**WorldFish Bangladesh**

**Feed the Future Bangladesh Aquaculture and Nutrition Activity**

**Request for Proposal (RFP)**

**Feed the Future Bangladesh Aquaculture and Nutrition Activity of WorldFish is looking for a consulting firm to develop pictorial training module, training material and communication materials to promote gender balanced access to nutrition sensitive aquaculture practices.**

# **Background**

WorldFish is an international, non-profit research organization that harnesses the potential of fisheries and aquaculture to reduce hunger and poverty. In the developing world, more than 1 billion people obtain most of their animal protein from fish and 250 million depend on fishing and aquaculture for their livelihoods. The WorldFish mission is to strengthen livelihoods and enhance food and nutrition security by improving fisheries and aquaculture. We pursue this through research partnerships focused on helping those who stand to benefit the most—poor producers and consumers, women and children.

The Feed the Future Bangladesh Aquaculture and Nutrition Activity is a five-year award made by USAID to WorldFish in February 2018 and continue until February 2023. Its aim is to sustain positive aquaculture sector growth in Feed the Future Zone of Influence, covering twenty-one southern districts in Barisal Division (Barisal, Bhola, Jhalokati, Pirojpur, Barguna, Patuakhali), Dhaka Division (Faridpur, Gopalganj, Madaripur, Rajbari, Shariatpur), and Khulna Division (Jessore, Jhenaidah, Magura, Narail, Bagerhat, Khulna, Satkhira, Chuadanga, Meherpur, Kushtia) and resilience focused area Bandarban and Cox’s Bazaar district of Chattogram division.

**Goal:** The goal of the Activity is to achieve inclusive aquaculture sector growth through a market systems approach.

**The specific objectives are:**

**Objective 1: Increased productivity of aquaculture production systems**

Aquaculture development in Bangladesh has been constrained by a lack of high-quality seed and feed as well as poor management practices. To address these, the Activity, in collaboration with private sector actors, aims to i) increase the availability of improved fish seed, ii) increase the availability of affordable, high-quality fish feed and iii) increase adoption of best pond management practices.

**Objective 2: Strengthened aquaculture market systems, with particular attention to expanding opportunities for women and youth**

Aquaculture market growth has been driven by increased production. However, despite clearly expressed consumer concerns over farmed fish safety and quality, postharvest handling and market supply chains are poorly managed. The result is reduced profitability across many key aquaculture value chains, threatening the sustainable growth of the sector. Meanwhile, despite the growing importance of farmed fish to the national economy, the sector has little representation in policymaking bodies or ability to address consumer concerns. To address these issues, the Activity, in collaboration with private sector actors, will i) increase market linkages, ii) increase engagement of the private sector in aquaculture markets and iii) improve the enabling environment for inclusive aquaculture sector growth.

**Objective 3: Increased awareness and adoption of nutrition-related behaviors, with a particular focus on women and youth**

Despite considerable progress, undernutrition rates remain high for the poor and vulnerable. Poor dietary quality leads to inadequate consumption of key vitamins and minerals, contributing to childhood stunting, cognitive impairment, reduced productivity and lowered earning potential, thereby undermining national development. These issues can be addressed through increased consumption of fish; a rich source of micronutrients such as vitamin A, iron, calcium, zinc and essential fatty acids, particularly of children and pregnant and lactating women. The Activity will, in a gender-equitable manner, focus on i) increasing nutrition awareness and practices and ii) improving access to diverse and nutritious food.

**Targets**

1. 400,000 men, women and youth in the Feed the Future ZOI have improved access to better quality aquaculture inputs, services and/or market channels.
2. 30 percent increase in investment by the private sector in the Feed the Future ZOI in aquaculture production and markets related to inputs and services (seed, feed, production/market-related information, technology, etc.).
3. 30 percent increase in productivity from ponds and ghers in the Feed the Future ZOI.
4. 20 percent increase in the number of households adopting improved nutritional practices (consumption of nutritious food, dietary diversity and hygiene practices).

**In pursuit of these targets, the Activity will recruit a consulting firm/agency to a) develop/draw cartoon/images/pictures/sketch disseminating messages of gender and youth inclusiveness and b) use those pictures/images to i) develop pictorial training module on gender and youth inclusion in nutrition sensitive aquaculture for the Activity’s partner NGO staff, ii) develop pictorial training material for community participants (entrepreneurs and smallholder farmers) engaged in aquaculture, and iii) Develop communication materials for community level users promoting gender balanced practices in nutrition sensitive aquaculture.**

**The basic content (text) for the training module will be provided to the firm from WorldFish but this content needs to be applied by the firm to develop final content along with creative designs targeting appropriate audience.**

1. **Objectives**
2. To develop *cartoon-images/pictures* to influence gender inclusive behavior of private sector organizations/companies in aquaculture (usable and high resolution format for using in different training/meeting presentations/exhibition) and community awareness.
3. To develop a *pictorial training module* for Activity’s partner NGO staff for community level training on gender inclusive behavioral change towards gender and youth inclusion in nutrition sensitive aquaculture and nutrition knowledge development.
4. To develop a *pictorial training material* on gender and youth inclusion in aquaculture and nutrition activities for smallholder farmers at community level
5. To design and develop *communication materials with pictorial messages* on sharing unpaid care work at household level, gender equity in market mobility, and gender equal nutrition messaging, intra household food distribution, and challenging gender stereotypes in aquaculture practices.
6. **Scope of work**

The consulting firm/agency will work in close coordination with the Feed the Future Bangladesh Aquaculture and Nutrition Activity teams relevant to gender and youth, nutrition, market systems, communications, and environment to undertake the tasks outlined in section F (Methodology and activities).

**Deliverables**

The consulting firm is expected to deliver the following key outputs:

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| --- | --- | --- | --- | --- |
| # | Item | Target Audience | Description | **Number of deliverables** |
| 1 | Images developed under the contract, in a usable form for future use in training materials, presentations and souvenirs. | Private Sector Actors of Aquaculture Sector, NGO Staff, Community Participants (Smallholder farmer households) | Digital HD images in JPEG and Ai format on: men in unpaid care work (at least 10), women’s mobility in the market (at least 10), rebutting arguments against gender inclusion in market systems (at least 10), gender balance in private sector of aquaculture (at least 10), Gender Stereotypes in aquaculture (at least 10), Men and women in nutrition knowledge and practice (at least 10), Strong/inspiring women in communities (at least 20), Young women and Young men entrepreneurs (at least 10) Others (20)  Language of Dialogues in the pictures: Bangla and English, two versions. | To be decided from the proposals (can be categorised for different audiences and on sub-topics) |
| 2 | Pictorial Training module on gender and youth inclusive aquaculture and nutrition for Activity’s partner NGO staff for community level training | NGO staff (Partner NGO staff of Feed the Future BANA will read this module to train the community participants. This is only for guiding the facilitators, trainees will not see it) | Page: 32  Size and material: expected from the firm in the proposal  Language: Bangla  Pictures on:  Happy family and Sad family Role plays (Intra household food distribution, decision making, sharing household chore etc.), Listening Exercises Role Play, Aquaculture Decision Making (Gendered vs practicing equality), Women playing strong roles in aquaculture, women playing non-conventional roles in aquaculture, Facilitators practicing equality in facilitation. | **1 module, 200 copies.** |
| 3 | Pictorial training material on gender and youth inclusive nutrition sensitive aquaculture for community level training at rural areas of ZOI. | Smallholder farmer households in ZOI (Partner NGO staff of BANA will use/show this to community participants/trainees) | Language: Bangla  Size and material should be useful for field facilitators to carry in the field and conduct facilitation in courtyard sessions. The material should be visibly and contextually communicative to the community participants. Idea expected in the proposal | **1 material, 200 copies.** |
| 4 | Designs for field communications materials with pictorial messages, e.g.; shopping bags, and Stickers/Wall Clock etc. for the partner’s field staff and community people for generating awareness on gender inclusiveness around **decision making and engagement in aquaculture, market mobility, nutrition knowledge and practice, intra household food distribution, sharing household chores/unpaid care work challenging gender stereotypes.** | Smallholder farmer households in ZOI (will be disseminated among community participants to challenge stereotypes and promote gender balanced practices in nutrition and aquaculture) | Something useful for the smallholder farmer households. Ideas expected in the proposal. | **2 materials (2000 copies of the material for community participants, 300 copies of the material for private sector partner staff)** |

1. **Contract length and time period for deliverables**

Start date and duration: The firm will carry out the tasks within 30 working days spread in two months from signing of agreement (26June- 31 August 2019)

| **Milestones** | **Due date** |
| --- | --- |
| 1. Hold consultation meeting with Activity teams on the context and content of the module and communications materials | Within seven days after signing the contract |
| 1. Submit workplan for the process of development of module and field communications and training materials | Within three days after consultation meeting |
| 1. Deliver sketches/cartoon images/pictures developed in usable format | Within fifteen days after work plan submission |
| 1. Deliver final draft of pictorial training module | Within fifteen days after submitting the pictures |
| 1. Deliver the final draft of pictorial training material for community participants | Within ten days after submission of training module |
| 1. Deliver final design of communications materials for private sector partners and community participants. | Within ten days after submission of training materials |
| 1. Deliver final products (mentioned in section C) approved by WorldFish | Within 60 days of signing the contract |

1. **Evaluation**

Interested agencies need to submit both financial and technical proposals to avail this contract.

1. **Technical proposal parameters**

The technical proposal will include proposed activities and ideas to achieve the above objectives to come up with the mentioned deliverables. All the activities and deliverables require specific timeline to be maintained including feedbacks from WorldFish for all the draft deliverables. The creative expertise of team and clear planning for quality deliverables need to be reflected in the proposal.

In order to be considered for this opportunity, proposals must include the following:   
I. Brief profile – Capability statement including profiles of professionals/staff to be engaged with this activity.    
II. Client list – Mention only the relevant ones. Names, company or organization, contact information of three recent (within the past 2 years) companies/organizations that you have worked for.   
III. Sample of creative/pictorial knowledge materials produced for any non-profit purpose (provide online links).

iv. Contact detail of three referees.

1. **Financial Proposal**

Agencies need to submit a financial proposal that include separate pricing breakdown for each of the deliverables. The pricing must include applicable tax and vat rates. The proposal must include another price breakdown for production costs.

**F. Methodology and activities**

* Desk review of program documents.
* Consultation with Activity teams; Nutrition, Grants, Market Systems, MEL, Gender and youth, Environment, Communications.
* Develop/draw pictures, pictorial module and material with guidance on effective application of the training methods and material, and communications materials appropriate for the audiences.

In order to develop pictorial training module on Gender and Youth Inclusiveness the consulting agency should:

1. Review concurrent relevant documents on aquaculture**,** nutrition and gender
2. Assess target audience capacity in adopting the content
3. Identify and suggest effective methods/tool for delivering the training to the target audience
4. Identify specific effective communication messages for developing communication tools and materials
5. Develop indicators to monitor the performance of field training and communications tools
   1. **Role of the consulting agency/consultant: The agency/consultant will**

* Collect relevant documents from the Activity teams and accomplish the assignment as per set objectives
* Hire professional artist to sketch the required figure for developing a catchy and quality training module and as well as communication materials
* Deliver the products accordingly as mentioned in section D
  1. **Role of the Feed the Future Bangladesh Aquaculture and Nutrition Activity team**
* Orient the consulting agency/individual regarding the assignment
* Provide necessary documents with messages to be delivered through pictorial tools and materials

# **Qualification of the Consulting firm/Agency**

* Have a feminist mindset towards gender equality.
* Should have at least five years of experience in developing pictorial knowledge material/training module.
* Must have comprehensive practical knowledge on gender dimensions in food pattern, socio-economic conditions, nutrition and aquaculture and gender dynamics of the people of southern Bangladesh, especially the Feed the Future ZOI.
* Any creative publication will add value.
* Work experience with development project/non-profit organization in creative work is must.
* Work Experience with USAID funded project will be an added advantage.

# **Submission details**

Interested firm should submit both the technical and financial proposal by 22 June 2019 before 5:00 pm to:

Procurement and Administrative Manager

WorldFish Bangladesh and South Asia

House 2/B, Road 4, Block B, Banani, Dhaka 1213

For more information, please e-mail:z.hasiba@cgiar.org

**Tax & Vat**

The Financial Proposal shall specify a total delivery amount (in BDT) including mentioning taxes & Vat. Tax and VAT shall be deducted from the contract amount according to the Government Rules and Regulations.

**Questions and Clarifications**

All questions and/or clarifications regarding this RFP must be submitted via email to [wfbanaproject@cgiar.org](mailto:wfbanaproject@cgiar.org) copying [z.hasiba@cgiar.org](mailto:z.hasiba@cgiar.org) and [M.Khan@cgiar.org](mailto:M.Khan@cgiar.org) no later than 12:00 pm local Dhaka time on 22 June 2019. All correspondence and/or inquiries regarding this solicitation shall reference the RFP number in the subject line. No phone calls or in-person inquiries will be entertained; all questions and inquiries must be in writing.

**Basis for Award**

WorldFish intends to award a service agreement resulting from this solicitation to the responsible bidder whose proposal represents the best value to WorldFish after evaluation of the following criteria, with the weights applied accordingly:

***Proposed Technical Plan 20 Points***

The bidder shall be evaluated on the overall understanding of the scope of work, specifically, the technical plan as well as its innovative approach and ideas.

***Key Personnel and Staffing Plan 20 Points***

The bidder’s key personnel and staffing plan shall be evaluated on the experience of the team members with similar projects, how they will effectively manage the scope of work based on the bidder’s technical strategy.

***Past Performance and Experience 30 Points***

The bidder shall be evaluated on the experience the firm has with related projects of similar scope and size in Bangladesh. The references listed by the bidder may be contacted to complete a survey.

***Cost Proposal 30 Points***

Provide an estimate of the cost of the activity in Bangladeshi taka and USD following the cost proposal details. The cost proposal will be evaluated based on the proposed cost to be borne under WorldFish. Value for money is one of the key criteria for the evaluation.

Once the evaluation of offers is completed based on the above criteria, the Cost Proposal will be used in conducting the best value analysis. The combined technical factors above are more important than cost or price. However, WorldFish will not select any offer for award on the basis of a superior technical proposal without considering cost.

The price proposal of all contractors, who have attained minimum 70% score (49 out of 70 point) in the technical evaluation, will be compared. The contract will be awarded to the bidder offering the **‘best value for money’**. The contract will be awarded to the Contractor based on the cumulative method. The formula for the rating of the Proposals will be as follows:

Rating the Technical Proposal (TP):

TP Rating = (Total Score Obtained by the Offer / Max. Obtainable Score for TP) x 100

Rating the Financial Proposal (FP):

FP Rating = (Lowest Priced Offer / Price of the Offer Being Reviewed) x 100

Total Combined Score:

(TP Rating) x (Weight of TP, e.g. 70%) + (FP Rating) x (Weight of FP, e.g., 30%)

=Total Combined and Final Rating of the Proposal

The proposal obtaining the overall highest score after adding the score of the technical proposal and the financial proposal is the proposal that offers best value for money.

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