

**07 May 2025**

## REQUEST FOR PROPOSAL (RFP)

**Understand the impact of behavioural change communication interventions on Menstrual hygiene management knowledge and practices and development of BCC strategy under the building a resilient and sustainable apparel sector Project**

**Proposal submission deadline: 24 May 2025**

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)

There is a pre-bid meeting scheduled on **18 May 2025** at WaterAid office/ online. If you are interested to join, please communicate. The focal person for this assignment is Syful Karim ([Syfulkarim@wateraid.org](mailto:Syfulkarim@wateraid.org)) to answer queries.



**WaterAid Bangladesh**

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## SECTION - 1 (INFORMATION TO ORGANISATIONS)

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### 1. Introduction

- 1.1 All interested and eligible consultant/consulting/research firms with required qualifications and experience can submit their study proposal.
- 1.2 Costs of preparing the proposal and attending the pre-bid/ negotiation meeting, if provisioned, are not reimbursable.
- 1.3 Consultant(s) are expected to follow highest ethical standard in their participation in the bidding process; and refrain from influencing the internal selection process of WaterAid Bangladesh.
- 1.4 Any attempt of undue influence on the evaluation and selection process will lead to cancellation of the proposal from the subsequent process.
- 1.5 Any misrepresentation of facts including the facts on professional /institutional capacity will also lead to cancellation of the proposal.
- 1.6 WaterAid Bangladesh reserves the right to amend and modify this RFP document. Also, to select the company / agency/ individual for providing selected goods and services cited in section 2 (article 4) as deliverables of this RFP, 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 organisation, 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 Technical and Financial Proposal

- 3.1 Consultants are requested to submit their proposal written in English (font - Arial, Size -11). Proposal must remain valid for a minimum of 90 days after submission.
- 3.2 The technical part of the proposal should contain the following:
  - Detailed methodology of the study including work plan in line with the assignment objective(s);
  - Detailed timeframe including dates for submission of the outputs/deliverables as specified in the Term of Reference (TOR).
  - Relevant experience and credibility to undertake the given assignment and experience in relation to the methodology proposed.
  - Detailed CV of the team leader and key members of the study team.
  - Technical proposal must not exceed ten pages (excluding CVs and organisational profile) and be submitted in PDF format.
- 3.3 The maximum quotation price for this assignment is **BDT 2,450,000** only inclusive all applicable VAT and AIT. Any proposal exceeding this limit will result in disqualification. The Consultant is

expected to provide justified budget to be consistent with technical proposal.

- 3.4 The financial proposal should clearly identify, item wise cost for the assignment with necessary details. The budget must be including applicable AIT; however, VAT can be mentioned separately at the bottom on total budgeted amount. The consultant must submit BIN, TIN, tax return copy, and other legal documents along with the proposal.
- 3.5 WaterAid Bangladesh will deduct VAT and Tax at source according to the GoB rules and deposit the said amount to government treasury.

#### 4. Submission of Proposals

- 4.1 The technical and financial proposal should be submitted electronically to the following email address: [WaterAid-Tender-TA@wateraid.org](mailto:WaterAid-Tender-TA@wateraid.org) with subject line as follows: **‘Behavioural change communication interventions on Menstrual hygiene management knowledge and practices’**.
- 4.2 Proposals submitted to any other e-mail account except the above will be treated as disqualified.
- 4.3 Submissions after the deadline **24 May 2025** will be treated as disqualified.
- 4.4 Two different files should be generated for technical and financial proposals. However, both files should be submitted into one zip folder with a cover letter.

#### 5. Proposal Evaluation

- 5.1 The evaluation committee will evaluate the proposals in relation to the RFP and the TOR and applying the set 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 TOR.
- 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 individual/Organisation and the Financial score of each evaluated proposal and then computing the relevant combined total score for each individual/organisation.

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

- Personal profile: 10
- Relevant experience and expertise-20
- Understanding of the assignment: 10
- Study methodology: 30
- Work plan for the assignment: 10

Following the evaluation of the technical proposals, bidders who achieve more than 80% of the total points will qualify for further assessment based on financial submissions. Among the

technically qualified bidders, preference will be given to the lowest financial bid.

- Financial proposal with a detailed breakdown: **20**

- 5.3 WaterAid reserves the right to accept and reject any proposal without assigning any reason or whatsoever and may decide to go for re-advertisement without going further down the process.
- 5.4 Once the proposals are evaluated, WaterAid may enter into negotiation, if required, with one or more consultant / consulting firm for final selection.
- 5.5 If negotiations fail, WaterAid Bangladesh may invite the consultant with next highest score to negotiate a contract or go for re-advertisement with fresh Requests for Proposals (RFP).

## 6. Pre-bid meeting

There will be a pre-bid meeting on **18 May 2025** at WaterAid office/online to brief the objectives of the assignment and answer related queries, if you are interested to join, please communicate the focal person.

## 7. Notification of Award

- 7.1 The only shortlisted consultant/ agency/ research firm will be contacted for next process. However, if any bidder does not communicate within 60 days, the proposal will be treated as unsuccessful.
- 7.2 The selected consultant/consulting firm is expected to sign an agreement with WaterAid within a week of communication of selection decision and before commencing the work.

## 8. Penalty clause

The consultant/ agency/ research firm(s) is expected to deliver required outputs within the stipulated timeframe maintaining the quality. If for any reason, the consultant/ consulting/ research firm(s) fails to deliver required deliverables within stipulated time, the consultant/ consulting/ research firm(s) needs to inform WaterAid intime with valid and acceptable explanation in written. Failing to this may evoke penalty clause at the rate of 0.5% for each day of delay.

## 9. Confidentiality

Information relating to evaluation of proposals and recommendations concerning awards will not be disclosed to the organisations who submitted the proposals or to other persons not officially concerned with the process, until the winner has been notified with award of the contract.

## 10. Focal person

Syful Karim  
Programme Delivery Expert  
WaterAid Bangladesh  
Can be reached directly at: [syfulkarim@wateraid.org](mailto:syfulkarim@wateraid.org)

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## Terms of Reference

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### **Understand the impact of behavioural change communication interventions on Menstrual hygiene management knowledge and practices and development of BCC strategy under the building a resilient and sustainable apparel sector Project**

#### **1. Background of the project**

Menstrual Hygiene Management (MHM) is critical public health issue in Bangladesh, which impact on health, education and economic participation of women and adolescent girls. Many faces significant barriers that hinder their ability to manage menstruation safely, hygienically and with dignity.

The high cost of disposable sanitary pads forces many women and girls to rely on less hygienic alternatives like using cloth for longer time. Using cloth considered unhygienic if not properly managed, as it may harbour bacteria and fungi, increasing the risk of infections. Inadequate washing and drying practices, especially in unsanitary conditions, can lead to contamination and irritation. Furthermore, prolonged use of the same cloth without proper cleaning can elevate the risk of serious health issues, including toxic shock syndrome. Women and girls in rural areas and urban slums often struggle to balance their budgets with the need for menstrual products, often compromising hygiene and comfort.

Inadequate private, well-ventilated spaces for washing and drying menstrual materials prevents hygienic practices. On the other hand, cultural norms, and stigma impose restrictions on food, movement, and activities during menstruation, further isolating women and limiting their access to resources. This isolation discourages open discussions about menstrual health, making it harder for women and girls to access necessary resources.

There is minimal awareness of alternative menstrual health management products, and proper management of alternative products. Many women misinformed about their safety and practicality. Therefore, relationship between Sexual Reproductive Health (SRH) and Menstrual Hygiene Management (MHM) remains poorly understood in many communities due to deep-rooted stigmas and taboos. Discussions about menstruation and its connection to SRH, such as fertility, hygiene, and reproductive health risks, are often avoided, leaving critical knowledge gaps unaddressed. This silence perpetuates misinformation, limits access to care and impacts overall health and well-being. Furthermore, men and boys face significant challenges in understanding and engaging with Menstrual Hygiene Management, which further complicated the stigma surrounding menstruation.

It is important to note that addressing the above-mentioned challenges, normalising MHM and SRH related conversations is essential to empower women and girls for taking informed decision-making related to their SRH with accurate information, where the role of menstrual hygiene management related education is undeniable.

To change the overall menstrual hygiene management practice and associated knowledge, with support from Lindex, WaterAid plans to implement MHM related BCC interventions in 10 communities (around 200HHs) and 10 schools at Savar region. This strategic addition will address critical gaps, empowering women through improved education, and enabling environment. The overall objective of the project is to improve the knowledge and practice of MHM and SRH among women and girls at communities and schools of lower income communities in Bangladesh.

**Expected project outcomes:**

1. Enhanced understanding and/or adoption of menstrual hygiene management (MHM) practices, and Sexual Reproductive Health (SRH) among adolescent girls, women, and the broader community
2. A more supportive and enabling environment created for MHM, fostering gender equity, and reducing stigma and malpractices around menstruation.

**2. Objective of this assignment**

The overall objective of the assignment is to identify the training needs of community members, including school-going boys and girls, to assess the impact of project interventions on improving menstrual hygiene management (MHM) and sexual and reproductive health (SRH) practices and knowledge within the targeted communities and educational institutes and developing a BCC strategy based on the training needs assessment.

Specific objectives are;

- To conduct a training need assessment (TNA) to understand the existing MHM practices, perception, determine the training needs in relation to MHM services for women and girls.
- To develop a Behaviour Change Communication (BCC) strategy based on the TNA.
- To design and develop context specific hygiene behavior change communication materials (HBCC) focused on MHM and SRH.
- Conduct training of trainers on the HBCC content to capacitate the project staff for conducting sessions.
- Understand the impact of the project intervention on improving MHM and SRH practices and knowledge among women, as well as the participation of men and boys in supporting MHM practices and addressing the needs of women and girls.

**3. Scope of work in this assignment****Training needs assessment**

- Design methodology and data collection tools in consultation with WaterAid Bangladesh.
- Collect and analyze primary data
- Prepare and share training needs assessment report and collect feedback from WAB

**Development and customization of HBCC materials**

- Develop a BCC strategy based on the training needs assessment
- Review existing MHM related HBCC materials developed by WaterAid
- Develop and design required HBCC materials (e.g., brochure, flip charts, stickers, message boards, etc.) to promote proper MHM and SRH based on the requirement of different participants and findings from the recent MHM related studies and training needs assessment and review of existing documents.
- Conduct ToT for local project staff on delivering sessions and campaigns on MHM and SRH.

**Impact assessment**

- Design methodology and data collection tools for the impact assessment in consultation with WaterAid Bangladesh.
- Prepare post intervention assessment report which will demonstrate the impact of project interventions.
- Address all the feedback and submit the final report with all data set and syntax.

The scope of work is not limited to this, and the consultant is welcome to suggest additional areas based on their understanding of the assignment.

#### 4. Timeline

The contract will be valid till **31 December 2025** after the signing of agreement. Breakdown of key activities for completion of this task is as follows:

Activities	Timeline (to be filled during proposal submission and used as Gantt chart)
Signing of agreement	
Develop data collection tools for TNA	
Inception report	
Training on data collection tools and Data collection	
Data analysis and Final submission of TNA report	
Develop draft concept of BCC strategy and review of HBCC materials	
Conducting ToT for project staff	
Addressing feedback and finalising HBCC contents and BCC strategy	
Finalising the BCC strategy	
Finalising the HBCC designs addressing feedback	
Develop data collection tools for post-assessment	
Training on data collection tools and Data collection for post-assessment	
Data analysis and Final submission of post-assessment report	
Presentation on study findings	

#### 5. Deliverables

The Consultant is expected to deliver the following outputs:

- Inception report containing literature review, final methodology, team composition, all required data collection tools, detailed work plan, analysis plan, samples of HBCC materials, etc.
- A well-written draft TNA report organized according to assessment objectives and containing detailed findings.
- A detailed final TNA report containing interesting findings, recommendations and conclude with sections of limitations and synthesis of key issues.
- An in-depth behavioural change communication (BCC) strategy based on the TNA findings.
- Flip charts, brochures, message boards, stickers, etc. document on MHM and SRH and provide their printable and digital version for online publication for different audience (i.e girls, women, men, boys, other stakeholders/ community leaders)
- Training of local project staff on MHM and SRH.
- Data collection tools and analysis plan for post-assessment.
- Detailed final post assessment reports not exceeding 50 pages (excluding Annexes) containing interesting findings, recommendations and conclude with sections of limitations and synthesis of key issues.
- Hardcopy (01) and Softcopy of all the final reports including all data (raw and clean database of both qualitative and quantitative data)



The report must be submitted with but not limited to the following sections below:

1. Cover Page	2. Table of content	3. List of abbreviation & acronyms	4. Execution summary
5. Introduction	6. Background	7. Approaches and methodology	8. Limitations of the baseline study
9. Findings and the discussion	10. Synthesis of key issues (analysis of major indicators of result matrix)	11. Conclusion and Recommendations	12. References

## 6. Contact person

Syful Karim from WaterAid Bangladesh will be available to answer any query or clarification you might have regarding this RFP at [syfulkarim@wateraid.org](mailto:syfulkarim@wateraid.org);

## 7. Expected competency

Interested consulting firm/individual consultant is expected to have the following competencies and experience:

- At least 8-10 years of experience in conducting mix method studies/surveys in the areas of WASH, health, and education in urban setting
- The team must have people with experience in developing BCC strategies, and tools, conducting studies on BCC interventions, etc.
- Experienced in developing audio-visual documents in the areas of WASH and health
- Skilled in developing quantitative and qualitative methods to conduct the study
- Competency in writing good quality reports in English

## 8. Mode of payment

WaterAid will issue a work order and the individual/organization will submit an invoice based on the work order and actual consumption. The payment will be made in three installments-

Installments	Percentage	Time
First installment	20%	After submission of inception report, containing detailed data collection tools and methodology
Second installment	40%	After submission of TNA Report and BCC materials designs including the BCC strategy
Third installment	40%	After submission of all final deliverables including the post-assessment report

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**SECTION – 3 PROPOSAL SUBMISSION TEMPLATE**

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- 3A. Forwarding letter format
- 3B. Suitability for the Assignment
- 3C. Understanding of the Assignment
- 3D. Implementation Strategy
- 3E. Team Composition
- 3F. Relevant Experience
- 3G. Company Profile
- 3I. Ethical Practice

### 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 Sir:

We the undersigned are offering to provide the following assignment in accordance with your Request for Proposal (RFP) dated [*Date*] on '[*Subject*]'.

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:

## Technical Proposal

### **3B. Suitability for the Assignment**

(please mention competencies of your organization that strongly support for this assignment in maximum one-page)

### **3C. Understanding of the Assignment**

(please provide one-page concept note on over all understanding of the assignment)

### **3D. Implementation Strategy**

#### **- Methodology**

(please describe about the methodology/approach to be adopted or applied to collect, analysis, evaluate the data)

#### **- Deliverables**

(please specify the major deliverable to be achieve from the study)

#### **- Work Plan**

(please provide detail work plan with work chart)

### **3E. Team Composition**

(please provide short BIO of the proposed key team members in below format)

#### **- CV of Proposed Key Team Members**

Name	
Role of this Assignment	
Academic Background	
Professional Summary	<i>(a brief overview summarizing your expertise for the proposed position. Mention your years of experience, key sectors, and expertise for the proposed position)</i>
Professional Experience	<i>(please mention your last five relevant experiences for the proposed position; it can be either narratives or tabular format)</i> <i>Professional Experiences should include the following:</i> <ul style="list-style-type: none"><li>- Name of the organization and job title</li><li>- Duration</li><li>- Key responsibilities</li></ul>
Publications	<i>(please mention maximum five relevant publications and provide accessible links to the output. In the case of a confidential project report, share the link to the executive summary of the report)</i>

### **3F. Relevant Experience**

*(relevant services carried out in the last three tears 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)	Completion date	Client name with contact details

**3G. Company Profile**

*(Please attach portfolio and other relevant documents maximum)*

**3H. Ethical Practice**

(please specify, Safeguarding, Health & Safety)

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

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**4A. Summary of budget/costs, including narratives**

**4B. Legal Document**

**4A. Summary of budget/costs, including narratives**

(The financial budget summary should be prepared in line with below guidance)

- A separate forwarding letter for financial proposal may or may not be submitted.
- Budget for the assignment should be broken down into individual items covering all logistical, travel, accommodation, staff, equipment and other costs.
- The financial proposal should clearly identify, item wise cost for the assignment with necessary details. **The budget must be including applicable AIT; however, VAT can be mentioned separately at the bottom on total budgeted amount.** WaterAid Bangladesh shall deduct VAT and Tax at source as per government rules.
- Apart from the activities mentioned in this RFP, the consultant is expected to list any other/additional services WaterAid shall be receiving under this agreement.
- **Calculation Format (please maintain below format for your financial budgeting)**

Name of item/deliverables	Unit Price	Total Price
<b>Component -01</b>	xxxxxx	xxxxxxxxxx
a.		
b.		
c. (please add more rows as required)		
<b>Component -02</b>	xxxxxx	xxxxxxxxxx
a.		
b.		
c. (please add more rows as required)		
<b>Component -03</b>	xxxxxx	xxxxxxxxxx
a.		
b.		
c. (please add more rows as required)		
<b>Component -04</b>	xxxxxx	xxxxxxxxxx
a.		
b.		
c. (please add more rows as required)		
<b>Component -05</b>	xxxxxx	xxxxxxxxxx
a.		
b.		
c. (please add more rows as required)		
<b>Sub-Total (including AIT)</b>	<b>xxxxxx</b>	<b>xxxxxxxxxx</b>
Applicable VAT 15%	xxxxxx	xxxxxxxxxx
<b>Gross Total</b>	<b>xxxxxx</b>	<b>xxxxxxxxxx</b>

**4B. Legal Document**

Please attach all updated legal documents mentioned below:

- Copy of Trade License
- Copy of TIN certificate
- Copy of BIN certificate
- Copy of PSR (last tax return submission acknowledgement slip) and
- Bank Detail or Copy of Cheque Leaf

## **Annex 1: Overall Project Activities and Targets**

### **Project Activities**

- a. Development and customisation of MHM and SRH knowledge materials.
- b. Awareness sessions on MHM and SRH at School.
- c. Awareness sessions on MHM and SRH at community.
- d. Comprehensive awareness campaign on MHM and SRH.
- e. Selection and capacity development of change agents and MHM leaders.
- f. Progress review meeting with Change agents and MHM leaders.
- g. Capacity building of local level stakeholders on MHM and SRH issues.
- h. Periodic meeting with local level stakeholders.

### **Project Target Population:**

- 2000 adolescent girls reached with MHM awareness messages at schools
- 450 additional women reached with MHM and SRH messages at communities
- 600 boys sensitised on MHM and supportive role at schools
- 225 men sensitised on MHM, SRH and supportive role at communities
- 10 change agents capacitated in communities
- 10 MHM Leaders developed in school