



With funding from
Austrian
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Cooperation



Eco-Social Development Organization (ESDO)
Kellabond More, CO Bazar, Rangpur.
Request for Proposal
(Action research)

DATE: 17.09.2023

REFERENCE: ESDO/JANO/1/23/2023-2024

Office: JANO, Rangpur.

Subject: Hiring consultants to conduct the Action Research as per below title.

Title of Action research: Conduct action research to select appropriate placement and promotion strategies for fortified and nutritious products in rural areas under Joint Action for Nutrition Outcome (JANO) Project.

Dear Respected,

The Eco Social Development Organization (ESDO) is hereby inviting some consultants/consulting firms to submit their best technical and financial proposals for consultancy service requesting to submit their technical and financial proposals separately in hard copy for ‘**Conduct action research to select appropriate placement and promotion strategies for fortified and nutritious products in rural areas under Joint Action for Nutrition Outcome (JANO) Project**’.

The proposal must be submitted on or before **01.10.2023; at 3:00 PM** physically/through courier/E-mail (procurement.jano@gmail.com) to the address below. The tender will be open in the presence of the bidders/representatives (if bidders are available) on **01.10.2023; at 3:30 PM**.

The proposal should be submitted in sealed envelopes in the above-mentioned title “**Conduct action research to select appropriate placement and promotion strategies for fortified and nutritious products in rural areas under the Joint Action for Nutrition Outcome (JANO) Project**”.

It shall remain your responsibility to ensure that your Proposal will reach the address above on or before the deadline. Tenders that are received by Eco Social Development Organization (ESDO) after the deadline indicated above, for whatever reason, shall not be considered for evaluation. ESDO will organize a **Pre-bid meeting on 24 Sep, 2023 at 11:00 am** at the mentioned address. Interest consultants are requested to attend the pre-bid meeting in person or virtually.

Please take note of the following Terms and conditions pertaining to the submission of the above-mentioned proposal:



Convener

Sub-Purchase Committee

Eco-Social Development Organization (ESDO)
JANO Project Office (Silver Jubilee Bhaban),
Kellabond More, CO Bazar, Rangpur.

Terms of Reference (ToR)

Title of Action Research: Conduct action research to select appropriate placement and promotion strategy for fortified and nutritious products in rural areas under the Joint Action for Nutrition Outcome (JANO) Project.

1. About JANO Project

Joint Action for Nutrition Outcomes (JANO) is a five-year EC-funded project, which started its operations from September 2018 and continues up to June 2024. JANO will work with the Government of Bangladesh (GoB) at the national, regional and local levels, to support the effective implementation of the National Plan of Action for Nutrition (NPAN-2). JANO is working at multiple levels of government, specifically with the Nutrition Committees at the district, upazila and union levels – building their capacity to enable them to better develop nutritional programs implement and budget for these programs, and to provide effective oversight of their implementation.

JANO is implementing its intervention in the seven most vulnerable upazilas of Rangpur district: Gangachara, Kaunia, Taraganj, and Nilphamari district: Domar, Jaldhaka, Kishorgonj and Nilphamari Sadar, reaching 64 unions across these upazilas.

The project intends to impact on several of the core challenges faced by Nilphamari and Rangpur districts. Knowledge and awareness are being raised and strengthened within communities in areas including appropriate feeding practices and care of infants, young children, and Pregnant and Lactating Women (PLW); appropriate hygiene behavior; and adoption of nutrition-sensitive and climate-smart-agriculture techniques. JANO collaborates with local and regional government structures as crucial partners, engaging Nutrition Coordination Committees to implement inclusive and citizen-accountable nutritional programs. JANO views the private sector as a vital systemic partner, promoting investment in local markets with a focus on integrating local populations into businesses' core objectives.

The overall objective of JANO is to “contribute to ending malnutrition of children under five-years of age, together with addressing the nutritional needs of Pregnant and Lactating Women and adolescent girls.” Achieving this objective will bring long-term impact where children will grow to become healthy adults, and not be constrained with the afflictions of a stunted individual. The primary beneficiaries remain the children, right from the onset, where Pregnant and Lactating Women are prime participants, ensuring that they consume the appropriate nutrition to pass on to their babies.

To meet this objective, one of JANO's strategic objectives is to increase agricultural production and access to high value nutritious commodities and services for the rural people.

2. Background

JANO intends to support strengthening access to and availability of highly nutritious products at door level and habituated them to consume collaboration with Public and Private Extension agents. So that, JANO has implemented 1041 demonstrations with higher value nutritious vegetables, Zinc Rice, Orange flesh sweet potatoes and Fodder in collaboration with Department of Agriculture Extension (DAE), Department of Livestock (DLS), Bangladesh Rice Research Institute (BRRI), Regional Office Rangpur, Tuber Crop Research Center (TCRC) under Bangladesh Agriculture Research Institute (BARI), Joydebpur and relevant private sectors (ACI Seed, ACI Animal Health and Mega feed).



On the other hand, JANO has conducted four test marketing campaigns in different marketplaces of Rangpur and Nilphamari in the presence of representatives from relevant government departments, private sector companies, local market actors and consumers.

This intended action research aims to address the nutritional challenges faced by rural communities by introducing fortified and nutritious products. The primary goal is to identify appropriate placement and promotion strategies that will increase awareness, accessibility, and adoption of these products, ultimately improving the nutritional status and dietary behaviors of the rural population.

3. Objectives of the Action Research

The overall goal of the study is to understand the current status and barriers to access and consumption of fortified, bio-fortified and highly nutritious commodities by the PLW, adolescents and children under 5 years age.

Specific objectives of the action research

- a) Assess the current nutritional status and dietary patterns of the rural community in JANO working area.
- b) Identify suitable placement strategies to make fortified and nutritious products easily accessible in rural areas.
- c) Determine effective promotion strategies to create awareness and encourage the adoption of these products.
- d) Evaluate the impact of the selected placement and promotion strategies on product uptake and dietary behaviors.

4. Scope of work

The action research will be conducted through hired consulting firm and geography area of the study will be within the JANO project areas of Rangpur and Nilphamari districts. The action research will focus on seven specific upazilas in Rangpur and Nilphamari, ensuring the selected strategies are tailored to the local context and preferences.

Assessment of Nutritional Status and Diet Patterns:

- Analyse the existing nutritional situation and dietary behaviours in rural communities within the JANO working area.

Identification of Placement Strategies:

- Research and define suitable placement methods to ensure fortified and nutritious products are readily available in rural locations.
- Consider factors like distribution channels, storage, and local retail infrastructure.

Development of Promotion Strategies:

- Determine effective marketing and awareness campaigns to enhance familiarity with fortified and nutritious products.
- Utilise various communication channels to reach target audiences including pregnant and lactating women (PLW), adolescents, and children under 5 years of age.

Evaluation of Strategy Impact:

- Assess the success of the chosen placement and promotion strategies.
- Evaluate changes in product uptake and alterations in dietary habits among the target populations.
- Measure both short-term effects and potential long-term impacts on health and nutrition.

Understanding Access and Consumption Barriers:

- Investigate existing obstacles that hinder access to or consumption of fortified, bio-fortified, and highly nutritious commodities.
- Provide insights to address these barriers and promote greater inclusion of such products in the daily diet.

Collaboration and Community Engagement:

- Engage with local communities, stakeholders, and authorities to ensure the strategies align with cultural, economic, and logistical considerations.



- Foster collaborations that support the successful implementation of the placement and promotion strategies.

Reporting and Recommendations:

- Compile findings, analyses, and insights into comprehensive reports.
- Provide actionable recommendations for future interventions and strategy enhancements within the context of the JANO Project.

5. Methodology

The consultant/firm will propose a detailed methodology in consultation with JANO for each step of the study. However, the proposed methodology should include the following steps:

- a. Desk Research: Review relevant documents, government rules and regulations on fortified food products and reports of the conducted test marketing campaigns.
- b. Research Design: Upon desk research the consultant will develop a detailed action plan.
- c. Tools Development and Data collection: The consultant will develop necessary questionnaire for KII and FGD and prepare a detailed rollout plan for data collection.
- c. Market Research: Analyze the local market, distribution channels, and retail infrastructure to identify suitable points of sale for the products.
- e. Pilot Testing (optional): Implement a small-scale pilot intervention in JANO project area to assess the effectiveness of different promotion strategies and distribution channels.
- f. Monitoring and Evaluation: Regularly monitor the uptake of the products and evaluate the impact of the selected strategies on dietary behaviors.

7. Roles and Responsibilities

The consultant/firm will contribute to finalizing the methodologies for the assessment, develop tools and deliver the outputs as agreed with the ToR. The methodology and tools should be agreed with JANO project management. Before conducting the field research, the consultant will submit an inception report according to the instruction of the project.

JANO project will support the consultant in field visits and in communication with relevant stakeholders.

8. Timeline

The action research will be conducted over 3 months, with clear milestones for each phase of the research.

9. Data Confidentiality and Ethics

The consultant has to ensure that all data collected will be handled confidentially and used solely for research purposes.

11. Reporting and Communication

The research progress and findings will be communicated to JANO Management at a regular interval set by both the parties.

12. Selection process and criteria

The Consultant/Firm will be selected based on technical scores and criteria. Shortlisted candidates will have to give a presentation at ESDO/CARE Bangladesh Dhaka Office. The following areas will be served as criteria for technical proposal (100 marks) assessment:

- Methodology and design (40)
- Previous experience regarding the assignment (20)
- Team composition and relevancy (20)
- Time-bound rollout plan (20)



The Consultant will be selected based on the following criteria:

- 4-5 years' experience in conducting similar tasks that includes food fortification, bio-fortification, nutrition outcome study, market assessment, assessment of community nutrition school, data collection, data analysis framework.
- Relevant qualification in facilitation skills and ability to use participatory tools, social and market related data collection and analysis and experience with similar studies.
- Familiarity in dealing with the relevant public departments and private sectors, nutrition sensitive and specific interventions, private sector engagement related to agriculture, livestock, WASH, food, and nutrition security program in Bangladesh.
- Have strong capacities of standard report writing in English
- Sound analytical skill
- Cultural sensitivity and respect to others opinions
- Ability to work in a team

13. Timeframe

The proposed timeframe for the assessment will be from 16 October 2023 to 03 December 2023.

SI#	Activities	# of days
1	Desk Research (Review relevant documents)	3 days
2	Inception report	2 days
3	Design methodology and tools development for assessment	4 days
4	Sharing the study tools and finalization	7 days
5	Inception report and tools review by JANO project	3 days
6	Data collection	10 days
7	Data analysis	5 days
8	Draft assessment report	4 days
9	Assessment report review by JANO project	3 days
10	Presentation of the findings	2 days
11	Submission of final report incorporating all comments and feedbacks given by CARE	7 days
	Total	31 Days

14. Deliverables

The deliverables to be provided by the consultant under the assignment are as follows:

- i) Inception report including literature review, methodology and team composition, all data collection tools, detail work plan and a full-fledged data analysis plan.
- ii) Presentation on overall action research
- iii) Action research report with detail recommendations on public and private sector engagement modalities for food fortification, bio-fortification and nutrition outcome i.e. Consumption rate of fortified and bio-fortified commodities (Highly nutritious commodities) and impact of community nutrition school.
- iv) Clean data set, transcript and other deliverables as appropriate to the assignment.

10. Terms of Payment

The Consultant will be paid as per the following schedule. Payment will be made in instalments.

- i. First payment 30% of the total contract amount. The first payment will be made after signing the contract and submission an inception report with an operation plan, final questionnaire, and all data collection tools.
- ii. 30% will be made after submitting draft report and presentation.
- iii. Final payment -40% will be made after submission of ESDO and CARE approved final report.



11. General terms and conditions

- a. All reports and documents prepared during the assignment will be treated as ESDO and CARE property. The reports/documents or any part, therefore, cannot be sold, used, and reproduced in any manner without prior written approval of ESDO and CARE
- b. The Firm agrees that during the period of this agreement and for a further period of twelve months, he shall not issue any written materials or express publicly any personal opinion concerning the services under this agreement, except with the prior written approval of ESDO.
- c. In the event that the service provider requires additional time to complete the contract, over and above that previously agreed to, but without ESDO changing the scope of work, ESDO's prior written concurrence to the same is necessary.
- d. ESDO may make general changes, in written within the scope of the content affecting the services to be performed or time of performance. If any such changes cause an increase or decrease in the cost or time required for performance of any part of the work under the contract, ESDO shall make equitable adjustment in the contract price, delivery schedule, or both and shall modify the contract in writing accordingly.
- e. In the case of failure on consulting Firm to meet the agreed deadline ESDO reserves the right to penalize the Service Provider or his/her Firm at the rate of 5% of the total remuneration for every week from the deadline.
- f. After completion of the study and submission of the final report, evaluation will be done by ESDO and on the basis of which final payment will be made. Final payment will be withheld until evaluations have been submitted.
- g. ESDO reserves the right to deduct income **Tax and VAT** dues announced by Government of Bangladesh, then the consulting Firm must agree with the changes accordingly.
- h. Despite anything contained in the agreement or these conditions, ESDO may reserve the rights to terminate this agreement in whole or in part. In this event the consulting Firm shall have no claim against ESDO by reason of such termination. In this regard ESDO would not be bound to pay any instalment.
- i. The consulting Firm may terminate this agreement by giving a reasonable period of notice to ESDO. In this situation respective Firm will not eligible to claim any amount of fees.
- j. The consulting Firm shall be solely responsible for its team members insurance (health, travel, etc). ESDO will not bear any cost in this regard.

Instructions to Tenderers:

1. Proposal shall be prepared and submitted using this 'ToR'.
2. Proposal shall be completed properly, duly signed-dated on each page by the authorized signatory and submitted by the date to the office as stated above.
3. The service offered shall be reviewed based on completeness and compliance of the Bid with the minimum specifications described above and any other annexes providing details of Eco-Social Development Organization (ESDO)'s requirements.
4. The proposal that complies with all of the specifications, requirements and offers the lowest price, service, analytical description, and experience as well as all other evaluation criteria indicated, shall be selected. Any offer that does not meet the requirements shall be rejected.



5. Any discrepancy between the unit price and the total price (obtained by multiplying the unit price and quantity) shall be re-computed by ESDO. The unit price shall prevail and the total price shall be corrected. If the supplier does not accept the final price based on ESDO's re-computation and correction of errors, its Tender will be rejected.
6. Only valid suppliers/producers are eligible to participate in the Tender biddings.
7. ESDO management has every right to accept or cancel the Tender biddings without mentioning any reason.
8. A pre-bid meeting with interested bidder will be organized directly/online on 24/09/2023 at 11:00 am at ESDO-JANO Project Office, Silver Jubilee Bhaban, Kellaband More, Rangpur. (Contact if necessary – 01716-872228)

Thank you and we look forward to receiving your Tender.

Sincerely yours,



Convener

**Sub-Purchase Committee
Eco Social Development Organization (ESDO)
JANO Project Office (Silver Jubilee Bhaban),
Kellabond More, CO Bazar, Rangpur.**