

M4C Project - Guideline for Submission of Proposal

A. General:

This Request for Proposal (RFP) refers to the Terms of Reference (ToR) for a “Monitoring and Results Measurement (MRM) Framework Contract-2017-19” placed in Annex 1. The ToR provides a basis for applicants to respond to this RFP.

B. Eligible Applicants:

Eligible are applicants (research organizations/firms/individual consultants) with an appropriate setup (fully equipped with physical facilities and competent team members) to conduct this assignment who must have access to a requisite number of skilled and experienced enumerators (including female enumerators where required). The applicant must be knowledgeable about agriculture, market development or M4P approach, char livelihoods, quantitative and qualitative research techniques, have permanent pool of enumerators (preferred) and sound track record of having conducted such or similar researches during the past five years.

C. Guideline to Submission and Evaluation of the Proposal:

1. Content of the Proposal:

The language of the proposal should be English. The proposal must be submitted in MS Word, maximum 05 pages A4, font size Calibri 11, normal margin and 1.15 line spacing excluding cover page and annexes. The main parts of the proposal should be structured as follows:

SN	Content	Maximum Points
1	Background/Introduction	-
2	Understanding of the task at hand; suggestions, if any	10
3	Organizational profile of the applicant with <ul style="list-style-type: none"> Track record of earlier similar researches (title of study and short (a few lines) description of the nature of the study, date when study was done, name of the client, etc.) Research Experience in Market Development domain Research Experience in Chars Contact detail 	30
4	Set up of the research team for the assignment, its members' qualification and relevant track record, and their role in the study (both for qualitative and quantitative studies separately)	40
5	Financial Proposal (qualitative and quantitative parts should be mentioned separately): <ul style="list-style-type: none"> a) Cost for per sample of Questionnaire Survey including VAT b) Cost per FGD and In-Depth Interview including VAT <i>* Detail budget for respective studies has to be mentioned separately in the annex as per given format.</i> <i>* Tax and VAT will be deducted at source as per M4C policy</i>	20
	Total Score	100
	<i>Annexes may be included to furnish any additional information</i>	

2. Evaluation Process:

- a) Quality based evaluation will be applied by the M4C, Swisscontact evaluation team.
- b) All proposals submitted in a different format and/or structured than required under C.1 above will be excluded from the evaluation.
- c) Two applicants with the highest scores will be selected for discussion/presentations if required.
- d) The applicant achieving with the highest score resulting from proposal will be awarded the contract provided negotiations on the budget and other terms are reached.
- e) M4C, Swisscontact has no obligation to award the contract to any applicant if the proposals submitted do not match the quality and / or the budget requirements of the project.
- f) M4C, Swisscontact has no obligation to provide any further information to the applicants or any other third party about the evaluation process and its results other than contained in this section.

3. Required Submission Documentation: All tenderers are required to submit the following documentation:

a) Organisational information must include:

- the submission of an organisational profile, with the CVs of key persons (including of the person responsible for Finance) who will be involved in the assignment; and,
- a list of the existing clientele of the organisation

b) Technical Information: Technical information must include:

- CV with detailed experience of proposed consultants
- a technical proposal showing understanding of the assignment, proposed methodology, timelines, project team profiles, roles and individual time to be spent in the assignment, deliverables, quality assurance, monitoring, etc.;
- signatures of consent of inclusion within the proposal of key proposed profiles (i.e. project team leader and core team members);
- a summary of relevant services provided over the last 3 years.
- a separate financial proposal setting out a budget for the assignment;

c) Mandatory Legal and Financial Information: It is mandatory for bidding organisations to submit documentary evidence demonstrating their legal, taxation, and financial status. This includes:

- a certificate of incorporation (for individual/solo proprietor companies, an updated trade license);
- NGO bureau registration (if applicable);
- tax identification number (TIN);
- VAT registration number;
- proof of a segregated account (providing the name and address of such account);

4. Timeline for Submission of Proposal:

SN	Tasks	Due Date
1	Call for Proposal out by date	April 10, 2017
2	Briefing session with the potential/interested applicants for clarification on the assignment	April 13, 2017 (4.00 pm to 5.00 pm)
3	<p>All offers must be received in original hard-copy form (i.e. submission of e-mail tenders alone are unacceptable) with a cover letter signed by a competent authority of the tendering organisation, and lodged either via the postal system or courier service or delivered directly to the M4C, Swisscontact office at the following address:</p> <p>Administration & Finance Officer M4C Swisscontact House 19 Road 11, Baridhara 1212, Dhaka, Bangladesh</p> <p>In all cases, the offer must be sealed in a covering envelope and addressed as per the RFP notice. Please write the subject as 'Monitoring and Results Measurement (MRM) Framework Contract-2017' on top of the envelope.</p> <ul style="list-style-type: none"> • Separation of financial and technical elements: As noted in the technical information section above, the technical and financial proposal must be provided in separate envelopes. Failure to do so will disqualify the tendering organisation from the tendering process. • Soft copies: An additional soft-copy of the Technical Proposal may be submitted (i.e. not the Financial Proposal) to the Administration Department Tender e-mail address (bd.infom4c@swisscontact.org) <p>The deadline for submission of the proposals is: May 22, 2017; 17 00 hours (Bangladesh Time).</p> <p>If a proposal is not received in the manner specified in the request, especially if it is not received by the due time, it is deemed a non-qualifying proposal, and will not be considered</p>	May 22, 2017
4	M4C evaluates and short lists proposals and informs applicants by date	May 29, 2017
5	<p>Presentation (optional) and Discussion of Proposal with selected/short-listed applicants</p> <p><i>(Discussion should cover point 2 to 5 of the proposal with maximum 15 slides; duration 30 mins; the presentation and discussion will take place at Swisscontact Office – House 19, Road 11, Baridhara)</i></p>	June 1, 2017
6	Final selection and contract signing by date	June 4, 2017

Annex: 1

Terms of Reference for Monitoring and Results Measurement (MRM) Framework Contract

A. Background:

Swisscontact, Swiss Foundation for Technical Cooperation, is headquartered in Zurich and was founded in 1959 by leading figures from the Swiss private sector and Swiss universities. It is exclusively involved in international co-operation and since 1961 has carried out its own and mandated projects. A part of the organization, Swisscontact – Bangladesh, is registered as an international non-governmental organization (INGO) under NGO Affairs Bureau, Government of The People’s Republic of Bangladesh, carrying out various development projects in the areas of skills development (ASTHA, B-SkillFUL, Sudokkho, Uttoron), SME promotion (Katalyst, M4C) and financial services (Sarathi) from its office based at House 19, Road 11, Baridhara, Dhaka-1212, Bangladesh.

Making Markets Work for the Jamuna, Padma and Teesta Chars¹ (M4C) is a project mandated by the Swiss Agency for Development and Cooperation (SDC) and Ministry of Local Government, Rural Development and Cooperatives. M4C’s aim is to reduce poverty and vulnerability of char households of northern Bangladesh by facilitating market systems changes that enhances opportunities for income generation. M4C worked in ten northern districts during the first five years (2011-2016) while it focuses in three northern districts (Gaibandha, Sirajganj and Kurigram) during extended period of three years (2017-2019). Swisscontact continue to implement the project in collaboration with Rural Development Academy, Bogra with the project office based at the latter’s campus.

M4C’s key intervention areas include 1) agro-input supply and production services 2) output markets and post-harvest/ processing services and 3) financial services covering both crops (maize, chilli, groundnut, etc.) and livestock sectors (beef, milk, etc.). M4C applies the Making Markets Work for the Poor (M4P) or inclusive market systems development approach, and supports private companies (agro-input, agro-processing), public agencies (research, extension) and local service providers (retailers, traders etc.) to expand to peripheral char markets, and promote and provide their products and services, like they do in mainland markets. A team of dedicated project staff supported by implementing partners (local NGOs) manage implementation of project activities in the field.

To measure the results due to project interventions, M4C conducts studies which are both quantitative and qualitative in nature. There are two types of studies the project conducts every year. A) Regular Impact Assessment (IA) of the Interventions and B) Special studies based on requirement of project management to prove and improve results/activities. Project also conducts Early Stages of Impact Assessment (ESIA) of the interventions to check the feasibility of the intervention implementation as well as baseline information. In all these studies project collects “Before and After” information of sample households.

¹ Chars are riverine land susceptible to erosion and silt deposition, which remain disconnected from the mainland either seasonally or throughout the year.

This particular ToR is the basis of the studies M4C anticipating during 2017 to 2019. The studies will be different in objective, methodology and scope. Following table shows the brief about the studies including tentative sample size and qualitative tools to be applied:

Studies	2016-17		2017-18		2018-19		Type of Study
	Sample	FGD/ID	Sample	FGD/ID	Sample	FGD/ID	
Early Signs of Impact Assessment (ESIA) of the interventions	1,000		1,000		1,000		Quantitative
Impact Assessment (IA) of the interventions			1,000		1,000		Quantitative
Impact Assessment (IA) of the interventions (Longitudinal)					120	10 FGD	Quant + Qual
ESIA Cross Cutting Themes (CCT)			320	10 FGD 10 IDI			Quant + Qual
IA CCT					320	10 FGD 10 IDI	Quant + Qual
Special Study						15 FGD 15 IDI	Qualitative
Total	1,000		2,320	10 FGD 10 IDI	2,440	35 FGD 25 IDI	
Grand Total	Sample: 5,760			FGD: 45		IDI: 35	

To ensure the credibility and neutrality of the assessment information and sufficient sample coverage, M4C requires an external organization, with requisite skills and experience, to conduct the field level studies (both quantitative and qualitative) on its behalf. In all cases, however, the project will monitor the effectiveness and quality of the assessments. Based on the performance of Year 1, Year 2 contract will be signed.

Therefore, M4C intends to enter into a framework service contract up to 30 November, 2019 with the selected research organization to undertake assessments as listed in the table above. An execution order (or specific ToR) for specific study will be shared upon awarding the framework contract which will refer to written instruction, other factors, the sample size, budget and scope of individual assessments, signed and approved by the Team Leader, M4C.

B. Aim and Objective of the assignments:

The aim of the assignment is to conduct studies; assessments of the interventions being carried out by M4C through its partners and sub-contractors. The objectives of the assignment as defined in this ToR (hereinafter referred to as the “Assignment”) are as follows:

- To assess the level of impact and/or early sign of impact of M4C interventions in terms of outreach, increased income and employment accrued to the target beneficiaries.
- To conduct special studies related to assess the impact of project interventions on Cross Cutting Themes (DRR, WEE, Do-No-Harm), Systemic change, etc.

C. Study brief and Scope of the assignment

Category 1: Impact Assessment (IA) and Early Signs of Impact Assessment (ESIA)

M4C implements its interventions under 3 intervention areas viz.

Intervention area 1: Input Supply and production services

Intervention area 2: Output market and post-harvest services

Intervention area 3: Financial services

Under these 3 intervention areas, every year project implements around 9 to 10 types interventions in collaboration with its partners (Agro Input Companies, Agro Processing Companies, Local Service Providers: Contractors, Retailers, Traders, Drying material sellers, Shelling Service providers, MFIs, etc.) and implementing partners (local NGOs). These interventions mostly focused on the agricultural sectors viz. Maize, Chilli, Onion, Mustard, Groundnut, Jute, Rice, Potato and Non-Agro sectors like Livestock (Bull Fattening) and Financial Services (seasonal loan).

ESIA and IA, as mentioned in the table above will be conducted on these interventions every year. Project will conduct Early Signs of Impact Assessment (ESIA) which are Impact assessments in nature. According to M4C MRM Manual, IA is conducted after one year of the intervention implementation whereas the ESIA is conducted immediately after completion of the particular intervention to check the intervention is in line as per plan and projection. These studies will be conducted during May to August of every year in the chars of the northern districts (Kurigram, Sirajganj and Gaibandha). These will be mostly quantitative in nature. Significant number of representative samples will be selected for each of the intervention with clear explanation and justification on the sampling technique.

Besides, in the third year project will monitor certain number of samples (randomly selected) which will be interviewed during ESIA 2016-17 and IA 2017-18. This is to monitor (longitudinally) the changes among the farmers who were accessed in the first year by the project interventions.

The main activities of the organization to be contracted under this study will focus on (but not limited to) data collection and cleaning, analysis and report writing. The project would like to develop the required survey tools in consultation with the organization.

Category 2: Impact Assessment of M4C Interventions under Cross Cutting Themes (CCT)

M4C's cross-cutting themes include Gender, Governance, Disaster Risk Reduction (DRR) and Conflict Sensitive Project Management (CSPM). M4C addresses **gender** issues in project strategies particularly through the concept of women's economic empowerment (WEE). Building upon lessons learnt by M4C, interventions regarding WEE focus on *integration* of women's engagement in service/ business models of private/ public sector. Among the 5 principles of **governance**, M4C foresees integration of two principles namely Transparency (access to information) and Efficiency, from the very beginning of Phase II. **DRR** is one of the core and crucial CCT issues of the project. Char households face risks from extreme weather conditions and M4C facilitates its interventions to improve disaster preparedness among market actors and increase resilience of the relevant market systems. M4C facilitates its interventions to strengthen and scale up services that integrate DRR aspects. **Conflict-Sensitive Project Management (CSPM)** is the another CCT issue which includes power relations and other do-no-harm aspects. The project assesses potential sources of conflicts when designing and implementing interventions. While developing the services with the service providers, M4C promotes services which rest on fair power relations between the providers and char households.

To ensure mainstreaming of above mentioned CCT issues in the project management it is important to regularly monitor and measure the impact of the project activities and incorporate the learning in implementation. During Impact Assessments, M4C collections brief information regarding the CCT which helps to track the changes/results of the relevant interventions. However, as per its capitalization plan, M4C will conduct special studies (following mix method or qual. and quant.) to measure changes as a result of its activities under CCT. The study will be conducted first in the second year of the project (2017-18) and then same samples will be monitored again (longitudinal) in the third year (2018-19).

Category 3: Special Studies

M4C has plan to conduct some qualitative studies in the third and final year (2018-19) of the project. This will mainly focus on the capitalization activities of the project which are yet to be designed.

D. Methodology and Specific Tasks:

M4C will prepare specific ToR of the studies and share with the organization during commission. The ToRs will include proposed methodology of the study and tentative layout of the survey tools will be discussed with the organization.

E. Specific Tasks and Responsibilities:

The selected research organization/firm/individual consultant will be responsible for the following tasks under the assessments (this is to be fine-tuned through further discussion and will be mentioned in the specific study ToRs):

- a) Review relevant documents from M4C and seek necessary clarification for the ToR
- b) Establish an assessment plan with time line (in Gantt Chart) and key milestones and have it approved by M4C.
- c) Recruit/assign enumerators for the assignment and inform the project about their brief profile

- d) Finalize the assessment methodology i.e. sampling plan, data collection plan, data analysis plan, etc. in discussion with M4C
- e) Prepare/Review questionnaires for sample survey and guidelines for FGDs, IDIs and observation checklists (preferably in Bangla) and get feedback and approval from M4C
- f) Organize orientation of the staff to be engaged in conduction of Sample survey, IDIs and FGDs
- g) Conduct IDIs and FGDs as per assessment plan; collate and analyze data (where necessary)
- h) Analyze Data (quantitative mostly)
- i) Prepare transcript (FGD and IDI)
- j) Submit first draft report in PPT for primary review.
- k) Submit first draft report in MSWord as per given format for review.
- l) Submit final report after incorporating feedback from M4C
- m) Provide weekly updates to M4C on progress of the assignment

F. Role of M4C:

M4C team will be involved in this assessment from design to finalization of the report. In particular, M4C team will be involved actively in the following tasks:

- a) Provide relevant M4C documents (projects, interventions) and clarification on the ToR
- b) Assist in preparation of assessment plan, methodology, questionnaires and checklists and approve the same
- c) Provide information on the locations
- d) Participate in the orientation meeting
- e) Provide regular feedback in the assessment process
- f) Provide feedback on the draft report and approve the final report
- g) An execution order (based on specific ToR) for specific study will be issued

G. Deliverables:

Specific ToRs will be issued and the followings may need to be delivered at the completion of each execution order:

- CVs of the enumerators after receiving the ToR
- Detailed field plan with contact information of field supervisors.
- Assessment plan with time line and key milestones in Gantt
- Assessment methodology i.e. sampling plan, data collection plan, data analysis plan, etc. in discussion with M4C
- Questionnaires, discussion guidelines and checklists.
- Raw data in a Compact Disk
- Cleaned data in Excel and SPSS
- Hard copy of the filled-up questionnaire. Since the respondent profile will be shared with the client, disclaimer about not disclosing the respondents' identity will not be included in the questionnaire.
- The organization will explore the possibility of any observation that is not covered in the questionnaire. If any observation noticed, consequent cases might be developed and will be submitted to the project. The number of case studies is not fixed; however, it may range from 5 to 10.

- Hard copy and/or soft copy of data analysis and reporting as and when required (the reporting can be done in MS Power Point or in MS Word as per requirement)
- Draft and Finalized report, as and when required by the ToR

H. Invoice detail

Individual invoice may include payment for multiple ToR which will contain the details on tentative timeline of deliverables; research moderation, operational and additional costs including unit, numbers, rates and required days of the used tools. In addition to that, there will be separate Research Template, mentioning the key research questions, methodology of the study (Baseline/Early sign/ Impact Assessment/ Special studies), rationale for attribution strategy, sampling strategy, rationale for sampling strategy, baseline information (if any) and the geographical dispersion (Name and numbers of districts/chars) of the study. However, for each ToR the following payment schedule will be followed:

Payment Amount	Upon submission of
50% of the budget for the individual execution order	Deliverables before starting the field conduction
50% of the budget for the individual execution order	Final Report/deliverable

I. Technical Direction:

M4C will provide any required technical direction to the selected research organization during the implementation of the assignment. The project also reserves the right to change any terms and conditions as required.

J. Timeline

Tasks	In working days
Project set up (after receiving the detailed ToR) and assignment brief	3-4 days
Preparation of questionnaires and discussion guides	7 days
Pre-testing of questionnaires and discussion guides	
Finalization of questionnaires and discussion guides	
Training and orientation of moderators and enumerators	
Detailed field plan	
Fieldwork (data collection)	As specified in the execution order
Transcription	As specified in the execution order
Data coding	As specified in the execution order
Data analysis	As specified in the execution order
Report preparation	As specified in the execution order

The contracted organization will be prepared to go to field within 10-12 working days since the day of signing of ToR from the client.

K. Legal Documents:

The organization/individual should submit the following documents along with proposal as applicable:

- VAT registration
- TIN certificate
- Updated trade license/Registration Certificate
- Certificate of incorporation (for companies only)
- Bank Certificate showing the Account title (matched with the organization name) and number

L. Reporting

The organization/individual will work closely with Monitoring and Results Measurement Manager and report to the Team Leader, M4C.