

## Request for Proposals (RFP)

**PF No.:** BD24

**Title:** Individual Consultant as Senior Advisor – Nutrition Policy and Systems Strengthening

**RFP Issue Date:** April 05, 2026

**Proposal Submission Deadline:** April 14, 2026 (not later than 5:00 pm of BD time)

**Contracting Entity:** Helen Keller International (Helen Keller Intl)

**Reporting to:** Deputy Country Director, Helen Keller Intl Bangladesh

**Questions or query:** Write to Md. Jahirul Islam, Procurement Department, [jjislam@hki.org](mailto:jjislam@hki.org)

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*Applicants are encouraged to read this RFP and all attachments in its entirety paying specific attention to the instructions and requirements. Issuance of this RFP does not in any way obligate Helen Keller International to award a contract, nor does it commit Helen Keller International to pay for costs incurred in the preparation and submission of a proposal. All recipients of this RFP shall treat all information and details included herein as private and confidential.*

### **SECTION 1: Introduction, Eligibility for application and Definitions**

#### **Introduction**

##### **1. Background**

Helen Keller International (Helen Keller Intl) is an international non-governmental organization headquartered in New York, NY, USA. Guided by the legacy of its co-founder, Helen Keller, the organization partners with communities striving to overcome longstanding cycles of poverty by delivering the essential building blocks of sound nutrition, clear vision and vibrant health. Working across Africa and Asia, Helen Keller Intl focuses on sustainable solutions that enable people to reach their full potential.

Helen Keller Intl Bangladesh has a long-standing partnership with the Government of Bangladesh and development partners to strengthen health, nutrition, food systems, eye health, and livelihoods. The organization prioritizes remote, hard-to-reach, and marginalized communities, including those in the Chittagong Hill Tracts (CHT), while also engaging at national level to influence systems and policy.

Helen Keller Intl Bangladesh is currently implementing the Transforming Lives Through Nutrition project, funded by the Church of Jesus Christ of Latter-Day Saints. The project delivers comprehensive nutrition-specific and nutrition-sensitive interventions aimed at improving nutritional outcomes for the children under five years of age and pregnant and lactating women (PLWs). The project integrates service delivery, behavior change communication, systems strengthening, and multisectoral coordination to address underlying determinants of malnutrition. As part of its strategic focus on policy influence, systems strengthening, and sustainable financing for nutrition, Helen Keller Intl Bangladesh seeks short-term, high-level technical leadership to strengthen its engagement in national nutrition governance, advocacy platforms, resource mobilization processes and using project evidence for advocacy for local RUTF, MMS scale up.

## **2. Purpose of the Consultancy**

The Consultant will provide strategic leadership and technical guidance to:

- Strengthen Helen Keller's position in national nutrition and food systems policy platforms
- Support evidence-informed advocacy and policy engagement
- Advance resource mobilization efforts aligned with national nutrition priorities
- Enhance internal capacity on nutrition policy, governance, and financing
- High level technical support to the project

## **SECTION 2: Scope of Work**

The consultant will work closely with the deputy country director and the technical teams to deliver the following:

### **A. Nutrition Policy and Systems Leadership**

1. Provide technical guidance to strengthen engagement with Government of Bangladesh on:
  - Multisectoral nutrition governance mechanism
  - Integration of nutrition into health, agriculture, and social protection systems
  - Strengthening accountability and service delivery systems
2. Review existing national nutrition policies, strategies, and food system frameworks to:
  - Identify policy and implementation gaps
  - Recommend strategic entry points for Helen Keller's engagement (2026–2027 horizon)
3. Develop a concise **Nutrition Policy Engagement Roadmap (18–24 months)** for Helen Keller Bangladesh in collaboration with the country office team.

### **B. Advocacy and Stakeholder Engagement**

1. Design a **Nutrition Advocacy Action Plan** for a period of 2 years aligned with national health priorities and Helen Keller strategic focus.
2. Support development of:
  - 2–3 policy briefs or position papers (e.g., management of acute malnutrition, maternal micronutrient supplementation, systems strengthening).
  - Key advocacy messages and talking points for senior leadership.
3. Provide technical input on strengthening:
  - Nutrition dashboards
  - Evidence uses in advocacy

### **C. Business Development and Strategic Positioning**

1. Identify and map **strategic partnership opportunities** aligned with:
  - Nutrition systems strengthening

- Food systems transformation
- 2. Provide technical leadership and input into:
  - Concept notes
  - Technical proposal sections
  - Theory of change and results frameworks (as needed)

**D. Capacity Strengthening**

- Conduct an internal orientation session on nutrition policy, governance, financing and advocacy

**Deliverables**

The Consultant will submit the following deliverables:

<b>Deliverable</b>	<b>Description</b>	<b>Timeline</b>
Inception Note	Workplan with methodology, stakeholder mapping, and timeline	Within 2 weeks of contract start
Nutrition Policy Engagement Roadmap	18– 24 months strategic roadmap document	By May 31, 2026
Advocacy Action Plan	Advocacy plan with clear milestones	By May 31, 2026
Policy Briefs	2–3 high-quality briefs (5–8 pages each)	By June 15, 2026
Strategic partnership opportunities	Mapping of at least 3–5 strategic partnership opportunities	By June 20, 2026
Proposal Inputs	Technical contributions to at least 1–2 concept notes/proposals	As per submission deadlines
Capacity Building Sessions	At least 2 internal sessions (materials included)	By June 30, 2026
Final Consultancy Report	Summary of achievements, lessons, and recommendations	By June 30, 2026

All deliverables shall be submitted in English in electronic format (Word and PDF).

**Anticipated Contracting Period and Award Mechanism**

The contact duration will be for 60 days from May 1 – June 30, 2026

**SECTION 3: Proposal Instructions**

The applicant’s proposal will consist of two separate documents:

**Part 1 - Technical Offer**

**Part 2 – Financial Offer**

The Technical Offer and the Financial Offer (altogether “proposal”) must be submitted separately. The applicant should not include any cost data in the Technical Offer.

The proposal should be concisely presented and structured, and should explain in detail the applicant’s availability, experience and resources to provide the requested services.

Proposals that are incomplete or do not address these criteria may not be considered in the review process. All proposals **must be submitted in English.**

Both the Technical Offer and Financial Offer must be submitted with a **Cover Letter** which must include the following information and must be signed and stamped by an authorized representative of the applicant organization:

- i. Date of Submission of the Proposal
- ii. Term of proposal validity (minimum 60 days)
- iii. Name and title of the applicant
- iv. Address

- v. Telephone
- vi. E-mail
- vii. Taxpayer Identification Number
- viii. Other required documents that shall be included as attachments to the cover letter:
  - a) Copy of registration or incorporation in the public registry, or equivalent document from the government office where the applicant is registered.
  - b) Copy of company tax registration, or equivalent document.
  - c) Copy of trade license, or equivalent document.

Applicants must also submit a signed Conflict of Interest Declaration Form. This form will be assessed to establish whether the applicant has any present or potential future conflict of interest according to the definition in Annex A. If the conclusion is reached that any conflict of interest declared by the applicant could have a negative impact on the applicant's ability to perform the Service, Helen Keller Intl may decide to reject the submitted proposal. Failure to accurately complete the Conflict of Interest Declaration Form may also lead to the rejection of the submitted proposal.

### **Part 1: TECHNICAL OFFER**

The Technical Offer should be in the English language, typed in Microsoft Word, single-spaced, with each page numbered consecutively. A maximum number of pages for each component of the Technical Offer is given below.

The Technical Offer should include the following:

#### **1) Applicant's past performance record/relevant experience– {2} pages maximum**

Information related to applicant's past performance/prior experience in conducting work in the country/region similar in nature and volume to the services requested (brief description, deliverables, date, client etc.).

Applicants must also provide contacts for at least three (3) professional references for previous work and/or experience under similar SOWs. Contact information should include, at a minimum: name of individual, name of company, brief information on relationship to applicant, address, email, and phone number. Helen Keller Intl reserves the right to contact any and all references provided. Contact information for references is not subject to the page limitation for this section.

#### **2) Technical approach – {7} pages maximum**

The technical approach must describe the proposed approach to achieving the objectives and deliverables of the assignment and must address the following:

- a) A brief description of the applicant's understanding of the objectives and scope of work for the consultancy.
- b) An overview as to how the applicant would propose to complete the requested services indicated in this RFP.

#### **3) CV of the applicant– {3} pages maximum**

##### **Minimum eligibility criteria:**

- Advanced degree in Public Health, Nutrition, Public Policy, International Development, or related field.
- Minimum 15 years of experience in nutrition policy, systems strengthening, or public health.
- Strong knowledge of Bangladesh's nutrition governance and multisectoral coordination platforms.
- Demonstrated experience in high-level government engagement and policy influence.

- Proven experience in proposal development and donor engagement.
- Excellent analytical, writing, and facilitation skills.
- Fluency in English; working knowledge of Bangla preferred.
- The person must provide trade & VAT license copy, BIN and TIN copy

Helen Keller Intl may choose to contact the applicant prior to making a final decision. Please confirm whether this would be possible, ensuring that full contact details are also included in the resume (email, telephone number).

## **Part 2: FINANCIAL OFFER**

This contract will be issued as a firm fixed price contract with payment made against deliverables and services/products. Helen Keller Intl will only issue payment via electronic payment methods and all bank accounts must be in the name of the company/ organization only.

As part of the Financial Offer, applicants must include a detailed budget, submitted in **Microsoft Excel**, expressed in BDT , with an accompanying budget narrative, submitted in Microsoft Word, describing the basis for the listed cost elements. Supporting information should be provided in sufficient detail to allow a complete analysis and determination of reasonableness of each cost element. Applicants are required to include and clearly label **all** costs deemed necessary to complete the work called for hereunder.

The Financial Offer template can be found in Annex D and must include the following:

- 1. Labor Cost:** The applicant must provide information related to daily rates and Level of Effort (LoE) (measured in days) for the deliverables listed. Please state assumptions made when submitting the cost information including any additional options, and stating all conditions.
- 2. Other Direct Costs:** The applicant should provide a breakdown estimate of other main direct costs which are considered necessary for completion of the work. Other direct costs will cover transportation costs, and per diem. Any other direct costs shall be agreed prior with Helen Keller Intl.
- 3. Indirect Rates and Fixed Fee:** If it is an applicant's regular practice to budget indirect rates, e.g. overhead, fringe, G&A, administrative, or other rate, applicants must explain the rates and the rates' base of application in the budget narrative. Helen Keller Intl reserves the right to request additional information to substantiate an applicant's indirect rates. Proposed fixed fee must also be explained in the budget narrative and represented as a separate line item in the budget.

## **SECTION 4: Evaluation Criteria and Basis for Award**

Helen Keller Intl will follow a Best Value Trade-Off selection methodology. Helen Keller Intl may award to an eligible, competent individual whose proposal is most advantageous to the program, with price and other factors considered proposal, including but not limited to compliance with the requirements of the RFP without material deviation. Applicants may not modify non-responsive offers after the proposal deadline in order to make them responsive. However, Helen Keller Intl may request an applicant to clarify his/ her offer as long as no material deviation exists.

The evaluation of the applicants will be based on the combined scoring method where the methodology, qualification and experience are given 80% weightage and financial offer will be given 20% weightage. Only agency achieving a minimum of 60% of the total points under technical evaluation would be considered for the financial evaluation.

## **SECTION 5: Proposal Validity, Submission Deadline and Instructions**

**Proposals should have a 60 days validity** period from the proposal submission date, as provided in the Cover Letter.

Proposals must be submitted electronically by the deadline listed on the cover page of this RFP by **E-mail to [Bangladesh.Procurement@hki.org](mailto:Bangladesh.Procurement@hki.org)** indicating in the subject line of the e-mail the company name and the RFP number.

A full proposal submission will include the following documents, all of which must reference the RFP number as stated on the cover page of this document:

- Cover Letter
- Technical Offer
- Financial Offer
- Conflict of Interest Disclosure Form
- Copies of applicant's legal registration documents
- Other pertinent information relevant to the proposal submission

#### Application Submission Guidelines

- Proposal Cover Letter: Describe the qualifications, experience and education of the applicant; elaborate on how appropriately suite to the proposed Scope of. Technical: A detailed narrative and work plan describing proposal to accomplish activities and deliverables, within the timeframe specified.
- Financial: A detailed line-item budget including proposed level of effort, daily rates, travel costs, data analysis costs, etc., reflective of the Scope of Work.
- CV of the applicant
- A technical writing sample demonstrating ability to analysis and discuss data.
- Three references who may be contacted by Helen Keller Intl. These references should be clients or employers to whom similar services have been successfully provided.
- Conflict of Interest Disclosure Form
- Confirmation of availability including earliest possible date for starting implementation of this Contract.
- Confirmation of registration, tax registration, legal status to work in Bangladesh.

#### **SECTION 6: Negotiations**

Helen Keller Intl may engage in discussions or request clarifications from the identified organization to ensure a full and mutual understanding of the technical approach, deliverables, timelines, and compliance requirements prior to finalizing the award. These discussions will be limited to confirming alignment and completeness and will not involve renegotiation of the approved budget.

At the sole discretion of Helen Keller Intl, the organization may be requested to provide additional detail, documentation, or participate in a clarification meeting to finalize the agreement. Helen Keller Intl also reserves the right to make no award should the proposal fail to meet technical, compliance, or programmatic standards.

#### **SECTION 7: Terms of the Solicitation**

1. Issuance of this RFP does not constitute an award commitment on the part of Helen Keller Intl, nor does it commit Helen Keller Intl to pay for costs incurred in the preparation and submission of a bid.
2. Attached files are integral part of this RFP.
3. Helen Keller Intl may contact applicants to confirm contact person, address, bid amount and to confirm that the proposal was submitted for this solicitation.
4. False Statements: Applicants must provide full, accurate and complete information as required by this solicitation and its attachments.
5. Conflict of Interest Disclosure: In Annex A Applicants must provide disclosure of any past, present or future relationships with any parties associated with the issuance, review or management of this solicitation and anticipated award. Failure to provide full and open disclosure may result in Helen Keller Intl having to re-evaluate selection of a potential applicants .

6. Right to Select/Reject: Helen Keller Intl reserves the right to select and negotiate with those firms it determines, in its sole discretion, to be qualified for competitive proposals and to terminate negotiations without incurring any liability. Helen Keller Intl also reserves the right to reject any or all proposals received without explanation.
7. Reserved rights: All RFP responses become the property of Helen Keller Intl and Helen Keller Intl reserves the right in its sole discretion to:
  - a. To disqualify any offer based on applicant's failure to follow solicitation instructions;
  - b. To waive any deviations by applicants from the requirements of this solicitation that in Helen Keller Intl's opinion are considered not to be material defects requiring rejection or disqualification or where such a waiver will promote increased competition;
  - c. Extend the time for submission of all RFP responses after notification to all applicants;
  - d. Terminate or modify the RFP process at any time and re-issue the RFP to whomever Helen Keller Intl deems appropriate;
  - e. Issue an award based on the initial evaluation of offers without discussion;
  - f. Award only part of the activities in the solicitation or issue multiple awards based on solicitation activities.
8. Applicants shall disclose any factors that could limit the organization's ability to independently perform the services such as relationship with counterpart employees, past employment, etc.

**ANNEX A: Conflict of Interest Disclosure**

**Helen Keller Intl Code of Conduct & Ethics Policy:** In accordance with the Helen Keller Intl Code of Conduct and Ethics Policy, Helen Keller Intl requires full and open disclosure when dealing with procurement. As such, Helen Keller Intl employees must avoid any conflict of interest or the appearance of a conflict of interest. Helen Keller Intl employees must at all times provide full disclosure of their actions or relationships with prospective vendors, contractors, or consultants. Helen Keller Intl employees shall not solicit, request, accept, or agree to accept any gift from a vendor or prospective vendor.

Helen Keller Intl reserves the right to reject any or all quotes when considered to be in the best interest of the organization and/or the people it serves. All parties submitting a proposal in response to this Request for Proposal are obligated to disclose the existence of any actual or possible conflict of interest relating to every country included within their proposal in the attached *Conflict of Interest Declaration Form*.

Failure to fully disclose such information could lead Helen Keller Intl to reject a proposal. If a party has no conflict to declare for any of the countries covered in their proposal, they may submit one form, listing all of the countries covered.

**“Conflict of Interest”** means a situation in which an Bidder, or an Affiliate (as defined below), or a sub-contractor (if any) of an Bidder, has interests (financial, organizational, personal, reputational or otherwise) that would or may appear to make it difficult for an Bidder to fulfill its obligations to Helen Keller Intl in its role as the vendor in an objective, independent and professional manner, or a situation in which it is reasonable to foresee that such an interest would arise. A Conflict of Interest may arise in the following circumstances, which are not exhaustive:

- i. a Bidder has been, or is involved in the design of a proposal or request for funding that has been, or will be submitted to Helen Keller Intl;
- ii. an Bidder has been, or is involved in the provision of advice to an entity that is a Principal Recipient or a Sub-recipient;
- iii. a Bidder has been, or is involved in, or has provided advice in relation to the procurement of goods and/or services by a Principal Recipient and/or a Sub-recipient;
- iv. a Bidder has been, or is involved in the provision of auditing services to a Principal Recipient and/or a Sub-recipient; or
- v. a Bidder has submitted an expression of interest, tender, bid or otherwise indicated interest in providing services of any nature to a Principal Recipient or a Sub-recipient that remains valid at the time of, and for the duration of the term of this Contract.

**“Affiliate”** means a business concern, individual or other entity that, directly or indirectly: (i) controls or can control an Bidder; (ii) is controlled by, or can foreseeably be controlled by, an Bidder; or (iii) along with an Bidder, is controlled by, or can foreseeably be controlled by, the same third party.

**Bidder Conflict of Interest Declaration Form**

Please check one box below, as appropriate:

<input type="checkbox"/>	The Bidder hereby declares that it has read and understood the Conflict of Interest rules set forth in the Request for Proposals (RFP) and warrants that no Conflict of Interest exists on the part of the Bidder or an Affiliate of the Bidder, with regard to the services to be performed under the RFP. The Bidder hereby agrees to comply with the Conflict of Interest rules set forth in the Request for Proposals (RFP).
<input type="checkbox"/>	The Bidder wishes to disclose a real or potential Conflict of Interest situation(s) and propose mitigating action(s). <i>Note:</i> if this box is checked, please describe in an attachment, <i>in detail</i> , the situation and present a proposed mitigation plan / arrangement for consideration by Helen Keller Intl.

**Bidder:**

<b>Signature:</b>	
<b>Printed Name:</b>	
<b>Title:</b>	
<b>Date:</b>	

**ANNEX B: Format of CV to Be Used for Personnel**

(This is an example ONLY, revise as needed)

<b>Name:</b>			
<b>Title:</b>			
<b>Nationality:</b>			
<b>Home Office Address:</b>			
<b>Professional Qualifications:</b>			
<b>Language skills:</b>			
<b>Language:</b>	<b>Reading:</b>	<b>Speaking:</b>	<b>Writing:</b>
<b>Relevant work experience, including the duration and responsibilities:</b>			
<b>References:</b>			
<b>Name:</b>		<b>Name:</b>	
<b>Position:</b>		<b>Position:</b>	
<b>Organization:</b>		<b>Organization:</b>	
<b>E-mail:</b>		<b>E-mail:</b>	
<b>Address:</b>		<b>Address:</b>	
<b>Telephone:</b>		<b>Telephone:</b>	
<b>Relationship:</b>		<b>Relationship:</b>	
<b>Certification:</b>			
I declare that the information provided in this CV is accurate and hereby authorize Helen Keller Intl to undertake whatever inquiries Helen Keller Intl may consider reasonable and necessary in the course of the assessment process, in relation to the information in this curriculum vita relating to my suitability for the position for which I have been nominated.			
<b>Signed:</b>		<b>Date:</b>	

**ANNEX C Financial Offer Format**

(This is an example ONLY, revise as needed)

**DETAILED FEE BREAKDOWN WORKSHEET (SAMPLE FORMAT)**

Cost Element	Unit Description	Quantity	Unit Cost	Total Cost
<b>1. PERSONNEL COSTS</b>				
a. XXX				
b. XXX				
Sub-Total				
<b>2. TRAVEL &amp; TRANSPORTATION</b>				
i.e. Travel				
i.e. Per-diem				
Sub-Total				
<b>2. Other Cost (Activity/other direct expenses, etc.)</b>				
XXX				
XXX				
Sub-Total				
<b>Total (without VAT)</b>				
VAT (XX%)				
<b>Total</b>				

\*Please add/remove rows if needed