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Date: 16/02/2022

## Request for Expression of Interest (Consulting Services - Firm Selection)

Country : Bangladesh  
Name of the Project : Rural Water, Sanitation & Hygiene for Human Capital Development Project.  
Assignment Title : Technical Assistance (TA) Firm to develop Behavioral Change Communication (BCC) materials for Campaign, training manuals (for Local Government Institutions - LGIs & Health Workers), and their capacity building.  
Reference No. : RWSHP-SD-02

The Government of the People's Republic of Bangladesh has received a loan from the World Bank (with co-financing from Asian Infrastructure Investment Bank -AIIB) to finance Rural Water, Sanitation & Hygiene for Human Capital Development Project and intends to apply part of the proceeds for consulting services.

The Department of Public Health Engineering (DPHE), under the Ministry of Local Government, Rural Development and Co-operatives, Government of Bangladesh intends to apply a portion of mentioned credit to hire a competent, qualified, and experienced consultancy firm to assist DPHE in the implementation of the project in a sustainable manner. Also, to increase their access to improved water supply and sanitation services and strengthen their institutional capacities for delivering improved water supply and sanitation services.

Behavioral change is one of the focuses of the project which will be implemented by DPHE. The objective of the BCC campaign is to change WASH behaviors and raise WASH awareness and willingness to pay for the improvement of safely managed WASH facilities. The Behavioral Change Communication will be implemented by blending demand creation and awareness-raising activities through BCC/IEC materials, emphasizing health benefits through community health workers, UP members. Different tools and techniques will be used, such as health worker visits to households, target group sessions, mother's group sessions social media, etc.

The scope of the firm includes the following:

- To develop and printing of materials for BCC campaign, guidelines on poorest household identification and capacity building of LGIs (upazila and union level) and Health workers.
- To orient 30 Upazila WatSan Committee regarding SDG, project's components, and roles of the stakeholders.
- To develop the capacity of 316 Union Parishads (UPs) on SDG 6.1 and 6.2 and their responsibilities in project implementation.
- To develop the capacity of health workers on BCC campaign focusing on five issues (safely managed water, safely managed sanitation, handwashing including the promotion of handwashing stations, menstrual hygiene, and baby WASH).
- To assist Union Parishads (UP) for identification of the poorest households and make a final list for each Union by the engagement of Union Parishad as per agreed criteria and methodology provided by the project to provide fully subsidized toilets.
- To assist UPs in organizing Ward level sessions with community people for hygiene promotion, monitor field performance of the BCC campaign, and union level six-monthly coordination meeting among the stakeholders to review progress and prepare the next plan.
- To support DPHE for selecting and providing orientation for the Local Entrepreneurs (LEs) to toilet construction for the poorest households.

Duration of the Consultancy services is 38 (thirty-eight) months or Project Completion Period which comes first. The detailed Terms of Reference (TOR) for the assignment can be found at the following website: [www.dphe.gov.bd](http://www.dphe.gov.bd).

Now, DPHE invites eligible Consulting firms ("Consultants") to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The short-listing criteria are:

- The firm must have experience in conducting BCC campaigns of similar types of projects.
- Experience in the development of IEC material and delivering different training sessions at the decentralized level.

- Adequate experience in project management and institutional capacity-building support.
- Having proven working experience with Local Government Institutions of Bangladesh.
- Experience in Development Partner funded projects.

Consultants are requested to submit, but not limited to, the following supporting documents in support of the above-mentioned criteria:

(i) The Firm's Incorporation/Trade/registration documents from the country of the firm (ii) Firm's brochures; and (iii) description of similar consultancy contracts, including the scope, contract amount, name of Client, period of the contract (date of contract signing to date of completion), location/country of the services, etc.

The attention of interested Consultants is drawn to Section III, Para 3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations for IPF Borrows, July 2016 and updated in November 2020," setting forth the World Bank's policy on conflict of interest.

A consulting firm is allowed to submit the expression of interest alone if it considers itself to be fully qualified on its own for the assignment, as it is not mandatory for consultants to associate with any other firm(s), whether foreign or local. Alternatively, if consultants themselves choose to associate to enhance their qualifications and capability for the assignment, then such associations may either be as a Joint Venture (i.e. all members of the joint venture shall be jointly and severally responsible) and/or Sub-consultants (i.e. the Consultant will be responsible, including for the services of the sub-consultant). **In case of an association, the Consultants must explain in the EOI submission (a) the rationale for forming the association and (b) the anticipated role and relevant qualifications of each member of the Joint Venture and/or of each sub-consultant for carrying out the assignment, to justify the proposed inclusion of the JV members and/or sub-consultants in the association. Failure to provide the above explanation in the Expression of Interest may risk the association not being shortlisted for the assignment.** However, the qualifications/experience of sub-consultants will not be considered by the Client in the evaluation of Expressions of Interest for Shortlisting purposes.

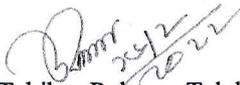
If shortlisted, Consultants will still have an opportunity at the subsequent proposal preparation stage to further enhance their expertise for the assignment by associating with non-shortlisted consultants in the form of a Joint Venture or as Sub-consultants. In all such cases, a shortlisted Consultant must obtain the written approval of the Client prior to the submission of the Proposal, for which the shortlisted Consultant will be required to justify the rationale for associating and specify the proposed role and relevant qualifications of the proposed associate(s) for carrying out the assignment. When associating with non-shortlisted firms in the form of a joint venture or a sub-consultancy, the shortlisted Consultant shall be a lead member. However, Instruction to Consultant (ITC) clauses of RFP will prevail in regards to associating with the non-shortlisted firm or sub-consultant during the proposal preparation stage.

A Consultancy Firm will be selected in accordance with the Quality and Cost Based Selection (QCBS) method set out in the Procurement Regulations.

Further information can be obtained at the address of the undersigned given at the letterhead during office hours from 9:00 am to 5:00 pm Bangladesh Standard Time (BST).

Expression of Interest (EOI) must be delivered in a written form to the address of the undersigned (in person or by mail or by e-mail) by 2:30 pm (BST), March 10, 2022.

The client will not be responsible for any expenses incurred by the firm(s) in connection with the preparation or delivery of the EOI.

  
 (Md. Tabibur Rahman Talukder)  
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