**29 June 2025**

REQUEST FOR PROPOSAL (RFP)

**Hiring Consultant/Firm to Conduct Customer Satisfaction Survey on Water Utility Services in CWASA Catchment Areas.**

**Proposal submission deadline: 07th July 2025**

Interested firms are requested to submit a financial proposal through email at WaterAid-Tender-TA@wateraid.org

The focal person for this assignment is **Md Mahmud Hasan** (MahmudHasan@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/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 section 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 the bidding documents and decide to hire consultant for partial work. |
| **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 organization, 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. Maximum budget for this assignment is BDT 1,100,000 (BDT Eleven Lac including VAT and Tax).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. |
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| **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 with subject line as follows: **“Conduct Customer Satisfaction Survey on Water Utility Services in CWASA Catchment Areas”**.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 **7th July 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. |
| **5. Proposal Evaluation** | 5.1 The evaluation committee will evaluate the study proposals in relation to the RFP and the TOR and applying the set evaluation criteria and point system.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 70% and 30% respectively to the technical and financial proposal respectively. However, the financial evaluation will be made only for the technically qualified bidders who obtained minimum 60% score.* Technical Proposal: 70
	+ Proposal with detailed methodology: 30
	+ Composition of the team: 15
	+ Relevant work experience: 15
	+ Work plan and overall quality of the proposal: 10
* Financial proposal with a detailed breakdown: 30

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.  |
| **6. Negotiation** | 6.1 Once the proposals are evaluated, WaterAid may enter into negotiation, if required, with one or more consultant/ consulting firm for final selection. 6.2 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). |
| **7. Pre-bid meeting** |  There will no pre-bid meeting. |

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| **8. Awarding of contract** |   | 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. |
| **9. Penalty clause** |   | The consultant/ consulting/ 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 in time with valid and acceptable explanation in written. Failing this may invoke a penalty clause at the rate of 0.5% for each day of delay. |
| **10. Confidentiality** |  | Information relating to evaluation of proposals and recommendations concerning awards will not be disclosed to the organizations 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. |
| **11. Focal person** |  | **Md Mahmud Hasan, Monitoring and Evaluation Expert,** WaterAid Bangladesh Can be reached directly at: MahmudHasan@wateraid.org |

# SECTION – 2 (Terms of Reference)

1. **Background**

Bangladesh's urban centers, particularly cities like Chattogram, are increasingly vulnerable to climate-induced challenges such as sea-level rise, salinity intrusion, and extreme weather events. These challenges severely impact the delivery and safety of urban water supply services. Recognizing the urgency of building resilient urban infrastructure in Chattogram, it is pivotal to enhance the capacity of local governments and stakeholders to provide inclusive, sustainable and safe water services to the urban poor and marginalized communities in Chattogram.

The Chattogram Water Supply and Sewerage Authority (CWASA) plays a vital role in providing essential water and sanitation services to the residents of Chattogram. As the city continues to grow and urban demands evolve, ensuring high-quality, reliable, and customer-focused service delivery has become increasingly important. In this context, assignment seeks to conduct a comprehensive customer satisfaction survey aimed at gathering valuable feedback from CWASA’s service users.

The purpose of this survey is to assess customer perceptions regarding the quality, reliability, accessibility, and responsiveness of CWASA’s services. By capturing the experiences and expectations of consumers across different areas of Chattogram, the study aims to identify both strengths and critical areas for improvement in service delivery. The findings of the survey can be utilized for relevant stakeholders to make informed, data-driven decisions to enhance operational efficiency, improve customer engagement, and align its services more closely with the needs of the people it serves.

**Target location and population:**

The population comprises of CWASA Catchment area and low income communities (residential, commercial and industrial).

Population will be calculated as per the MIS report of CWASA:

<https://cwasa.portal.gov.bd/sites/default/files/files/cwasa.portal.gov.bd/page/d28441c3_c3ba_4aee_8719_2cd888027894/2025-06-16-05-25-0ec693e483f6eafb832f9102b8f9ca88.pdf>

**2. Objectives:**

The primary objective of the satisfaction survey is to understand the quality of service and how much the customer is pleased with the service.

The specific objectives of this study are:

* To assess the level of customer satisfaction with CWASA’s water and sewerage services among residential, commercial, and institutional users.
* To capture perceptions of service reliability, water quality, responsiveness to complaints, billing transparency, payment options and ease of access.
* To identify service gaps and improvement areas in low-income communities and CWASA catchment zones.
* To examine customer awareness and use of digital platforms or grievance mechanisms (if available).
* To understand the customer base (age, gender, income, education, influence, information access and experience)
* To identify most appropriate communication channels to Customers by CWASA
* To provide actionable recommendations to inform future service improvements and potential areas of collaboration between WaterAid and CWASA.
* By working closely with CWASA staff developing a capacity in CWASA to understand how further studies can be completed

**3. Methodology**

The proposed study will employ mixed-method research methodologies. The consultant/firm is expected to develop appropriate quantitative and qualitative methods to meet the aims of the study. The assignment will require extensive desk review and analysis of data/information collected throughout the process of investigation. The process will be enhanced by structured questionnaire survey, and Focus Group Discussion (FGDs) of relevant stakeholders and project beneficiaries. The consultant is welcome to suggest additional research methodology including statistically significant sampling methods as per the merit of the assignment.

**4. Scope of work**

The selected consultant/firm will:

* Design the survey methodology, sampling plan, and tools (quantitative and qualitative).
* Carry out the survey work in the field using mWater to record the information and identify sample points
* Provision of tablets for field staff
* Conduct primary data collection with consumers from LICs and general CWASA service areas.
* Produce a comprehensive analytical report and presentations with disaggregated findings, key themes, and recommendations, using mWater to visualize findings which need to be presented to CWASA and WaterAid teams.

**5. Outputs / Deliverables**

The contracted organization/team is expected to deliver the following outputs:

* Inception report containing final methodology, final data collection tools, analysis plan and detailed work plan.
* A well-written draft report organized according to study objectives and containing detailed findings. A presentation to disseminate and validate the midline study findings with a wider audience.
* A detailed final report (Hardcopy (01) and Softcopy of the detailed final report) containing high quality executive summary (concise and well-articulated), key findings, recommendations, and synthesis of key issues.
* A presentation to CWASA SEM with an overview of the findings of the survey with analyses presented in a variety of ways and in particular mapped out onto CWASA supply area using data collected on mWater
* A detailed presentation of the findings given to WaterAid
* All data (raw and clean database of both qualitative and quantitative data) need to be submitted.

All reports must be presented to WaterAid Bangladesh, and comments to be accommodated accordingly. All reports and presentations to be in both Bangla and English

**6. Required competencies and experience:**

Interested team of consultants/consulting/research firm(s) is expected to have the following competencies and experience:

* Expertise in conducting quantitative and qualitative studies, and mixed-method studies.
* Experience in conducting large quantitative surveys using online-based data collection tools (Kobotoolbox, mWater, ODK).
* Expertise in conducting studies (Customers Satisfaction Survey, Baseline, Midline, Endline, Situation Analysis, and other thematic studies) in WASH sector or a similar context
* Sound skills in quantitative (SPSS, STATA) and qualitative data analysis (Atlas-ti, NVIVO).
* Expertise of working closely with utility staff
* High skill in data visualization and presentation techniques.
* Competency and track record of conducting impact assessment of WASH projects.
* Competent team for data collection (Hire the local enumerators) and analysis.
* Competency in writing good quality reports in English.

**7. Contents of the proposal**

Interested agency or individual consultant(s) shall submit their proposal containing the following:

* Technical proposal including comment on the ToR, detailed methodology to address the objective, detailed work plan, brief CV of the consultant(s) and organizational experience (only applicable for firm)
* Financial proposal with major break down of costs including VAT and TAX as applicable.
* Based on the competitive methodology and the financial proposal, agency or individual consultant will be awarded for the contract.

**8. Timeframes**

The assignment must be completed within 45 calendar days after signing of the contract. The following are the deliverables:

* Inception report (that includes literature review, methodology, team composition, timeline, and all required data collection tools), within 5 days of signing the contract.
* A draft report within 20 days of signing the contract.
* Presentation of findings to critical audiences for collecting and validating results within 30 Days of signing the contract.
* Final reports after incorporating all comments from WAB and other stakeholders (if applicable) including all data set, transcription, photos, success and case stories, and presentation within 45 days of signing the contract.

**9. Mode of payment**

The payment will be made as follows:

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| Instalment | Percentage | Condition |
| First instalment | 30% | After receiving the inception report and approved data collection tools.  |
| Second instalment | 30% | After receiving the draft report and presentation of key findings.  |
| Third instalment | 40% | After receiving the final report along with all data sets.  |