a detailed budget and a budget narrative. Please use the attached excel budget workbook to prepare and submit the budget.

5. Criteria for submission

Applicants may be individuals, groups of individuals with a designated team lead, or firms. Applicants must have at a minimum the following qualifications:

- Proposed staffing plan includes at least one native or fluent English speaker as lead writer.
- Proposed staffing plan includes enough qualified enumerators to conduct household surveys in the MFI partner geographies.
- Demonstrated experience in conducting large scale household surveys.

6. Selection process

All proposals submitted by the deadline will be carefully reviewed by the Selection Committee based on established selection criteria. The selection process may involve phone interviews with applicants. The final decision will be based on the overall quality of the technical proposal and value for money. The Selection Committee reserves the right to reject any or may cancel any submission at any time prior to agreement if it is in the best interests of Water.org.

7. Contact

Proposals and queries related to the RFP should be sent through email to:

Anitta Mankhin
Monitoring, Evaluation & Learning Manager, Bangladesh country team
amankhin@water.org

and,

Magdalene Goble
Senior Analyst, Global Standards Monitoring
mgoble@water.org

Annex 1

| Division | Districts |
|------------|---|
| Dhaka | Dhaka, Gazipur, Manikgonj, Munshigonj, Narayangonj, Narsingdi |
| Chittagong | Brahmanbaria, Chittagong, Comilla |
| Rajshahi | Rajshahi, Chapai Nawabganj, Naogaon, Sirajganj |
| Rangpur | Rangpur, Dinajpur, Kurigram, Nilphamari, Panchagarh, Thakurgaon |
| Sylhet | Habiganj, Moulvibazar |