

**27 May 2025**

## **REQUEST FOR PROPOSAL (RFP)**

# **Promoting Youth-Led Innovative Solutions for Efficient Public Service Delivery in Water and Solid Waste Management: NextGen Water and Waste Innovation**

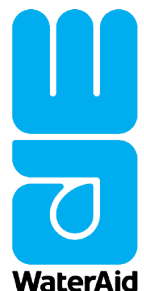
### **Proposal submission deadline: 21 June 2025**

Interested consultant/ consulting/ 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 04 June 2025 **at Microsoft Teams**. If you are interested to join, please communicate. The focal person for this assignment is Saiduzzaman Pulak ([saiduzzaman@wateraid.org](mailto:saiduzzaman@wateraid.org)) to answer queries.



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## SECTION - 1 : INFORMATION TO ORGANISATIONS

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### 1. Introduction

- 1.1 All interested and eligible consultant/consulting/ 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 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.

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: **'NextGen Water and Waste Innovation'**

4.2 Proposals submitted to any other e-mail account except the above will not be accepted.

4.3 Submission of proposal after the deadline **21 June 2025** will not be accepted.

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.

4.5 The technical proposal ideally should not exceed 30 pages.

The financial proposal should not exceed 5 pages.

CVs should not exceed 3 pages per Consultant/Expert.

Organisational/individual profile should not exceed 10 pages.

#### 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 The final selection will be done following a Quality and Cost Based (QCBS) method. This will be done by applying a weight of 80% and 20% respectively to the technical and financial proposal respectively. However, the financial evaluation will be made only for the technically qualified bidders.

- **Technical Proposal: 80**

- Technical Proposal with detailed methodology: 25
- Composition of the team: 15
- Relevant work experience: 15

- Work plan and overall quality of the proposal: 10
  - Oral presentation on the proposal: 15  
(Only for the top three shortlisted bidders)
  - Financial proposal with a detailed breakdown: 20
  - 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

- 6.1 There will be an online **(MS Teams) pre-bid meeting at 11:00 AM, on 04 June 2025** to brief the objectives of the assignment and answer related queries, Interested entities are requested to notify via email to [Saiduzzaman@wateraid.org](mailto:Saiduzzaman@wateraid.org) by 03 June 2025, to join the meeting. The link will be provided in response to the notifying email by 10 AM on 04 June 2025.

## 7. Presentation and Negotiation

- 7.1 Once the proposals are evaluated, only the shortlisted consultant/agency/ research firm will be contract for next process for presentation or further clarifications. However, if any bidder does not communicate within 60 days, the proposal will be treated as un-successful.
- 7.2 WaterAid Bangladesh may enter into negotiation with one or more bidders before final selection. If negotiations fail, WaterAid Bangladesh will then invite those organisations /individuals whose proposals received the next highest score. If none of the invited proposals led to an agreement, a new RFP will be called upon.
- 7.3 The presentation and negotiations may include a discussion on the proposed methodology, workplan, staffing, costing, or any suggestions made by the bid participating organisation(s) to improve the terms of reference.

	7.4	WaterAid Bangladesh and the contracted organisation/ group of individuals may revise the RFP which should be incorporated final contract document.
<b>8. Notification of Award</b>	8.1	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.
<b>9. Penalty clause</b>	9.1	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.
<b>10. Confidentiality</b>	10.1	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.
<b>10. Focal person</b>	11.1	Saiduzzaman Pulak Private Sector Engagement Specialist - GO4IMPact Can be reached directly at: <a href="mailto:saiduzzaman@wateraid.org">saiduzzaman@wateraid.org</a>

## **Promoting Youth-Led Innovative Solutions for Efficient Public Service Delivery in Water and Solid Waste Management: NextGen Water and Waste Innovation**

### **1. Background**

Bangladesh has made significant strides in economic growth and poverty reduction, yet it continues to face critical challenges in public service delivery, particularly in water and solid waste management. As the seventh most climate-vulnerable nation globally, the country experiences severe environmental pressures, including rising sea levels, salinisation, groundwater depletion, biodiversity loss, and recurrent floods. Although 65% of Bangladeshi population is of working age<sup>1</sup>, a large proportion of youth remain unemployed or out of education. The United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP) reports that a significant number of Bangladeshi youth aged 15–24 fall under the NEET (Not in Employment, Education, or Training) category<sup>2</sup>. Furthermore, the Department of Narcotics Control estimates that 80% of drug addicts in Bangladesh are adolescents and young men aged 15–30<sup>3</sup>, highlighting an urgent need for youth engagement in productive and sustainable pathways.

Recognising these challenges, the Government of Bangladesh (GoB) has prioritised decentralisation and local governance, strengthening the capacity of sub-national institutions to implement policies and improve state-citizen engagement. In response, the Embassy of Switzerland in Bangladesh has launched the GO4IMPact: Improved Climate Resilient Public Service Delivery through Local Government Institutions program in the water and solid waste management sectors. The program, jointly implemented by WaterAid and Swisscontact, aims to enhance equitable, climate-resilient service provision at the local level. The project addresses key challenges in policy implementation, public engagement, and service efficiency, particularly in climate-vulnerable areas. It emphasises the role of local governments, communities, and private sector actors in developing innovative, locally-driven solutions that contribute to a more resilient and environmentally sustainable future.

To further catalyse innovation in tackling these challenges, WaterAid has established an innovation platform called WeSolve, a space dedicated to support diverse innovations that respond to pressing global crises. WeSolve is supporting the NextGen Water and Waste Innovation idea generation challenge, aimed at improving water and waste management services, with a vision to expand into other related issues. The challenge invites young innovators, entrepreneurs, and researchers to

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<sup>1</sup> <https://thefinancialexpress.com.bd/views/demographic-dividend-a-roadmap-to-progress-1600268169>

<sup>2</sup> <https://www.tbsnews.net/bangladesh/covid-impact-lingers-bangladesh-youth-unemployment-rate-one-highest-report-778162>

<sup>3</sup> <https://banglajol.info/index.php/MEDTODAY/article/download/17927/12545>

contribute their ideas to help solve local water and waste management issues. Through this challenge, participants will focus on:

- Innovation & Entrepreneurship: Developing sustainable business models in Solid Waste Management (SWM) and Integrated Water Resources Management (IWRM) as part of public service delivery in Local Government Institutions (LGIs).
- Advocacy & Policy Engagement: Encouraging youth participation in governance and ensuring accountability in public services.

To achieve these goals, GO4IMPact will collaborate with a consulting firm to design and implement the NextGen Water and Waste Innovation challenge. This challenge aims to identify and support innovative solutions from youth, fostering sustainable business models that improve local public service delivery and promote good governance in LGIs' project areas.

## **2. Objectives of the assignment**

The challenge aims to empower youth by fostering innovative entrepreneurship in climate-resilient water and solid waste management. This challenge focuses on designing and implementing a structured, high-impact program that equips young individuals with the necessary resources to develop and scale sustainable solutions.

The key objectives of the challenge are to:

- Design and implement a structured youth-focused business incubation program.
- Promote youth entrepreneurship through outreach and selection events.
- Engage stakeholders and strengthen collaboration between the private sector and Local Government Institutions (LGIs).

## **3. Scope of work**

The project expects a well-structured proposal with clear methodological explanations, a defined process flow, and a detailed implementation plan with estimated outcomes. The selection process should ensure a sufficient number of applications to identify the top list of youth led innovative solutions. While following the given scope of work, applicants are encouraged to incorporate innovative approaches and align the proposal with the expected results.

### **3.1. Outreach & Promotional Campaign**

#### **A) Develop a strategic outreach plan**

- Design a targeted outreach strategy to maximise applications from youth (ages 18-35 preferably) interested in innovation, entrepreneurship, and climate-resilient solutions.
- Utilise digital and on-sight outreach methods to reach potential number of applicants.
- Ensure media coverage (print and digital) throughout the event.
- Adjust strategies as needed to ensure diverse participation from different communities and backgrounds.



B) Design and development of promotional materials

- Create engaging, visually appealing content for social media, print, and digital platforms (flyers, infographics, posters, banners, etc.).
- Develop customised messaging to appeal to youth from diverse backgrounds, including students, local entrepreneurs, and grassroots innovators.

C) Execute the on-site outreach campaign

- Conduct outreach activities across key target locations:
  - **Project locations:** Satkhira Paurashava, Shyamnagar, Assasuni, Naogaon Paurashava, Dhamoirhat Paurashava, Dhamoirhat, and Niamatpur.
  - **Educational institutions:** Educational institutions in Khulna and Rajshahi city corporations, such as Khulna University (KU), Khulna University of Engineering & Technology (KUET), Rajshahi University (RU), and Rajshahi University of Engineering & Technology (RUET) and others.

D) Leverage partnerships for extended reach

- Collaborate with local government institutes and relevant line agencies to ensure institutional support for the challenge.
- Engage educational institutions (university-level), youth organisations, local business associations, and media outlets to amplify outreach efforts.

E) Monitor & report

- Track engagement metrics to assess reach and effectiveness of the campaign.

3.2. Social Media & Digital Engagement

A) Develop & manage NextGen Water and Waste Innovation's digital presence

- Establish and manage a dedicated social media presence (Facebook Page, LinkedIn Group, and WhatsApp/Telegram Channel).
- Ensure consistent promotion and engaging storytelling across all digital platforms.
- Post updates regularly, including event announcements, deadlines, etc.

B) Execute targeted social media campaigns

- Design and launch paid and organic campaigns to reach youth across universities, local communities, and innovation networks.
- Use interactive content such as polls, Q&A sessions, and live discussions to engage participants.
- Ensure content is accessible in both Bangla and English to maximise inclusivity.
- Engage social media influencers who are popular among youth, especially at the local level.

C) Develop & share in-house multimedia contents

- Develop 1–2-minute informational videos on:
  - Key themes of the NextGen Water and Waste Innovation Challenge & GO4IMPact.
  - Success stories from similar challenges, locally and globally.
  - How youth-led innovations can impact IWRM and SWM.
  - The role of local government institutions in service delivery.
- Design infographics, reels, and short-form content optimised for Facebook, Instagram, LinkedIn, TikTok, YouTube, etc.

#### D) Monitor, analyse & optimise digital engagement

- Track key metrics, including reach, engagement, conversion rates (applications submitted), and audience demographics.
- Provide periodical social media analytics report with insights and recommendations.
- Adjust campaign strategies as needed to improve outreach and impact.

### 3.3. Application Management & Selection Process

#### A) Develop an accessible & user-friendly application platform;

- Propose an online application portal that allows easy submission of ideas.
- Ensure that the platform supports mobile-friendly access for applicants in remote areas.
- Include a section for applicants to upload videos, presentations, or prototypes to showcase their ideas.
- Offer an alternative submission option (email or offline drop-off points) for applicants with limited digital access.
- Application language can be both Bangla and English.
- Engage judges from relevant specialisation.

#### B) Application Outreach & Management

- Promote the application process through social media, university networks, and community outreach.
- Provide clear instructions, FAQs, and informational footages to help applicants understand the selection criteria.
- Set up a helpdesk to assist applicants with queries over email or phone.

#### C) Design a Multi-Stage Selection Process

The selection process will include:

- Stage 1: Initial Screening – Applications will be reviewed for eligibility and completeness.
- Stage 2: Expert Evaluation – A panel of industry experts, local government representatives, and mentors will assess submissions based on innovation, feasibility, GO4IMPact alignment, impact, and scalability. The experts will make a shortlist for the next stage.

- Stage 3: Selection Events – Shortlisted applicants will pitch their ideas at regional selection events in any of the following locations: Dhaka, Satkhira, and Naogaon. Expert judges will finalise top 20 teams/individuals.
- Stage 4: Idea to prototype in Bootcamp – The top 20 teams or individuals will be engaged in an intensive bootcamp to refine their business models, business plans, and make prototypes along with implementation plans.
- Stage 5: Final Selection Event in Dhaka – A final jury board will be finalised, and they will judge the top 20 teams or individuals. From the final selection event top 10 innovations will be finalised for funding and implementation in the targeted project locations.

#### D) Organise Selection Events & Pitch Competitions

- Develop a clear, merit-based evaluation rubric for scoring applications in consultation with Water Aid.
- Assemble an independent selection committee composed of subject matter experts, industry leaders, and government representatives in consultation with Water Aid.
- Ensure gender balance, regional representation, and inclusivity in the selection process.
- Publish selection criteria and results publicly to maintain transparency.
- Plan and execute three regional pitch competitions where shortlisted applicants present their ideas before a jury.
- Facilitate jury deliberations and transparent selection processes.
- Document the events and capture insights for promotional content.

#### E) Communicate Selection Outcomes & Provide Feedback

- Notify applicants of their selection status through official emails, SMS, and social media announcements.
- Offer constructive feedback to unsuccessful candidates to support future opportunities.
- Top 10 teams who will not be selected for the next level, will be recognised with a certificate and BDT 20,000 worth award.

### 3.4. Sponsorship & Partnership Development

- Identify potential corporate sponsors, development organisations, local businesses, and investment networks aligned with the NextGen Water and Waste Innovation Challenge's objectives.
- Develop a tiered sponsorship model (e.g., Platinum, Gold, Silver) to offer varied engagement levels for sponsors.
- Create a compelling sponsorship proposal package highlighting:
  - Opportunities for brand visibility & CSR alignment
  - Ways to support youth entrepreneurs (funding, mentorship, market access, incubation, etc.)
  - Recognition benefits for sponsors (e.g., event branding, speaking opportunities, social media promotion, etc.)

- Target businesses operating in water, waste management, sustainability, climate resilience, and innovation sectors.
- Secure financial and in-kind contributions to support any of the interventions:
  - Seed funding for winning ideas
  - Bootcamp & training sessions
  - Regional pitch events & networking forums
  - Ongoing mentorship and incubation support
- Collect and manage sponsor funds to effectively utilise sponsor support for the betterment of the program.
- Engage banks, microfinance institutions, and venture capital networks to explore access to finance for youth-led innovations.
- Connect selected youth entrepreneurs with potential buyers, investors, and corporate partners.
- Work with government agencies and trade associations to help participants navigate regulatory frameworks and access industry networks.
- Explore partnerships with local government institutions and development agencies to align the NextGen Water and Waste Innovation Challenge with policy priorities.
- Ensure integration of NextGen Water and Waste Innovation entrepreneurs into existing local economic development initiatives.
- Seek support from media organisations to amplify the NextGen Water and Waste Innovation Challenge's impact through press coverage, interviews, and storytelling campaigns.
- Coordinate regular updates and engagement meetings with sponsors.
- Ensure proper branding and acknowledgment for sponsors in all materials.
- Organise "Investor & Partner Networking Events" where sponsors can interact with youth entrepreneurs.

### 3.5. & Business Incubation

#### **A. Regional selection Event:**

Plan and execute three (03) regional selection events in Naogaon, Satkhira and Dhaka, where shortlisted applicants will present their ideas.

- Ensure event logistics, venue arrangements, and facilitation of expert jury panels.
- Provide pre-event coaching to help participants refine their pitches.
- Facilitate judging and deliberations, ensuring a fair and transparent selection of finalists.
- Capture event highlights through video documentation and media coverage.
- Invite key stakeholders, including investors, government representatives, and corporate partners.
- Locations for Selection Events:
  - Dhaka – For applicants residing in Dhaka (ideas must be implemented in project areas).

- Satkhira – For applicants from and implementing in Satkhira.
- Naogaon – For applicants from and implementing in Naogaon.

#### **B. Bootcamp:**

Organise a three-days bootcamp for the top 20 selected teams (team participation limited to two person per team)/ individuals/ innovations to:

- Develop their ideas into scalable business models.
- Strengthen their financial and investment strategies.
- Provide training in business pitching, storytelling, and market expansion.
- Share knowledge from industry experts, mentors, and successful entrepreneurs.
- Ensure the bootcamp includes interactive workshops, peer-to-peer learning, and networking sessions.
- Assign business mentors to each team for personalised guidance.

#### **C. Final Selection Event:**

Host the final selection event where the top 20 teams will present their refined business models. Through this event top 10 teams will be selected and be awarded with seed funding/investment and or support for further refining their ideas.

- Ensure a high-profile panel of judges, including corporate sponsors, investors, educators, and policymakers, etc.
- Secure media coverage to amplify visibility of the winners.
- Manage event planning, venue selection, and coordination with stakeholders.
- Provide travel support for selected participants, judges, and speakers, wherever required.
- Arrange logistics like, souvenirs, award items, and others as per proposed plan.

*\* The consulting firm is requested to use the scope of work as a guiding document while being encouraged to propose innovative ideas and develop the most efficient campaign and business incubation strategy.*

### **4. Implementation Areas & Outreach Locations**

To ensure maximum participation and awareness, the consulting firm will conduct outreach activities targeting universities and key regional locations. The outreach campaign will focus on youth innovators, researchers, and aspiring entrepreneurs, with engagement strategies tailored for different locations. However, the solution would be implemented in the working location of the GO4IMPact project.

#### **Key Outreach Activities:**

*University Engagement – Educational Institutions...*

- Organising awareness sessions, workshops, and networking events at universities.
- Collaborating with student entrepreneurship clubs, innovation hubs, and research faculties.
- Distributing promotional materials and facilitating information sessions.

#### *Community & Regional Outreach*

- Conducting community meetups and local engagement sessions in regional locations.
- Engaging local youth groups, NGOs, and business networks to expand outreach.
- Utilising digital and traditional media to ensure maximum awareness.

#### **Implementation Approach:**

- The consulting firm will develop localised outreach strategies to attract applications from diverse backgrounds, ensuring inclusivity and accessibility.
- Partnerships with universities, youth organisations, and local government bodies will be leveraged to enhance credibility and engagement.
- A combination of online and offline outreach will be used to ensure maximum reach and participation.

#### Business implementation Area (Project Working Area)

	<b>Satkhira</b>	<b>Naogaon</b>
<b>Paurashava</b>	Satkhira Paurashava	Dhamoirhat Paurashava
<b>Sub-districts</b>	Shyamnagar Upazila	Dhamoirhat Upazila
	Assasuni Upazila	Niamatpur Upazila

#### Outreach campaign Location: (Not limited to...)

	<b>Satkhira</b>	<b>Naogaon</b>
Mass outreach campaign for application	Satkhira Paurashava	Dhamoirhat Paurashava
	Shyamnagar Upazila	Dhamoirhat Upazila
	Assasuni Upazila	Niamatpur Upazila
	Khulna University (KU)	Rajshahi University (RU)
	Khulna University of Engineering and Technology (KUET)	Rajshahi University of Engineering and Technology (RUET)

### **5. Timeframe and Deliverables**

The timeframe of the assignment is 180 days (calendar) after signing the agreement. The contracted organisation/team will submit an inception report that includes final methodology and work plan with key milestones within first week of signing the contract. The inception report will be reviewed and approved by WaterAid.

**Table 1: Key deliverables and template for timeline setting**

SL	Milestone	Deliverable	Timeline
1.	Inception Report	<ul style="list-style-type: none"> <li>Detailed work plan with methodology, timeline, and implementation roadmap.</li> <li>Outreach, selection and event plan finalised.</li> <li>Stakeholder engagement strategy.</li> <li>First draft designs of promotional materials (flyers, infographics, posters, banners).</li> </ul>	20 July 2025
2.	Social media & Digital Engagement Established	<ul style="list-style-type: none"> <li>Social media platforms (Facebook, LinkedIn, WhatsApp, etc.) created.</li> <li>Informational videos &amp; success stories developed.</li> <li>Social media reach report submitted.</li> <li>Online application portal developed &amp; launched.</li> </ul>	15 August 2025
3.	Outreach & Promotional Campaign Launched	<ul style="list-style-type: none"> <li>Outreach strategy &amp; work plan finalised.</li> <li>Digital &amp; offline promotional materials printed.</li> <li>Outreach events &amp; university sessions conducted.</li> </ul>	
4.	Application Process onboarded	<ul style="list-style-type: none"> <li>Minimum application targets reached.</li> <li>Screening, shortlisting &amp; evaluation process conducted and selected eligible innovations for regional selection events. (At least 60 teams will be selected)</li> </ul>	
5.	Selection Events Completed	<ul style="list-style-type: none"> <li>Three regional selection events organised.</li> <li>Top 20 teams identified &amp; notified.</li> </ul>	01 October 2025
6.	Bootcamp & Capacity-Building Conducted	<ul style="list-style-type: none"> <li>High impact bootcamp planned &amp; executed.</li> <li>Training modules &amp; coaching sessions delivered.</li> <li>Business mentorship &amp; investor matchmaking initiated.</li> <li>Twenty teams ready for final selection event</li> </ul>	01 November 2025
7.	Final selection Event & Awards Completed	<ul style="list-style-type: none"> <li>Final selection event organised with panel of experts &amp; investors.</li> <li>Top 10 youth-led innovations selected for awarded.</li> <li>Winners are ready to start field implementation process.</li> </ul>	30 November 2025
8.	Media coverage	<ul style="list-style-type: none"> <li>Throughout the campaign, coverage in local, national and international (at least 2) print and digital media outlets are mandatory. Specify</li> </ul>	July-November 2025

		the list and number of media outlets in the technical proposal.	
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## 6. Reporting & Monitoring Requirements:

The consulting firm must provide the following reports at different stages of implementation:

- Monthly progress reports on outreach, selection, and engagement.
- Social media & digital engagement analytics report (quarterly).
- Selection & bootcamp progress reports detailing participation, challenges, and key insights.
- Completion report (covering each and every detail).

## 7. Mode of payment

The payment will be made in following four instalments:

Instalments	Percentage	Schedule for payment
<b>First</b>	20%	<input type="checkbox"/> After the acceptance of the inception report, including the revised methodology, work plan, and promotional material designs (Deliverable 1).
<b>Second</b>	20%	<input type="checkbox"/> Establishment of social media and digital engagement platforms (Deliverable 2).
<b>Third</b>	20%	<input type="checkbox"/> Completion of on-site outreach events and application screening (Deliverables 3 & 4).
<b>Forth</b>	20%	<input type="checkbox"/> Successful execution of three regional selection events (Deliverable 5).
<b>Fifth</b>	20%	<input type="checkbox"/> Completion of the final selection event and submission of the final report (covering each and every details) (Deliverables 6 & 7).

## 8. Expected competency

- Interested team of consultants/consulting/ firm(s) is expected to have the following competencies and experience:
- Proven experience in business incubation, startup acceleration, or entrepreneurship capacity-building programs.
- Knowledge of market linkages, investment strategies, and sustainable business models.
- Ability to provide mentorship, training, and networking opportunities for youth entrepreneurs.



- Experience in designing and implementing bootcamps, pitch competitions, and business coaching sessions.
- Understanding of funding mechanisms and investor engagement strategies.
- Experience in planning and executing entrepreneurship-focused events, hackathons, or business competitions.
- Capability to handle event logistics, branding, and participant coordination across multiple locations.
- Strong experience in conducting university and community-based outreach programs.
- Expertise in facilitating public-private dialogues, networking events, and investor forums.
- Ability to mobilise stakeholders, including government agencies, corporate sponsors, and media partners.
- Experience in developing and executing multi-platform social media strategies (Facebook, LinkedIn, Instagram, WhatsApp, etc.).
- Ability to produce high-quality multimedia content, including short videos, infographics, and success stories.
- Proven track record in managing paid and organic digital campaigns to attract youth participation.
- Knowledge of community management and engagement tactics for sustaining online networks.
- Experience in branding and visual identity development for entrepreneurship or social impact programs.
- Prior engagement in projects related to climate change adaptation, circular economy, or sustainability innovation.
- Experience in working with local government institutions, civil society, and community-based organisations.
- Understanding of policy frameworks and governance mechanisms related to water and waste management.
- Experience in designing and executing capacity-building programs for youth in climate governance.
- Ability to integrate climate resilience principles into business and entrepreneurship models.
- Proven experience in donor-funded projects is preferred.
- The firm must demonstrate the ability to manage multiple program components simultaneously.
- Capacity for impact measurement and reporting will be considered an advantage.
- Competency in writing high-quality reports in English.

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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 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)	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>	xxxxx	xxxxxxxxx
a.		
b.		
c. (please add more rows as required)		
<b>Component -02</b>	xxxxx	xxxxxxxxx
a.		
b.		
c. (please add more rows as required)		
<b>Component -03</b>	xxxxx	xxxxxxxxx
a.		
b.		
c. (please add more rows as required)		
<b>Component -04</b>	xxxxx	xxxxxxxxx
a.		
b.		
c. (please add more rows as required)		
<b>Component -05</b>	xxxxx	xxxxxxxxx
a.		
b.		
c. (please add more rows as required)		
<b>Sub-Total (including AIT)</b>	<b>xxxxx</b>	<b>xxxxxxxxx</b>
Applicable VAT 15%	xxxxx	xxxxxxxxx
<b>Gross Total</b>	<b>xxxxx</b>	<b>xxxxxxxxx</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