

## REQUEST FOR PROPOSAL (RFP)

# Consultancy Services for the Revision of National Hygiene Promotion Strategy - 2012 aligning with current context and SDG

06 January 2021

The contact person for this assignment is Partha Hefaz Shaikh, Director – Policy and Advocacy ([parthashaikh@wateraid.org](mailto:parthashaikh@wateraid.org)) to answer queries by **14 January 2021**.

Proposal Submission Date: **21 January 2021**

Interested consultant/consulting/research firms are requested to submit a technical and a financial proposal through email at [WaterAid-Tender-TA@wateraid.org](mailto:WaterAid-Tender-TA@wateraid.org) with Subject line: **Consultancy on RNHPS 2012**



### **WaterAid Bangladesh**

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## SECTION - 1 (INFORMATION TO ORGANISATIONS)

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- 1. Introduction**
- 1.1 The consulting firm or consultant(s) are invited to submit a profile of the organization/individual and a financial proposal.
- 1.2 Costs for preparing the proposal and of negotiating the contract are non-reimbursable.
- 1.3 Consulting firm or consultant(s) should observe the highest standard of ethics during the selection process and implementation of contracts. The attempt of any consulting firm or consultant(s) to influence the internal WaterAid Bangladesh independent evaluation and selection process will automatically lead to the removal of this consulting firm or consultant(s) proposal from consideration. In addition, any misrepresentation of facts or institutional capacity will also lead to the removal of the misrepresented proposal from consideration.
- 1.4 WaterAid Bangladesh reserves the right to amend and modify this RFP document and also can select consulting firm or consultant(s) for providing goods and services cited in section-2 (point 5). Deliverables of this RFP are either for the entire content of the proposal or a part thereof.
- 2. Clarification and amendment of RFP documents**
- 2.1 At any time before the receipt of proposals, WaterAid Bangladesh may for any reason, whether at its own initiative or in response to a clarification requested by an invited consulting firm or consultant(s), amend the RFP. Any amendment shall be issued in writing and shall be posted and will be binding. WaterAid Bangladesh may at its discretion extend the deadline for the submission of proposals.
- 3. Preparation of proposal**
- 3.1 Consulting firm or consultant(s) are requested to submit their proposal written in English (font-Arial, size-12). Proposals must remain valid for a minimum of 91 days after the submission date.
- Profile of the organisation (technical proposal)*
- 3.2 While preparing the Proposal, consulting firm or consultant(s) must give particular attention to the following:
- Description of the consulting firm or consultant(s) and an outline of recent experience on assignments similar to the nature of this RFP
  - It is desirable that the key professional staff who would be involved in the assignment have practical experience and an extended knowledge on the subject matter.
  - Reports or communication with WaterAid to be issued by the consulting firm or consultant(s) as part of this assignment must be in English.
- Financial Proposal*
- 3.3 In preparing the Financial Proposal, consulting firm or consultant(s) are expected to take into account the requirements and conditions outlined in the RFP documents. The Financial Proposal should follow Standard Forms (Section 4).
- 3.4 The Financial Proposal should clearly identify item wise summary of cost for the assignment with detail breakdown, the taxes, VAT, duties, fees, levies and other charges to be included under the applicable law. WaterAid Bangladesh will deduct VAT

and Tax at source according to the GoB rules and deposit the said amount to government treasury. An E-TIN/BIN should be attached with the financial proposal from applying consulting firm or consultant(s) end.

#### 4. Submission, receipt and opening of proposals

- 4.1 The original proposal (Profile of the consulting firm or consultant(s) and Financial) should be submitted electronically to the email address [WaterAid-Tender-TA@wateraid.org](mailto:WaterAid-Tender-TA@wateraid.org) with 'Consultancy on RNHPS 2012" as the subject.
- 4.2 Proposals submitted to any other e-mail account except the above will be treated as disqualified.
- 4.3 Submissions after the deadline **21 January 2021** will be treated as disqualified.
- 4.4 Attach the proposal along with all required documents with the email and put all attachments in **one zip folder** in the name of your consulting firm or consultant(s).
- 4.5 The proposal altogether should not exceed **10 pages**, and both the Profile of the consulting firm or consultant(s) (Technical Proposal) and the Financial Proposal needs to be submitted in PDF format, separately.
- 4.6 The Proposal will be reviewed by the evaluation committee and will be evaluated in line with the guidelines of WaterAid Bangladesh.

#### 5. Proposal evaluation

##### *Evaluation of technical proposals*

- 5.1 The evaluation committee will evaluate the proposals on the basis of their responsiveness to Terms of Reference, applying the evaluation criteria and point system specified herein. Each responsive proposal will be given score. Proposal(s) will be rejected at this stage if it does not respond to important aspects of the Terms of Reference or if it fails to achieve the minimum technical score indicated below.

##### *Technical proposal evaluation criteria*

- 5.2 Evaluation Criteria, Evaluation and Ranking for Selection:  
The final selection will be done following Quality and Cost Based (QCBS) method. This will be done by applying a weight of 0.80 (or 80 percent) and 0.20 (or 20 percent) respectively to the Profile of the consulting firm or consultant(s) and the Financial score of each evaluated proposal and then computing the relevant combined total score for each consulting firm or consultant(s).

##### **Technical: 80**

- Relevant experience: 20
- Composition of the team: 20
- Technical Proposal with detailed methodology and: 25
- Work plan and overall quality of the proposal: 15
- Financial Proposal with a detailed budget: 20

*Evaluation of Financial Proposals*

- 5.3.1 The evaluation committee will determine whether the Financial Proposals are complete (i.e. whether they have costed all items of the corresponding Technical Proposals). The Evaluation Committee may invalidate any proposal if it is determined that significant budgetary mistakes or omissions undermine the integrity of the proposal.
- 5.3.2 The evaluation will be based upon a Quality and Cost Based Selection (QCBS) process. A total of 20 points will be allocated for this cost part. The lowest Financial Proposal will be given highest score.

**Technical - 80 and Financial Proposal - 20  
Total points from both - 100**

**6. Negotiations**

- 6.1 Once the proposals are evaluated, WaterAid may enter into negotiation with one or more than one consulting firm or consultant(s) for final selection.
- 6.2 Negotiations will include a discussion on the proposed methodology, performer, staffing, costing, any suggestions made by the consulting firm or consultant(s) to improve the Terms of Reference. WaterAid Bangladesh and the consulting firm or consultant(s) will then work out final terms of reference, performers, staffing, and bar diagrams indicating activities, logistics and reporting. The agreed work plan, cost and final terms of reference will then be incorporated in the contract document.
- 6.3 If negotiations fail, WaterAid Bangladesh will then invite those consulting firm or consultant(s) whose proposals received the next highest score. If none of the invited proposals led to an agreement, fresh Requests for Proposals (RFP) will be called upon.
- 6.4 WaterAid Bangladesh reserves the right to cancel the RFP at any point of time without serving any notice. Furthermore, WaterAid has its absolute discretion to suspend and disqualify any proposal or all proposals received without tendering any reason whatsoever.

**7. Award of Contract**

The consultant/firm is expected to commence the assignment within 2 weeks of signing the agreement.

**8. Confidentiality**

Information relating to evaluation of proposals and recommendations concerning awards will not be disclosed to the consulting firm or consultant(s) who submitted the proposals or to other persons not officially concerned with the process, until the winning consulting firm or consultant(s) has been notified that it has been awarded the contract.

## Section 2

### Terms of Reference

# Consultancy Services for the Revision of National Hygiene Promotion Strategy - 2012 aligning with current context and SDG

## 1. Background

Government of Bangladesh, particularly the Local Government Division (LGD) under the Ministry of Local Government, Rural Development and Cooperatives (MoLGRD&C) developed the National Hygiene Promotion Strategy (NHPS) for Water Supply and Sanitation Sector in Bangladesh 2012 in line with the MDG. The NHPS is an integral part of the Sector Development Plan (SDP) 2011-25 for water and sanitation sector in Bangladesh and provides a framework for implementation, coordination and monitoring of various activities for launching hygiene promotion at national, regional and local level. The NHPS tried to compile actions to address National Public Health targets that aim to reduce high mortality rate resulting from diarrhoea and other water/sanitation related multiple diseases like dysentery, typhoid, cholera and hepatitis through and improved water supply and sanitation system.

Hygiene promotion includes strategies that encourage or facilitate a process whereby people assess, make considered choices, demand, effect, and sustain hygienic and healthy behaviors. This encompasses personal, domestic and environmental hygiene practices and any action or initiative taken to erect barriers to diseases.

However, within the current context of shift from MDG to SDG and within the emerging newer diseases and challenges, particularly the COVID 19 pandemic, this NHPS document requires a thorough review, adjustment and review the strategic direction and hence requires a revision of the NHPS document.

Within the newer aspects and demands, this NHPS document firstly requires covering holistically and beyond the water-sanitation sector and then, NHPS should provide a clear understanding and definition of hygiene and its extent.

The NHPS also focused on three critical behaviors of personal hygiene, food hygiene and menstrual hygiene. But on current context, it may require examining broader horizon (rural, urban, slum, hard-to-reach areas) and should include the communication channel (online, social media), awareness modality and practice improvement methodologies. As the statistical department of GoB, BBS has already done the Hygiene study, the National Hygiene promotion strategy needs to take into account the findings and propose measures to address the national shortcomings. There are several policies, guidelines and evidences available after 2012 and these also needs to be addressed and included.

Improvement of hygienic behavior is expected to progress with the development of increased awareness level, and improvement of affordable facilities through research and innovative technical solutions. Environmental hygiene and control of pollution of water sources are to be addressed in the subsequent phases of the implementation of the strategy and this is the time to make a comprehensive review of the document involving relevant stakeholders and experts.

Hence, this ToR is drafted to engage consulting firm/consultant(s) to make the necessary review upon discussion, analysis and adjustment to the current challenges and need.

## 2. Objective

The main objective of the consultancy service is to make a thorough review of the current context, policy development and challenges upon which the earlier NHPS requires an adjustment and revision on the current context of SDG and comprehensively cover issues beyond water and sanitation sector.

## 3. Scope of work

The scope of work of the consultancy service under this ToR shall include, but not necessarily be limited to the review, updating and revising of the 'National Hygiene Promotion Strategy 2012' in alignment with SDG 6 and also with all other SDGs; and for sustainable, safely-managed and equitable provision of universal access to water and sanitation, and not necessarily to WASH sector only; but towards and across other sectors which has links to hygiene and actions. The consultancy services will include the following major activities:

- a) Review of the earlier NHPS-2012 document and find out the areas that need to be aligned or requires updating, revision or adjustment due to revision of the existing policies guidelines and policy developments during last decade.
- b) Identify the issues, that needs revision; focus on the gaps needed to be addressed and updated to align with SDG definition and broader sector need (beyond WASH) and concentrate on emerging challenges in health and other sectors.
- c) Review the progress of WASH during last few years and aligning with SDG targets and milestones; next five-year plan and incorporation of newer health hygiene challenges including COVID 19 and natural disasters/emergencies.
- d) Update and refine the key definitions, specially hygiene; indicators and parameters for next decade until 2030 and make alignment with SDG targets related to equity, quality and other allied sector's emerging issues; i.e., dengue, chikungunya, bird flu etc.
- e) Review scope of finding out relationship with hygiene and water-sanitation and human rights and reflect in strategy to address 'leave no one behind' agenda.
- f) Review the reflections from previous efforts of the last decades considering, and learning from the evidences to guide new efforts, identify and prioritize bottlenecks and design relevant strategy
- g) Consider the aspects of climate change and reflect in the strategy
- h) Hygiene should include the institutional issues, like at school, at health care facilities, commercial facilities, public place or even in communication channels
- i) Prepare a required roadmap in the strategy for integrated monitoring initiative in the revised version of the strategy and find out options for significantly increasing the availability of high-quality, timely and reliable data and explore on available resources.
- j) Address the global shift in hygiene strategy emphasizing on behavioral changes along with technology and consider examples of neighboring countries evidences.
- k) Review the relevant documents for the assignment, but not limited to are listed below:
  - i. Newly revised National Strategy for Water Supply and Sanitation 2020 (final draft) to be finalised in next meeting of the National Forum for Water Supply and Sanitation.
  - ii. Sector Development Plan (SDP) for Water Supply and Sanitation Sector in Bangladesh (FY 2011-25) published by Local Government Division, Ministry of Local Government, Rural Development and Cooperatives, Government of the People's Republic of Bangladesh
  - iii. Newly revised Pro-Poor Strategy for Water Supply and Sanitation Sector in Bangladesh, August 2019 (draft)
  - iv. Handbook on Mapping of Ministries by Targets in the implementation of

- SDGs aligning with 7th Five Year Plan (2016-20) published by General Economics Division (GED), Bangladesh Planning Commission
- v. SDG Financing Strategy: Bangladesh Perspectives, General Economics Division (GED), Bangladesh Planning Commission
  - vi. Data Gap Analysis for Sustainable Development Goals (SDGs): Bangladesh Perspective, published by General Economics Division (GED), Bangladesh Planning Commission
  - vii. MONITORING AND EVALUATION FRAMEWORK OF SUSTAINABLE DEVELOPMENT GOALS (SDGs): BANGLADESH PERSPECTIVE, published by General Economics Division, Bangladesh Planning Commission
  - viii. টেকসই উন্নয়ন, অভীষ্ট, লক্ষ্যমাত্রা, ও সূচকসমূহ, (মূলইংরেজি থেকে বাংলায় অনুদিত), published by General Economics Division, Bangladesh Planning Commission
  - ix. Institutional and Regulatory Framework of Fecal Sludge Management, published by Policy Support Branch of LGD
  - x. Water Quality Surveillance Guideline of DPHE
  - xi. Environment Conservation Rules for Drinking Water 1999, Ministry of Environment and Forest, Government of the People's Republic of Bangladesh
  - xii. WASH guidelines for Community Clinics, 2019, MOHFW
  - xiii. WASH strategy for health care facilities, 2019, DGHS, MOHFW
  - xiv. National 3R Strategy for Waste Management of DoE
  - xv. Different DGHS guideline related to COVID-19
  - xvi. National Health Policy-2011
  - xvii. National Cost Sharing Strategy for Water Supply and Sanitation in Bangladesh (2012)
  - xviii. Local Government Acts-2009
  - xix. And to review any relevant GoB documents/acts/policies
- l) Necessary meetings/consultation/discussion with the relevant stakeholders and the 'Working Committee' at national level on the draft revision for their inputs and comments.
  - m) Finalise the revision of the strategy through above mention reviewing, updating, refining and sharing with key stakeholders and working committed, formed to coordinate this action.
  - n) The Consulting Firm or Consultant(s) shall share the final revised version with the 'Working Committee' for peer reviewing and finalise the revision incorporating inputs of the 'Working Committee'.
  - o) The Consulting Firm or Consultant(s) will prepare a presentation based on the revised version of the NHPS to present at National Forum and relevant stakeholders for their final endorsement.

#### 4. Methodology of the assignment

- a) Considering the scope of work and other related requirements, stated in the ToR, the consulting firm or consultant(s) will prepare a detailed methodology and execution plan for the said assignment.
- b) After signing the agreement, the finally selected consulting firm or consultant(s) will present their detailed methodology and execution plan through an Inception Report to WaterAid and if necessary, it would be shared with the 'Working Committee'. 'Working Committee' will provide necessary advice and recommendation for further amendment of methodologies and execution plan (if needed).



- c) After reviewing all the required documents and necessary discussion with relevant stakeholders and the 'Working Committee', the consulting firm or consultant(s) will present the draft revised version of National Hygiene Promotion Strategy (NHPS)-2012 first to WaterAid and then to the 'Working Committee' and stakeholders in a consultation workshop.
- d) Accommodating the comments of the relevant stakeholders and 'Working Committee', Consultant will present and discuss in detail the draft revised version of NHPS-2012 with 'Working Committee' to take final comments and feedback on it.
- e) To get approval of the revised NHPS, final draft document would be shared in National Forum-WSS meeting. The Consultant would have to give a presentation on the revised document with rationale for the revision and clarify NF-WSS members clarifications (if any)
- f) During carrying out the assignment consulting firm or consultant(s) will regularly coordinate with WaterAid through the focal person and take inputs and suggestions where required.

## 5. Timeline and deliverables

- a) The duration for the assignment for Revision of National Hygiene Promotion Strategy (NHPS)-2012 is for 10 months from the date of signing the contract. The timeframe has been considered that these revisions may take time.
- b) The deliverables for the assignment include:
  - (i) Document with identified areas for revision, inclusion and adjustment for the National Hygiene Promotion Strategy (NHPS)-2012 document upon thorough review and following the methodology as mentioned above
  - (ii) Draft revised version of 'National Hygiene Promotion Strategy (NHPS)-2012.
  - (iii) Final revised version of 'National Hygiene Promotion Strategy (NHPS)-2012.
  - (iv) Both hard copy and electronic soft copy need to be submitted by the consulting firm or consultant in every case to WaterAid's focal person mentioned in the contract document

## 6. Qualification requirements

- a) The consulting firm or consultant(s) should have experience in formulation of national policies, strategies, plan of actions and development planning, preferably in the public health and broader development sector. Having similar type of experience with WASH sector stakeholders will be considered as an added advantage.
- b) It is expected that a team of multi-disciplinary consultants will be required to complete the entire assignment, which includes consultants with relevant experience and expertise of **i.** Health-Water-Sanitation and hygiene nexus, **ii.** Social and Behavioral Change Communication (SBCC) **iii.** Private sector engagement expertise focused on marketing and business communication. A consultant within the team should also have the understanding, knowledge of writing/developing and approval process of strategies of GoB preferably in WASH sector. It is also expected that the level of effort of each consultant should be based on real engagement with the assignment as needed.
- c) The Consultant required minimum Post Graduate Degree/ or its equivalent in public health/ development/ Health Economics/ Environment/Sanitary Engineering with adequate knowledge on geo-socio-economic and political context of the country.
- d) The Consultant should need to have more than 15 years working experience on behavior change, hygiene, public health, WASH, Environment and related issues with project, programme, policies and guideline formulation background.

- e) Have expertise on reviewing and updating of the existing national level development program roadmap and in the overall formulation and identification of strategies, programs, activities and projects
- f) Need to manage relationships with concerned departments/units as well as with other stakeholders including GoB, non-government organizations, Academia, experts and so on.

## 7. Contents of the proposal

The interested consulting firm or consultant(s) shall submit the proposal to execute the assigned task and the proposal must contain the following:

- Comments / Understanding of the ToR
- Detailed methodology to address the objectives of the assessment
- Detailed work plan
- Brief CV of proposed person(s) having relevant qualification and experiences.
- Organizational profile mentioning relevant experience (if applicable)

## 8. Evaluation method

- a) WaterAid Bangladesh team with support from 'Working Committee' formed by Local Government Division, for the purpose of revising and updating the 'NHPS-2012, responsible for coordinating this assignment will process of selection of Consulting Firm or Consultant(s).
- b) Technical and Financial Proposal with detail execution plan and proposed budget by the Consulting Firm or Consultant(s) will be the main considerations for final selection.

## 9. Legal obligation:

- a) The output of the consultancy work would be considered the property of both WaterAid and the Local Government Division (LGD). The Consulting Firm or Consultant(s) is not authorized to use the document or part of the documents without permission of the both parties.
- b) Consulting Firm or Consultant(s) need to pay tax and VAT as per government policy.

## 10. Contact person

Focal from WaterAid, for this assignment management is the Director, Policy and Advocacy who with support from the Policy Support Branch (PSB) of Local Government Division (LGD), on behalf of the Working Committee, formed for the revision of the NHPS will be the key contact for this assignment. However, if there is any comment and query about submission of this assignment, it is requested to contact focal person: Partha Hefaz Shaikh, Director, Policy and Advocacy, WaterAid Bangladesh via email [parthashaikh@wateraid.org](mailto:parthashaikh@wateraid.org).

## 11. Proposal Submission General Terms and Conditions

- i. Submission of technical and financial proposal by 5.00pm on 21 January 2021 via email at [WaterAid-Tender-TA@wateraid.org](mailto:WaterAid-Tender-TA@wateraid.org) with Subject line: Consultancy on RNHPS 2012. Any proposals in any other email will be treated as disqualified.
- ii. Technical proposal should state the similar experience of pervious works.
- iii. Financial quotation should include validity of quotation: price validity is mandatory and should be mentioned in quotation.
- iv. VAT and Tax shall be deducted at source as per Government rules; please mention whether the price is inclusive of VAT and TAX or not.
- v. WaterAid reserves the right to accept or reject in part or full/one or all quotations without assigning any reason whatsoever.

### SECTION - 3 (TECHNICAL PROPOSAL SUBMISSION FORM)

- 3A. Forwarding letter format
- 3B. Organisation profile / Individual Profile
- 3C. Experience working with the development sector and government with work examples
- 3D. Client list currently the organisation is working in retainership with
- 3E. Dedicated team profile

### 3A. FORWARDING LETTER FORMAT

(Please use letterhead pad)

[*Location, Date*]

To  
The Country Director  
WaterAid Bangladesh  
House 97/B, Road 25, Block A  
Banani, Dhaka 1213

Dear Madam:

We the undersigned are offering to provide the following assignment in accordance with your Request for Proposal (RFP) dated [*Date*] on 'Consultancy Services for the Revision of National Hygiene Promotion Strategy - 2012 aligning with current context and SDG'.

We are hereby submitting our proposal, which includes this Technical Proposal, and a Financial Proposal.

If negotiations are held during the period of validity of the proposal, i.e., before [*Date*] we undertake to negotiate on the basis of the proposed staff. Our proposal is binding upon us and subject to the modifications resulting from contract negotiations.

We understand you are not bound to accept any proposal you receive.

Yours sincerely,

Authorised Signature:  
Name:  
Title:  
Name of Organisation:  
Address:

### 3B. INDIVIDUAL PROFILE

*Please attach portfolio and other relevant documents*

### 3C. EXPERIENCE WORKING WITH THE DEVELOPMENT SECTOR AND GOVERNMENT WITH WORK EXAMPLES

*Relevant Services Carried Out in the Last Three Years That Best Illustrate Qualifications*

Using the format below, please provide maximum 10 examples for which your organisation, either individually as a corporate entity or as one of the major companies within an association, was legally contracted.

Name of the assignment	Digital link (if available)	Client name with contact details	Contract value in Taka

### 3D. CLIENT LIST

Name of the assignment(s)	Client name with contact details	Number of year(s) working

### 3E. PROFILE

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### 3F. PROPOSED WORK PLAN

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**SECTION 4. (FINANCIAL PROPOSAL SUBMISSION FORM)**

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4A. Forwarding Letter format

4B. Summary of budget/costs, including narratives

The format for 4A is provided in the following page. The format for 4B is expected to be prepared by the organisation, however with guidance provided below.

#### 4A. FINANCIAL PROPOSAL FORWARDING LETTER FORMAT

(Please use letterhead pad)

**[Location, Date]**

To  
The Country Director  
WaterAid Bangladesh  
House 97/B, Road 25, Block A  
Banani, Dhaka 1213

Dear Sir:

We the undersigned are offering to provide the following assignments/services and/or goods in accordance with your Request for Proposal (RFP) dated [Date]. Our attached Financial Proposal is for the sum of Taka [Amount in words and figures] for 'Consultancy Services for the Revision of National Hygiene Promotion Strategy - 2012 aligning with current context and SDG'.

Our proposed sum Taka [Amount in words and figures] for the agreement period and is inclusive of VAT and taxes; we understand that VAT and taxes will be determined as per applicable law and will be deducted at source while making payments.

Our Financial Proposal shall be binding upon us subject to the modifications resulting from Contract Negotiations, up to expiration of the validity period of the Proposal, i.e., [Date].

We understand you are not bound to accept any proposal you receive.

Yours sincerely,

Authorized Signature:

Name:

Title:

Name of Organisation:

Address:

**FOR 4B:**

- The fee per day to WaterAid should be broken down into services the organisation shall be receiving from the individual.
- Apart from the activities mentioned in this ToR, the individual is expected to list any other/additional services WaterAid shall be receiving under this agreement.
- Kindly also state additional costs for services that don't fall under the ToR.

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