Strategic Alliance – Corporate Engagement in Start-up and Social Enterprise Incubation

PN: 12.1003.8-002.73

REQUEST FOR PROPOSAL

Assignment on Training Support for Village Level Health Educators and Asha Ammas under Project Hope

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH,
GIZ Office, B 5/1, First Floor, Safdarjung Enclave
New Delhi 110029, India

TITLE OF THE ASSIGNMENT	**Assignment on Training Support for Village Level Health Educators and Asha Ammas under Project Hope**
TENDER NUMBER	
CONTRACT PERIOD	March 2017 – September 2017
DATE OF ISSUE	15.02.2017
CLOSING DATE	06.03.2017

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Section 1 — Letter of Invitation

From:

Head of Procurement
Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH,
B 5/2, Safdarjung Enclave
New Delhi 110029, India

To:

All Prospective Bidders

Dear Sir/Madam,

1. Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH together with Robert Bosch Engineering and Business Solutions Private Ltd. (RBEI), Reckitt Benckiser and Intellecap are implementing a programme on " Corporate Engagement in Start-up and Social Enterprise Incubation".
2. GIZ invites bids from reputed and experienced consultancy firms / universities / innovation agencies / eco-system players and similar organisations for providing the following services:
    a. Assignment on Training Support for Village Level Health Educators and Asha Ammas under Project Hope
3. This RFP is available to all eligible prospective consulting firms / universities / innovation agencies / incubators / eco system players and similar organisations.
4. The RFP includes following documents:
   Section 1 - Letter of Invitation
   Section 2 - Instructions to Consultants
   Section 3 - Terms of Reference
   Section 4 - Technical Proposal - Standard Formats
   Section 5 - Financial Proposal – Standard Formats
5. A firm will be selected under **Two Stage Process – First on the basis of Firm's Suitability Matrix *(ref page 27)* and Second on the basis of Technical Evaluation of the Technical Proposal**. The firms able to clear the suitability matrix will be the ones evaluated for the technical and financial proposal, in accordance with the policies of GIZ.
6. GIZ reserves the rights to cancel / modify this tender without assigning any reasons.

Yours sincerely,

Section 2 — Instructions to Consultants

The Consultants are invited to submit a Technical Proposal and a Financial Proposal, as specified in the Data Sheet, for consulting services required for this assignment.

1. **Address, and formal requirements**

Bids are to be sent to-
Head of Procurement
GIZ Office India
B 5/2, Safdarjung Enclave,
New Delhi 110 029

Deadline for submission of bids: **5:30 pm, 6th March 2017**

The bids are to be sent in double envelopes. The inner envelope must be sealed and bear the following inscription:

Envelope 1

Financial Proposal for Consulting Services for "Assignment on Training Support for Village Level Health Educators and Asha Ammas under Project Hope"
PN: 12.1003.8-002.73

Envelope 2

Technical Proposal for Consulting Services for "Assignment on Training Support for Village Level Health Educators and Asha Ammas under Project Hope"
PN: 12.1003.8-002.73

The Outer envelope containing these two envelopes should be marked:

"Assignment on Training Support for Village Level Health Educators and Asha Ammas under Project Hope"
PN: 12.1003.8-002.73

Not to be opened before (7th March 2017)

All copies of the bid must be submitted by courier/post/hand in letter form. The technical and financial proposal will also be presented in electronic format – on separate CD/ pen drive duly labeled as such. The above formal requirements regarding envelopes and marking also apply to further copies of the bid.

2. The Technical Proposal

It should include detailed working concept which allows us to examine the technical aspects in light of the project objective (only in case, a detailed concept is not already given by GIZ). Also, if applicable, special tasks requested within the scope of the terms of reference (TOR). Technical proposals should be submitted in the following format using standard forms as outlined in **Section 4.**

1) Executive Summary
2) Profile
3) Relevant Experience
4) Technical Response
5) Description of the Team
6) Matters not appropriate in any other section

There should be no price information anywhere in the technical proposal document. Failure to comply will result in disqualification of the bid.

3. The Financial Proposal

Price quotation is to be submitted in a separate envelope together with your technical proposal and should be prepared using the Standard Formats as outlined in **Section 5**. It shall list all costs associated with the assignment, including (a) remuneration for staff, and (b) reimbursable expenses indicated in the Data Sheet. If appropriate, these costs should be broken down by activity.

4. Cost of preparing the bid

No remuneration will be granted for the preparation of the bid and the documents to be attached thereto. The bids, together with the attached documents, shall become the property of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, without entitlement to remuneration. A request that the first-ranked bidder present candidate staff

members previous to the awarding of the contract does not constitute grounds for a claim for reimbursement of related costs from the GIZ.

5. Material and Equipment

Details on the materials and equipment needed, generally to be procured by GIZ; the TORs for planned subcontracts, other measures as well as training planned for partner experts or staffs in the framework of preparation for the assignment are also to be provided, if needed.

6. Formation of consortium

Should you form a joint venture group or consortium, the bid must specify the members of this group/consortium and lead partner. Furthermore, the authorised representatives of the members are to be named. Furthermore, the members must declare that they are jointly and severally liable for the performance of the contract. The formation of joint ventures with a company, requires the prior written consent of GIZ. The company shall also submit the following documents along with the technical proposal.

- Name of the lead partner (first party)
- Name of the firm with whom the consortium is formed
- Letter from second party accepting the terms of consortium

7. Modification/withdrawal of the bid

Adjustments to or withdrawal of bids are to be communicated in writing by post by the deadline for submission of bids. Subsequent adjustments or modifications to the bid, which can be submitted up to the deadline for submission of bids, shall also be subject to the requirements for sending in the bid. The front of the envelope is to be clearly marked as:

Adjustment to Financial Proposal or Technical Proposal for consulting services for "Assignment on Training Support for Village Level Health Educators and Asha Ammas under Project Hope"
PN: 12.1003.8-002.73

8. Other requirements

Agreements with third parties in restraint of competition, which are to the disadvantage of GIZ, are not permissible and will lead to the bid not being considered.

The documents submitted in response to the request to bid shall be treated confidentially by yourself and may only be made available to third parties in connection with potential

subcontractors in relation to your bid. Non-compliance may result in the bid not being considered.

9. Data Sheet

1.1	Name of the Client: **Deutsche Gesellschaft für Internationale Zusammenarbeit / German International Cooperation (GIZ)** Method of selection: **Two Stage Process – First on the basis of Firm's Suitability Matrix and Second on the basis of Technical Evaluation of the Technical Proposal**. The firms able to clear the suitability matrix will be the ones evaluated for the technical and financial proposal, in accordance with the policies of GIZ.
1.2	Financial Proposal to be submitted together with Technical Proposal: Yes Name of the assignment is: **"Assignment on Assignment on Capacity Building Support for Village Level Health Educators and Asha Ammas under Project Hope"**
1.3	Proposals must remain valid 60 days after the submission date, i.e. until: **6th May 2017**
2.1	All Clarifications required by bidders with reference to this RFP may be sent latest by **21st February 2017** on the email: gtzproc@giz.de . All such queries will be compiled and a consolidated reply will be sent to all the bidders by **23rd February 2017**.
3.1	Proposals shall be submitted in the following language: **English**
3.2	Consultants may associate with other Consultants in a Consortia: **Yes**
3.2	The estimated number of calendar-months required is **6 months** from the date of contract signing
3.3	Training is a specific component of this assignment: **Yes**

3.4	Applicable Reimbursable Expenses (1) a per diem allowance in respect of Personnel of the Consultant for every day in which the Personnel shall be absent from the home office for purposes of the Services (2) cost of necessary travel, including transportation of the Personnel by the most appropriate means of transport and the most direct practicable route (3) cost of investigations and surveys in field locations (4) cost of applicable international or local communications such as the use of telephone and facsimile required for the purpose of the Services (5) cost of printing and dispatching of the reports to be produced for the Services
3.5	Amounts payable by the Client to the Consultant under the contract to be subject to local taxation: **Yes** Service tax will be applicable as per prevailing tax law in India. As per Indian Tax Law, tax at source has to be deducted on payments to consultants, if such payments exceed Indian Rupees 30,000 p.a.
4.1	Consultant must submit the original and 1 copies of the Technical Proposal, and the original of the Financial Proposal Electronic copies of the Technical proposal in MS Word must also be submitted on a separate CD/ pen drive along with the hard copy proposals
4.2	The Proposal submission address is: Head of Procurement, GIZ Office India, B-5/2, Safdarjung Enclave, New Delhi 110 029 Proposals must be submitted no later than the following date and time: ***5:30 pm on 6th March 2017***
5.1 (a)	The number of points to be assigned to each of the staff positions or disciplines shall be determined considering the following sub-criteria and relevant points/ percentage weights: A. Firm's Suitability Matrix: The firms able to clear the suitability matrix will be the ones evaluated for the technical and financial proposal

	Total Points: 60 Please refer **annex I** for detailed suitability matrix of the offer B. Technical Assessment Grid: Evaluation of the technical proposal on the basis of 1) Appropriateness of suggested concept and work plan 30% *2)* Technical backstopping/ Knowledge management 10% 3) Qualification of proposed staff 60% Total weight: 100% Please refer **annex II** for detailed technical assessment grid of the offer
5.2	Financial quotes to be provided in Euro
5.3	The weights given to the Technical and Financial Proposals are: Technical = 0.7 and Financial = 0.3 Total score for technical proposal will be sum of technical proposal and presentation both.
7.1	Expected date for commencement of consulting services: **15th March 2017**

Section 3: Terms of Reference

1. Background

Corporates need to innovate and identify new partners to stay competitive. In India an increasing number of corporates are looking to partner and work with Social Enterprises as they often provide new innovative ideas or have outreach to rural and underserved regions. However, this segment is often unknown to corporates. Partnerships with social enterprises are needed to develop products or services for these markets. Given this gap, GIZ in partnership with Bosch, Reckitt Benckiser and Intellecap has initiated a Strategic Alliance under the develoPPP.de programme commissioned by the Ministry of Economic Cooperation and Development (BMZ) of the Federal Republic of Germany to initiate partnerships between corporates and social enterprises / start-ups to tackle some of India's most pressing social and environmental challenges.

The context

In order to foster cooperation between Social Enterprises and Corporates and pilot innovative solutions that tackle problems faced by the BoP, GIZ has partnered with RB. RB (formerly Reckitt Benckiser) Group plc is a large multinational consumer goods company that is a global leader in the production of health, hygiene and home products. In India, RB is well known through its marquee products such as Dettol, Strepsils, Moov, Harpic and Lizol in health, hygiene, and home care categories. The CSR pillar of RB focuses on behaviour change campaigns on home and personal hygiene and is carried out through various initiatives including the flagship, Banega Swach India.

Project Hope is RB's pioneering model for market-based, sustainable, and scalable prevention and care of diarrhoea. Project Hope is placed at the intersection of RB's strategic initiatives for serving the rural markets in India through penetration of its health and hygiene products especially those related to hand washing and cleaning of toilets.

The program has a 3-part vision:

- Drive behaviour change campaigns for awareness about benefits of handwashing and lead to consequent product adoption
- Create low-cost health and hygiene products for the BoP (2 products created thus far: an affordable handwash soap and a toilet powder) and build a sustainable last-mile distribution and sales model especially for rural areas integrating Social Enterprises
- Community Empowerment: empower the local community through creation of employment opportunities (such as village level health educators and Asha Amma's)

Project Hope Pilot Project

RB plans to kick off the Project Hope with a pilot in identified villages spread across four districts in the state of Uttar Pradesh (UP) and 2 districts in Uttarakhand. As a part of the pilot project two low-cost health and hygiene products have been created with a focus on three key areas: prevent (diarrhea), promote (soap) and target (rural community). (We can call it the 3 P program – Prevent, Promote and Partner)

GIZ has partnered with RB under the Strategic Alliance which seeks to create a sustainable mechanism on how corporates can engage and financially contribute to supporting the start-up and social enterprise incubation system.

Under the Strategic Alliance GIZ has partnered with RB to provide training support to the village level health educators (VLHE) and Asha Amma's which will empower the local community through creation of employment opportunities as well as create sensitization to drive behaviour change towards good sanitation and hygiene practices. While the Asha Amma's are locally identified women champions for ensuring behavior change communication (BCC) on hand washing with soap and hygiene practices is practiced across the covered rural households, the VLHE will be responsible for door-to-door selling.

2. Objective

Given this, GIZ would like to engage an expert agency to develop practice oriented training material, identify a training institute to anchor these trainings and support the training institute to deliver trainings to provide capacity building support for the VLHEs and Asha Amma's in order to

- Strengthen their financial, management and business skills, thus setting up a sustainable business and
- Help them sensitize the local community towards safe hygiene practices and drive behaviour change campaigns.

3. Scope of Work

The scope of work for the identified expert agency to undertake this contract and design training manual and impart training to the VLHEs would include

i. Anchoring of Business Skills Training programme with a reputed entrepreneurship development institute

a. The agency shall strive to develop partnership with a reputed entrepreneurship development institute / NGO or any other suitable organisation to anchor the business skills training

programme for aspiring entrepreneurs in the pilot project region (Uttar Pradesh and Uttarakhand).

b. The partnership model and roles and responsibilities shall be defined by the expert agency which would ensure long term usability of the business skill training content developed under the pilot project. This partnership model shall ensure regular conduction of trainings for the aspiring entrepreneurs beyond the project support.

ii. Development of training manuals and content

Development of complete design and scope of two training programmes – Business Skills Training & Behaviour Change Training including training materials, curriculum, training methodology, etc.

a. **Business Skills Training Manual**

The main objective of this course is to strengthen the entrepreneurial skills of the VLHEs so that they obtain adequate information, motivation and guidance in operating & managing their business successfully. The expert shall identify the need of the VLHEs on such a business manual. In lieu of this, the expert agency shall design a comprehensive practice oriented training manual which can be used to enhance the business skills of the VLHEs. The expert agency shall design the content of the training manual covering details on each of the business skill modules mentioned below. The training manual shall be designed in English as well as in at least one regional language that is used in the pilot districts. Each training module shall include session plan, facilitators guide and checklists to assess the knowledge gained.

The business skill modules shall include but not be limited to:

- Basic information on entrepreneurship
- Concept of business, general guidelines and norms (i.e. Registration, etc.)
- Business planning
- Financial management (cash flow management, book keeping, profitability analysis, managing loans etc.)
- Financial awareness (products, credit options, loan terms etc.)
- Sales and Marketing management
- Leadership and personal productivity
- Motivation to remain an “Entrepreneur”

- Gender based training

The expert agency shall validate the developed material through focused group discussions with the target group and the institute will roll-out the training. The material shall be a final designed manual that can also be used for other target groups that seek support in entrepreneurship.

b. **Behaviour Change Training Material**

The main objective of this training manual is to build the capacity of the VLHEs and Asha Ammas to be able to sensitize the local community to drive behaviour change towards good sanitation and hygiene practices. Since, the literacy level of target VLHEs and Asha Amma's may differ and hence, the content must be in user-friendly and interactive formats for the entrepreneurs. The content could be in the form of visual aids, handouts, activities, roles plays etc. The material shall be designed in English as well as in two local languages. The content shall be designed to encompass the following information

- Background information on the pilot program: Project Hope and the objective of Project Hope - Introduction to Project Hope and Training on safe hand washing practices with soap and good sanitation practices
- Execution details of pilot project with key partners involved
- Roles and responsibilities of the VLHEs and Asha Ammas in the project - their day to day activity
- The content shall specifically focus on the following themes of Behaviour Change Communication including sensitization of the community in line with Project Hope towards:
    - How to introduce Project Hope, BCC campaign and convince the village or community leaders to support the campaign?
    - How to convince stakeholders managing key community gathering areas and local schools to showcase Project Hope and BCC campaign
    - How to organize skits, pledging events that showcase hand wash with soap (could be Asha soap) and other good sanitation practices?
        - Importance of cleaning hands and body with soap especially in mothers and young children
        - Importance of maintaining a routine around cleanliness
        - Technique and frequency of usage of soap to clean hands and feet
        - Healthy sanitation habits

        - Usefulness of clean water to maintain health and hygiene

    - How to put up the posters, and distribute BCC collateral in the local community?
    - How to persuade mothers and children in the local area to change behaviour and commit to hand washing with soap (could be Asha soap).
    - How to narrate the stories that inspire handwashing with soap behavior especially in mother and young children
    - How to prepare reports for the BCC campaign that could be utilized for reporting and M&E evaluations

- Techniques for VLHEs and Asha Ammas to pitch to the target households for behaviour change communication - Door to door habit promotion across the selected villages in the 6 pilot district in Uttar Pradesh and Uttarkhand.

iii. Conduct on-site trainings for VLHE

a. Training on Business Skills

- Develop training agenda for each of the modules under the manual. The training on business skills must be conducted for a minimum duration of 4 days together with the training institute in each of the 6 Districts of the pilot locations of Uttar Pradesh and Uttarakhand. It is expected that up to 110 VLHEs will be trained during the pilot project. The expert agency shall ensure that the training institute is enabled to conduct the trainings on their own in the future.

- The training shall be imparted on all the modules covered in the business training manual including topics of basis and challenges of entrepreneurship, concept of business, general guidelines and norms (i.e. Registration, etc.), Business planning, Financial management (cash flow management, book keeping, profitability analysis, managing loans etc.), Financial awareness (products, credit options, loan terms etc.), Sales and Marketing management, Leadership and personal productivity, Motivation to remain an "Entrepreneur", Gender based training

- The training methodology should include lecture, role play, oral presentation, experience sharing, group work/projects, discussion, brainstorming, video presentations, etc.

- Conduct pre and post assessment of the VLHEs about their knowledge and information on the business skills

- Collate feedback from the VLHEs on the training manual and integrate improvements depending on their feedback

- Venue and all related logistics costs (catering, Audio Visuals, etc.) for the training shall be budgeted under this proposal by the expert agency.

- The expert agency shall develop the business model with the entrepreneurs showing profitability of becoming an entrepreneur.

b. Training on behaviour change campaign

- Develop training agenda for each of the modules under the training content. The training must be conducted for a minimum duration of 2 days in each of the 6 Districts of the pilot locations. It is expected that up to 110 VLHEs and Asha Ammas will be trained during the pilot project.

- The training methodology should include lecture, role play, oral presentation, experience sharing, group work/projects, discussion, brainstorming, video presentations, etc.

- The training shall be conducted on the content designed under the behaviour change campaign including background information on the pilot program, execution details of pilot project, role and responsibility of the VLHEs and Asha Ammas, themes of behaviour change communication, techniques to pitch to the target households.

- The expert agency shall assist VLHEs and Asha Ammas who are responsible for increasing the habit of uses of hand washing soap Asha and other health and hygiene products by addressing their questions and queries via calls/ in-person meetings.

- Hand hold VLHEs & Asha Ammas by doing test cases with them on-site.

- Conduct pre and post assessment of the VLHEs & Asha Ammas about their knowledge and information on the need of clean and hygienic practises.

- Collate feedback from the VLHEs on the training content as well as improvements suggested basis their interactions with the community.

- Venue and all related logistics costs (catering, Audio Visuals, etc.) for the training shall be budgeted under this proposal by the expert agency.

iv. Documentation

a. Prepare a detailed report including the results on the pre and post assessment survey of the VLHEs and Asha Ammas on the benefits of business skills trainings and behaviour change

communication; also assess their gain in knowledge and information on entrepreneurship skills and the need of clean and hygienic practises.

b. Make recommendations about how best to deliver the business skills and behaviour change curricula including recommendations about the most effective training strategies, methodologies and tools.

4. Deliverables

The consultant is expected to deliver the following:

i. Anchoring of the training program with a training institute in Uttar Pradesh/ Uttarakhand (completed after 2 months)

a. Identification and partnership with at least 1 reputed entrepreneurship development institute/NGO or any other suitable organisation to anchor the Business Skills training program; MoU signed

b. Defined roles and responsibilities of the expert agency and entrepreneurship development institute to continuous conduction of trainings on the Business Skills post project support

***ii.* Development of training manuals and content**

a. Business Skills Training Manual (completed after 8-10 weeks) (maximum 60 pages)

- Fully designed training manual encompassing all the modules in English.
- Fully designed training manual translated into at least two regional languages.

b. Behaviour Change Communication Content (completed after 8-10 weeks)

- Training content in the form of audio visuals, handouts, role plays etc.

iii. On-site Training (completed after 16 weeks)

a. The expert agency shall convene a meeting a week before the training commences to discuss on the following:

- Preparation of course objectives and course content
- Preparation of course schedule
- List of training tools, and materials for the training programme

- Training plan

b. Conduct 4 day training on business skills of 110 VLHEs across 6 pilot districts

c. Conduct 2 day training on behaviour change communication of 110 VLHEs and Asha Ammas across 6 pilot districts so that they

- understand Project Hope
- are well trained on the BCC campaigns and themes for hand washing and sanitation
- are able to organize events, skits and pledging programs in the village community as per the project requirement

d. Handholding support for Entrepreneurs & Business Model developed

e. Record feedback from VLHEs, Asha Ammas and implementation partners of Project Hope pilot on areas of improvements (if any) in the training manual and content

f. Integrate feedback into the business skills training manual and behaviour change training content

iv. Documentation (completed after 6 months)

a. Detailed final report on the pre and post assessment of the VLHEs and Asha Ammas with recommendations on the most effective training strategies incorporating feedback from RB and GIZ

v. General

a. Inception report outlining a suitable workplan and time-bound milestones

5. Eligibility criteria and Expertise / Skill sets required

The minimum eligibility criteria and the requisite expertise/skill sets required for the project are as follows:

i. The consultant should have undertaken similar capacity development oriented work for a minimum period of 5 years along with the list of reports generated
ii. Has prior experience of organizing training on BCC campaigns on healthcare and on hand washing and sanitation

iii. Has prior experience of training village community workers on the field and through class room trainings
iv. Has good experience of organizing training events in regional languages
v. Can organize training sessions at the village level as per the project requirement
vi. The consultant must have established competencies in developing training manuals as well as have adequate experience in the field of innovation
vii. The consultant should have strong analytical and scientific skills, excellent report writing and communications skills
viii. We assume that the assignment will be carried out by:

- 1 qualified Indian expert as team leader – who will be required to lead the assignment and all key discussion with GIZ

- 2 qualified mid-level expert with specific technical expertise in the relevant field.

<u>1 Team Lead (Home Days – 13; Field Days – 19)</u>

- **Profile of the team lead:** The team leader should be an expert with good spoken and written English. The expert should have a minimum of 15 years of experience in project management, capacity building, organizing and facilitating training programs at community level as well as designing training manuals. He/she should have a master degree in areas related to mass communication, management, rural development or economics. The expert should have proven ability to coordinate a multi-partner process and have experience in brokering partnerships including: scoping, facilitation, interest-based negotiation, relationship-management, and reviewing. He/She is expected to have a strong network of the different stakeholders particularly training institutes. Strong analytical skills, excellent scientific report writing and good communications skills are also required for this assignment.

<u>1 Mid-Level Resource Person (Home Days – 32; Field Days – 30)</u>

- **Profile of mid-level resource person**: The senior resource person should be an expert with excellent spoken and written English. The expert should have a post graduate degree (Master) in an area related to mass communication, management, rural development, business administration or economics and a minimum of 8 years of experience in designing and implementing training programs at community level specifically on business skills/ entrepreneurship. He shall have a strong business acumen and established competencies in supporting start-ups/ new ventures / local entrepreneurs, etc. He/ She should also have strong expertise in data collection & analysis, methodology & curricula development. Strong analytical skills, excellent report writing and good communications skills are a must.

1 Mid-level Resource Person (Home Days – 28; Field Days – 18)

- **Profile of mid-level resource person**: The mid-level resource person should be an expert with excellent spoken and written English. The expert should have a university degree (Master) in an area related to mass communication, management, rural development, sanitation/health care or economics and minimum of 8 years of experience in the area of developing training manuals particularly on behavior change campaigns in the healthcare/ sanitation sector & should have experience in facilitation of training programs especially in rural settings. He/ She should also have strong expertise in data collection & analysis, methodology & material/curricula development. Very strong analytical skills, excellent report/study writing, skills in set-up of monitoring systems and good communications skills are a prerequisite.

6. Publishing and Copyright

GIZ will own all copyright of the materials developed under this initiative and will be free to use it as deemed fit. The consultancy shall provide all contacts made during the course of the initiative and relevant for the project.

7. Reporting

i. Meeting/Discussion with Reckitt Benckiser and GIZ representatives to clearly understand the broad requirement of the assignment and to design and plan the whole process
ii. Presentation and validation/discussion of the findings in a meeting/tele-con with Reckitt Benckiser and GIZ
iii. Fortnightly update of project progress through telecom/skype call supported by email
iv. Final report incorporating the feedback of Reckitt Benckiser and GIZ.
v. All deliverables will be submitted in electronic form through email

8. Time Schedule

The overall duration of the assignment is estimated to be 6 calendar months from the date of signing contract; however consultants are free to propose a shorter time frame.

Section 4: Technical Proposal – Standard Formats

With reference to brief guideline provided in section 2 of this RFP, consultants are expected to use the following recommended formats and number of pages for their technical proposals for any of the work packages.

1. **Executive Summary:**

Executive summary should capture important parts of your technical proposal including approach, timeline, milestones and staffing. Executive summary must be confined to maximum 5 pages.

2. **Profile**

2 page description of background, organisation and competencies of the consulting firms and each associate for this assignment

3. **Relevant Experience**

This section should contain project credentials of the bidder. This section should mention 5 most relevant experiences and must not exceed 10 pages.

FORMAT FOR RELEVANT EXPERIENCE

Name of Assignment	Client (Including Contact Detail of person in charge)	Start/ End dates	Value (INR/Euro)	Role of the firm/short description
Selected Relevant projects-Global				
Selected Relevant projects-India				

4. Qualification to Terms of reference :

This section is intended to record understanding of the assignment and interpretation of the TOR and any observations/suggestions the bidder may have on the terms of reference. Facilities and support required/expected from counterpart should also be mentioned. Maximum number of pages to be used is 3.

5. Technical response

This section should define the approach, methodology, work plan including sub activities and deliverables and how the bidder intends to organise the project team to execute the engagement. Technical response must confine up to 30 pages and in following 3 sub sections.

1) Approach and methodology

Detailing out planned approach and methodology for carrying out the assignment to achieve the expected output

2) Work Plan including sub activities and Deliverables

Detailing out main activities, sub activities, duration, their interrelations, Milestones and linked deliverables. Work plan should be in consistence with approach and methodology and should break out the TOR in a feasible working plan.

3) Project Organisation

This should contain the project team organogram and brief profiles of project team personnel. Details of which tasks your home office will be undertaking within the scope of the project (backstopping) and the designation of a contact person at the Head Office who is responsible for the project, with his or her CV included. Earliest possible date for commencing the work, with alternatives where appropriate.

6. Description of the proposed team

1) Staffing

This section should contain the staffing table which indicates the name, firm, area of expertise, designation and task assigned to the professional staff as per the following format.

FORMAT FOR STAFF (CORE TEAM/FLEXIBLE) TASK ASSIGNMENTS

Name of Staff	Firm	Area of Expertise	Position Assigned	Task Assigned

2) *Schedule*

Staffing schedule (giving alternatives if necessary) with details of the personnel to be engaged in the home/field work with their person-days of involvement in the assignment as per the following format.

FORMAT FOR STAFFING SCHEDULE (Required only for the Core Team)

No.	Name of Staff	Description	Staff input (In number of Days)				Total Staff input (days)		
			1st Month	2nd Month	3rd Month	4th Month	Home	Field	Total
		Home (days)							
		Field (days)							

Staffing schedule should be specifically broken into Professional staff (International and Indian) and Support Staff.

3) *Curricula vitae (CVs)*

The CVs of the experts designated for the project are to be in tabular form and should cover the points given in the format. Each CV must confine to maximum 3 pages in the following format.

FORMAT FOR CVs FOR PROPOSED PROFESSIONAL (CORE TEAM/FLEXIBLE) STAFF

Name:	
Nationality:	
Designation:	
Proposed Position:	
Whether Employee of the Firm:	
Years with the Firm:	
Key Qualifications:	
Education:	
Recent Relevant Experience:	**<Project Title>** *<Designation in Project Team>* <Description of Role>

Record of Employment:		
From	**To**	**Designation & Name of Firm**

Languages Known:			
	Read	**Write**	**Speak**

4) *<u>Personnel Inputs and work plan</u> (Required only for the Core Team)*

This section should contain a GANNT chart mapping project phases, activities and sub activities, milestones and deliverables and person-days involvement of each project team member. There should be no price information in this table, only estimates of person-days of each consulting team member.

S. No.	Work-plan Activities	Team Member	Showing the completion of activities and involvement (maydays) of team member in respective cells				Remarks, If any
			Month 1	Month 2	Month 3	Month 4	

7. Matters not appropriate in any other section

Section 5: Financial Proposal: Standard Formats

Financial Proposal should be submitted with a covering letter clearly mentioning the validity of the quote for minimum 60 days and as per the following format for any of the work packages.

FORM 1: TOTAL COST SUMMARY

Description	Cost in INR
Professional Fee	
Reimbursable Fee	
Applicable Tax	
Total Cost	

FORM 2: FORMAT FOR STAFF INPUTS AND FEE RATES

Name	Description	No. Of Days	Daily Fee Rate in INR	Total Fee (No. Days x Fee)
Sub Total				
Tax				
Total				

FORM 3: FORMAT FOR PROJECTED REIMBURSABLE COST

Description	Number	Rate	Cost in INR
Vehicle hire			
Airfare			
Accommodation			
Per diem for staff			
Others (please specify)			
Total			

FORM 4: COST BREAK UP* ACCORDING TO THE MAJOR DELIVERABLES (As Outlined in TOR)

Deliverables (As Outlined In TOR)	Consulting Fee	Reimbursable Fee	Total Amount in INR

***This would form the basis of payment in case of unfulfilled tasks and partial delivery**

Annex I: COMPANY'S SUITABILITY MATRIX*	
Experience and Qualifications	**Points**
Experience of designing & organizing training on Behavioral Change Campaigns in the healthcare/sanitation sector	15
Experience of designing & organizing training on Entrepreneurship/Business Skills	15
Experience of training in local settings/ village community workers in local languages	12
Experience in methodology development, data collection & analysis & curricula development; experience in scientific & qualitative research, study/report writing	12
Experience in multi-stakeholder processes, training of trainer processes, capacity building of institutions	6
Total	**60**

Note:

** **Offers that score 30 points or less shall be eliminated from the competition.**

***** Bidders must provide the documentary evidence in support of above criteria where relevant. All the documents must be self-attested with company stamp on each document(s). The documents are mandatory & must part of overall Technical Proposal.

**The evaluation matrix that will be devised to score on above points will be in a manner that the companies with limited experience and expertise will score lower points as against a company with diverse experience on the required expertise and skill set.