

Social Development Foundation (SDF)
Nuton Jibon Livelihood Improvement Project (NJLIP)
REOI (Request for Expression of Interest)

Terms of Reference (TOR) for hiring consulting firm for conducting Behavior Change Communication (BCC) Assessment for “Nutrition Awareness & Support Services” in 3 Regions of SDF

Package No. S – 1.5 (NJLIP)
IDA Credit No. 5594-BD

1. The Social Development Foundation:

Established in **2000** as an autonomous and “not-for-profit” organization by the Government of Bangladesh, under the Ministry of Finance, the Social Development Foundation (SDF) has grown to become one of the most successful organizations of Bangladesh in the sphere of poverty alleviation. SDF reinforces multidimensional programs that impact all aspects of the lives of the disadvantaged people, focusing on building sustainable village institutions and empowerment of women. It was registered under the Companies Act-1994 on July 28, 2001.

To assist the most disadvantaged people in their fight against poverty, SDF challenges the frontiers of poverty reduction. With the cherished goals, this organization has been implementing the Social Investment Program Project (SIPP) expanding the scope for the pro-poor for their economic emancipation through enhancing their income and creating employment opportunities employing Community Driven Development (CDD) approach. It is exploring new ways of delivering critical infrastructure services and social assistance to the rural poor, and building their capacity at village level. The holistic approach adopted by SDF enables the poor, particularly women, to build, secure and use social assets to improve their well-being, reduce vulnerabilities, take advantage of new opportunities, exercise their rights and play a more active role in the society.

In an effort to accelerate the achievements of SIPP projects, the Government of Bangladesh undertook SIPP II, to cover around 3200 villages under 16 districts with a budget envelope of US \$ 115 million, benefitting 6 million people directly and indirectly. Based on the experiences and learning from successful implementation of two consecutive projects, SDF has been able to launch another bigger operation “Nuton Jibon Livelihood Improvement Project (NJLIP)” on August 03, 2015 with a budget worth US \$ 220 million. The project serves around 500,000 extreme poor and poor households in 2,500 new villages together with continuing support to 600,000 matured members in 3,200 villages under SIPP-I and SIPP-II areas. The objective of the project is to improve the livelihood of the poor and extreme poor of the project areas.

2. Background of the Assignment:

The NJLIP aims to support the livelihood development, empower women, and improve access to finance of the poor and extreme poor in rural Bangladesh through a employing a community-driven development approach. As such, SDF intends to link and strengthen these livelihood interventions with **Nutrition Awareness & Support Services** of ‘Nuton Jibon Livelihood Improvement Project (NJLIP)’ in 2,500 villages under Mymensingh, Barisal, and Khulna regions. The linkages include supporting beneficiaries through

cultivation of diverse nutrient-rich seasonal vegetables in homestead gardens, raising awareness of women on improved child feeding and intra-household distribution of food, hygienic hand washing and facilitating access to health services.

The SDF has already hired a capacity building firm namely Bangladesh Breastfeeding Foundation (BBF) for developing the capacity on nutrition of all three service providing NGOs engaged in implementation of nutrition sub-component of NJLIP along with capacity building of SDF staff members through providing extensive trainings, orientations etc. Particulars of all three NGOs are given below:

- i. PHD (Partners in Health & Development) for Package No. NS 1.0 (NJLIP) in Mymensingh region;
- ii. Shimantik for Package No. NS 1.1 (NJLIP) in Barisal region; and
- iii. CNRS (Center for Natural Resource Studies) for Package No. NS 1.3 (NJLIP) in Khulna region.

It deserves mentioning here that all NGOs earlier did not carry out a BCC assessment in the areas of proposed engagement and it has become necessary to conduct such an assessment in all 3 regions.

3. Objective of the Assignment:

The objective of the assignment is to identify gaps and prospective indicators of BCC enriching the ongoing BCC sessions, following a Community Driven Development (CDD) approach, focusing on convergence with livelihood activities (especially agriculture), linking rather than duplicating health services, and targeting change agents and not just the vulnerable.

4. NJLIP Total Coverage and Target Groups:

NJLIP covers 423,861 households targeting the poor and extreme poor population in 2500 villages of 36 upazilas covering 12 poverty prone districts in Mymensingh, Barisal and Khulna regions. All nutrition BCC activities in the project area will be implemented through a platform of Nutrition Support Committees (NSC), one in each targeted village (composed of 3 - 4 members), in addition to cluster level staff known as Nutrition Supervisor (NS) and Nutrition Organizer (NO). Moreover, district and regional level supervisory bodies will also be engaged in program delivery. The central level headquarters of each NGO will be coordinating the project. Nutrition BCC target beneficiaries are the adolescent girls, pregnant mothers and lactating mothers of the 0 – 5 years children who are sufferings from chronic and severe acute malnutrition.

5. Working location:

The consultant is required to assess the cost effective sample size with a time saving and prospective methodology in NJLIP areas by different units in three regions – Mymensingh, Barisal and Khulna regions. The table below describes the working area of NJLIP.

Mymensingh Region				
Districts	Upazillas	Unions	Villages	Clusters
Mymensingh	Nandail, Fulbaria, Trishal	15	180	6
Sherpur	Nakla, Sreebardi,	10	140	4
Sylhet	Gowainghat, Kanaighat,	10	140	4
Chandpur	Chandpur sadar, Matalab-uttar, Matalab dakkin, Hajiganj, Shahrasti	30	350	11
Comilla	Monoharganj, Muradnagar Nangalkot	18	240	8
Total – 05	Total – 15	Total – 83	Total – 1050	Total – 33
Barisal Region				
Districts	Upazillas	Unions	Villages	Clusters
Barisal	Banaripara, Muladi and Wazirpur	15	210	7
Bagherhat	Chitolmari, Mollarhat	10	120	4
Pirojpur	Kawkhali, Nazirpur	10	120	4
Sariatpur	Sariatpur Sadar, Gosaighat and Mukshedpur (Upazilla of Gopalganj district)	19	220	7
Total – 04	Total – 10	Total – 54	Total – 670	Total – 22
Khulna Region				
Districts	Upazillas	Unions	Villages	Clusters
Khulna	Dacope, Koyra, Terokhada	21	240	8
Satkhira	Assasuni, Kolaroa, Shyamnagar, Tala and Kaliganj	35	350	11
Rangpur	Mithapukur, Pargacha and Pirgonj	16	190	6
Total – 03	Total – 11	Total – 72	Total – 780	Total – 25
Grand total – 12	Grand total – 36	Grand total – 209	Grand total – 2500	Grand total – 80

6. Methodology:

The firm will formulate a standard BCC Assessment Questionnaire by reviewing the existing nutrition sensitive BCC sessions components of the following training manuals that are aligned with the National Nutrition Policy (NNP) 2015:

- i. Nutrition Related Basic Training, Trainers' Aid, National Nutrition Services (NNS), Ministry of Health and Family Welfare;
- ii. Integrated Agriculture and Health-based Interventions (IAHBI) manual for improved Food and Nutrition Security (IAHBI) UNICEF and FAO;
- iii. Homemade Improved Complementary Food Preparation Process for the 6 – 23 Months Old Children jointly prepared by BBF (Bangladesh Breastfeeding Foundation) and FAO-NFPCSP (National Food Policy capacity Strengthening Program);
- iv. Nurturing Connection developed by Helen Keller International (HKI) regarding nutrition sensitive Interventions;
- v. Use of Tippy Tap based Hand washing Station – SPRING (USAID);

During this assessment the consultant will also use the SDF Community Operational Manuals (COM) for preparing information collection tools in cooperation with the implementing NGOs for developing the

Nutrition Part of the COM. The consultants will also hold meetings with the relevant officials at the SDF headquarter and the Managing Director.

7. Sample Size Calculation Method:

The sample size will be calculated considering individual region. The multi-stage cluster sampling will be the appropriate sampling technique to conduct the survey. Since information will be collected from household, the household will be considered as sampling unit. The sample for a region will be collected following three stage probability cluster sampling. First stage a number of Upazilas will be selected from each region, second stage clusters will be selected from selected Upazilas and finally HHs will be selected randomly from selected clusters. 10% extra sample is recommended for casualty in future impact study. In this way, considering approximately 845 households (HHs) per region, a total of 2,535 HHs will be taken in the assessment survey.

8. Description of the BCC Sessions to the target beneficiaries and the scope of the works:

As per a common working platform in three regions, nutrition sensitive BCC sessions will be delivered to the adolescent girls, pregnant women, lactating mothers with their 0 – 5 years children and mother-in-laws. These sessions will increase their awareness and knowledge on hygienic hand washing by using Tippy Taps, preparing safe food and food preservation, intra-household food security, intra-household IYCF (Infant & Young Child Feeding) guidelines, nurturing homestead gardens etc. At the village and household level with the facilitation of the NSC members each Nutrition Organizer (NO) will deliver these BCC sessions to the mentioned target beneficiaries. The BCC sessions have been adopted from the NNS, BBF, IAHBI, HKI and SPRING manuals that are aligned with NNP 2015. The NO will also conduct routine HH visits for providing need based counseling of the different BCC session components with the target beneficiaries. Thus, during the process of conducting BCC assessment the consultant is expected to accomplish the following activities:

- Identify a range of possible change agents that influence the mentioned BCC sessions relating to livelihood development activities at community level;
- Select specific and potential change agents that can be integrated within the mentioned BCC sessions;
- Develop of a standardized questionnaire that will help to explore and justify these specific and potential BCC indicators of change agents;
- Conduct the target HHs survey with a standardized questionnaire; and
- Produce a final analytical report describing BCC assessment indicators for adopting within the nutrition sensitive interventions of the project.

9. Expected deliverables/Outputs:

The outputs of the assignment will produce:

- Submit inception report, a detailed outline of the proposed timing including methodology and detailed work plan etc.;
- Conduct HHs survey with the target beneficiaries at field level;
- A set of BCC indicators identified that are aligned with the NNP 2015 nutrition sensitive intervention recommendations;
- BCC sessions related bottlenecks (or gaps) are identified and areas of further improvement would be defined for the target beneficiaries;
- Report of “BCC Assessment” and “Nutrition Part of the Community Operational Manuals (COM)”;

10. Eligible criteria for PO:

- Registered and recognized by the Government of Bangladesh;
- Have at least 10 years working experiences in the Nutrition BCC at national, regional and district level, particularly education on nutrition linkages with livelihoods, women's empowerment, and agriculture;
- Have a track record of technical and organizational competency to develop BCC concepts / ideas realistic and relevant to the local cultural and socioeconomic behavior and trends of the of population of the implementing areas;
- Currently working on nutrition service delivery in Bangladesh;
- Copies of reports recently completed on similar assignment;
- Copies of last two years' audit reports;
- Have previous working experiences with SDF/World Bank/Government project on similar assignments will be given preference;

[**Note:** POs are not black listed by GoB or any international organization that do not have any criminal cases and/or judiciary allegations.]

11. Duration of work and other conditions

The assignment is for a period of one hundred twenty (120) days from the date of signing of the contract. No extension will be considered after the expiry of the said contract period.

12. Procurement/ Hiring method

12.1. FIRST STAGE – Expression of Interest

- Interested and eligible consultants are requested to submit an 8-10 page EOI in English. In the main body, POs are requested to include a summary of prior experiences in implementing and documenting results of BCC Assessment, an assessment of existing capacities, and a timeline and estimated budget to carry out intended activities. However, interested consultants are encouraged to enclose appendices where necessary.
- **Deadline for Submission of Eoi:** Interested consultants may obtain further information from the official web site of SDF (www.sdfbd.org) or from the office of the Managing Director of SDF (office hours Sunday - Thursday 9:00-17:00). Expression of Interest must be submitted in hard and soft copies: four (4) hard copies should be sent to the Managing Director, Social Development Foundation (SDF), 'Z' House, 6/6 Block-F, Lalmatia, Mohammadpur, Dhaka-1207 and electronic submissions should be sent by e-mail to fpdhq@sdfbd.org till 19/10/2017 by 4:00 PM.
- **Evaluation process of EOI proposal:** Shortlisted consultants will be reviewed and evaluated based on the following criteria:
 - Registered and recognized by the Government of Bangladesh;
 - Availability of appropriate capacities;
 - Demonstrated capacity to handle such an assignment;
 - Experience carrying out similar tasks.

12.2. SECOND STAGE – Request for Proposals (RFP)

After the evaluation of the submitted EOIs shortlisted firms will be invited for Request for Proposals (RFP) that includes Technical Proposal (TP) and Financial Proposal (FP) as per WB guidelines.

13. Selection process of the submitted EOIs: This will follow the Quality - & Cost - Based Selection (QCBS) procurement procedure as per WB procurement guidelines. An independent evaluation committee will be formed and assigned by the SDF higher management to perform short listing as well as selection process.

14. Termination of Contract: SDF reserves the right to cancel or terminate the Contract at any time without assigning any reason.