

17 June 2026

REQUEST FOR PROPOSAL (RFP)

Development of Business Management Module for Small-Scale Entrepreneurs

Proposal submission deadline: 30 June 2026, till 23:59

Interested companies/ agencies are requested to submit a technical and a financial proposal through email at wateraid-tender-ta@wateraid.org

There will be an online (through MS Teams) pre-bid meeting scheduled on **23 June 2026, 11:00 am**. Interested bidders are requested to join in the pre-bid meeting by accessing the below link.



Bangladesh Country Office
House 97/B, Road 25, Block A
Banani, Dhaka 1213
Tel: +88 02 58815757



Bangladesh Country Office
House 28, Road 43
Gulshan 2, Dhaka 1212
Tel: +88 02 988 26 63

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SECTION 1. INFORMATION TO BIDDERS

- 1. Introduction**
 - 1.1. All interested and eligible Consultant/Firm/Agency/Consortium(s) with required qualifications and experience may submit their proposals.
 - 1.2. Costs of preparing the proposal and attending the pre-bid/ negotiation meeting, if provisioned, are not reimbursable.
 - 1.3. The interested Consultant/Firm/Agency/Consortium(s) are expected to follow highest ethical standards in their participation in the bidding process; and must refrain from influencing the internal selection process of WaterAid Bangladesh.
 - 1.4. Any attempt of undue influence on the evaluation and selection process will lead to cancellation of the proposal from the subsequent process.
 - 1.5. Any misrepresentation of facts, including the facts on professional /institutional capacity, will also lead to cancellation of the proposal.
 - 1.6. WaterAid Bangladesh reserves the right to amend and modify this RFP document. Also, to select the consulting firm(s) for providing selected goods and services cited in section 2 (article 9) as deliverables of this RFP, either for the entire content of the proposal or a part thereof.
- 2. Clarification and amendment of RFP documents**
 - 2.1. At any time before the receipt of proposals, WaterAid Bangladesh may for any reason, whether at its own initiative or in response to a clarification requested by an invited team Consultant/ Firm/ Agency/ Consortium(s), amend the RFP. Any amendment shall be issued in writing and shall be posted and will be binding on all bidders. WaterAid Bangladesh may at its discretion extend the deadline for the submission of proposals.
- 3. Preparation of technical proposal and financial proposal**
 - 3.1. Interested Consultant/Firm/Agency/Consortium(s) are requested to submit their proposals (**font: Arial, Size: 11**). Both the technical and financial proposals must remain valid for a minimum of 90 days after the date of submission.
 - 3.2. **The technical proposal should contain the following (section 3):**
 - Appreciation to the Terms of Reference (TOR)
 - Detailed workplan and methodology to address the objectives of the assignment
 - CVs of the team leader and key resource person(s) of the consulting firm(s)
 - Relevant experience and credibility to undertake the given assignment
 - 3.3. The financial proposal from the Team of Consultant/Firm/Agency/Consortium(s) are expected to take into account the requirements for accomplishing the deliverables specified in the section-2 (article-9) and conditions outlined in the RFP documents. **Maximum budget for this assignment is BDT 9,000,000 (Nine Lacs).**
 - 3.4. Provide a justified financial proposal consistent with the technical proposal which clearly mentions item wise summary of cost for the assignment with detail breakdown following the provided template (section 4). The budget must include applicable AIT; however, VAT should be mentioned separately at the bottom on total budgeted amount.

3.5. WaterAid Bangladesh will deduct VAT and Tax at source according to the GoB rules and deposit the said amount to government treasury.

4. Submission of Proposals

4.1. The original proposal (technical and financial) should be submitted electronically to the email address WaterAid-Tender-TA@wateraid.org with the subject line: “**Development of a Business Management Module for Small-Scale Entrepreneurs**”.

4.2. Proposals submitted to any other e-mail account except the above will not be accepted.

4.3. Proposals submitted after the deadline of **30 June 2026, till 23:59** will be treated as disqualified.

4.4. Two different files (PDF) should be generated for technical proposal and financial proposal. However, both files should be submitted into one zip folder with a cover letter. Please name the zip folder after your consulting firm.

4.5. The technical proposal should not exceed 20 pages.
The financial proposal should not exceed 5 pages.
CVs should not exceed 5 pages per Consultant/Expert.
Organisational/individual profile should not exceed 10 pages

5. Proposal Evaluation

5.1. The evaluation committee will evaluate the proposals based on their responsiveness to TOR and applying the evaluation criteria and point system specified herein. Each responsive proposal will be given score. Proposal(s) will be rejected at this stage if they do not respond to important aspects of the TOR.

5.2. The final selection will be done following Quality and Cost Based Selection (QCBS). This will be done by applying a weight of 0.80 (or 80 percent) and 0.20 (or 20 percent) respectively to the technical and financial scores of each evaluated proposal and then computing the relevant combined total score for each consultant(s)/ consulting firm(s). However, the financial evaluation will be made only for the qualified bidders.

- Technical proposal: **80**
 - Understanding of the assignment and overall quality: 10
 - Proposal with detailed methodology and workplan: 40
 - Proposed team to accomplish the assignment: 15
 - Relevant experience and accomplishments: 15
- Financial proposal with a detailed breakdown: **20**

5.3. WaterAid reserves the right to accept and reject any proposal without assigning any reason whatsoever and may decide to go for re-advertisement without going further down the process.

5.4. Once the proposals are evaluated, WaterAid may go for negotiation, if required, with one or more consulting firm(s) for final selection.

5.5. If negotiations fail, WaterAid Bangladesh may invite the consulting firm(s) with next highest score to negotiate a contract or go for re-advertisement with fresh Requests for Proposals (RFP).

- 6. Presentation and negotiation**
- 6.1. Once the proposals are evaluated, only the shortlisted consulting firm(s) will be contacted for next process, presentation or further clarifications. However, if a shortlisted bidder does not communicate within 5 days, their proposal will be treated as unsuccessful.
- 6.2. WaterAid Bangladesh may enter negotiation with one or more bidders before final selection. If negotiations fail, WaterAid Bangladesh will then invite those consulting firm(s) whose proposals have received the next highest score. If none of the invited proposals led to an agreement, a new RFP will be called upon.
- 6.3. The presentation and negotiations may include a discussion on the proposed methodology, workplan, staffing, costing, or any suggestions made by the bid participating consulting firm(s) to improve the terms of reference.
- 6.4. WaterAid Bangladesh and the contracted consulting firm(s) may revise the TOR which should be incorporated into the final contract document.
- 7. Notification of Award**
- 7.1. The selected Consultant/Firm/Agency/Consortium(s) will receive the notification of award within one week of successful negotiation.
- 8. Penalty clause**
- 8.1. The Consultant/Firm/Agency/Consortium(s) are expected to deliver required outputs within the stipulated timeframe maintaining the quality. If for any reason, the consulting firm(s) fails to deliver the required deliverables within the stipulated time, the consulting firm(s) need to inform WaterAid in time with a valid and acceptable explanation in written. Failing to this may evoke penalty clause at the rate of 0.5% for each day of delay.
- 9. Confidentiality**
- 9.1. Information relating to evaluation of proposals and recommendations concerning awards will not be disclosed to the organisations who submitted the proposals or to other persons not officially concerned with the process, until the winner has been notified of the award of the contract.
- 10. Pre- bid meeting**
- 10.1. There will be an online (MS Teams) **pre-bid meeting at 11:00 AM, on 23 June 2026** to brief the objectives of the assignment. Interested entities are requested to join the meeting from [this link](#). In case of any technical difficulties, kindly inform Saiduzzaman@wateraid.org to receive assistance prior to the start of the session.
- 11. Focal person**
- Mr Saiduzzaman Pulak
Private Sector Engagement Specialist
Saiduzzaman@wateraid.org

SECTION 2. TERMS OF REFERENCE

1. Introduction

Bangladesh, particularly its coastal regions, faces acute challenges in accessing safe drinking water due to salinity intrusion, climate change, and inadequate public service delivery. Small-scale Reverse Osmosis (RO) water treatment plants have emerged as viable, market-based solutions to ensure safe water access in these areas.

WaterAid Bangladesh, under its GO4IMPact programme, has been promoting inclusive and sustainable water service delivery models through public and private sector engagement. A key initiative in this regard is the Reverse Osmosis (RO) plants following WaterAid's WE-WE (Women Empowerment through Water Entrepreneurship) model, which positions women as owners and operators of RO water enterprises. This model simultaneously addresses safe water access and women's economic empowerment by enabling women entrepreneurs to manage water businesses within their communities in addition to enhancing their competence on business operations.

As of now, WaterAid Bangladesh through its downstream partners have facilitated the establishment of approximately 35 WE-WE enterprises across project locations. Beyond the WE-WE model, small-scale RO water enterprises are increasingly emerging as a promising micro-enterprise model across Bangladesh. However, despite technical investments, many small-scale entrepreneurs, especially women entrepreneurs face significant challenges in managing their businesses sustainably. These include gaps in financial literacy, operational planning, market development, customer acquisition and management, and compliance with water quality standards.

To address these gaps, WaterAid Bangladesh intends to develop a customised, practical, and user-friendly Business Management Training Module tailored specifically for small-scale RO water entrepreneurs, with a strong focus on women-led enterprises. The module will be designed to be accessible to low-literacy users through visual, example-based, and simplified content, while also providing structured guidance for facilitators delivering the training.

The module is expected to serve not only as a training resource for WaterAid's partner organisations but also as a reference tool for future interventions and broader sectoral replication by other stakeholders working in water entrepreneurship and small enterprise development arena. This assignment builds on initial internal concepts and field experience, and seeks to develop a structured, field-tested, and scalable training solution grounded in the real operational contexts of small-scale RO enterprises.

2. Objectives

The overall objective of this assignment is to design and develop a comprehensive, practical, and scalable Business Management Training Module for small-scale Reverse Osmosis (RO) water entrepreneurs, with a particular focus on women-led enterprises under the WE-WE model.

The specific objectives of the assignment are to:

- Conduct a need assessment to identify key business management gaps and training needs of WE-WE and similar RO entrepreneurs.
- Develop a dual training package comprising a facilitator's guide and a pictorial entrepreneur module tailored for low-literacy users.
- Design practical tools and templates to support day-to-day business management and decision-making.
- Ensure the module is relevant, user-friendly, and adaptable for use across WaterAid Bangladesh programmes and broader sectoral replication

3. Scope of work

The consulting firm/consultant will undertake a structured process covering assessment, design, development, validation, and finalisation of the training module.

3.1. Inception and Design Framework

- Conduct inception meetings with WaterAid Bangladesh
- Review existing, WE-WE enterprise models and relevant documentations
- Develop a detailed methodology and module design framework, including:
 - ✓ Learning objectives
 - ✓ Target audience segmentation (women entrepreneurs, early-stage businesses, etc.)
 - ✓ Delivery approach (training + self-learning)
- Submit an Inception Report with:
 - ✓ Work plan and timeline
 - ✓ Research and assessment approach
 - ✓ Proposed module structure and outline

3.2. Needs Assessment

The consulting firm/consultant will conduct a structured needs assessment as the foundation for module development.

The needs assessment must cover:

- ✓ Approximately 15 - 20 WE-WE enterprises operated by women entrepreneurs in Satkhira.
- ✓ An additional 10 – 15 small-scale RO entrepreneurs operating in Satkhira other than the WE-WE model (men and women), to ensure the module has broader applicability beyond the WaterAid ecosystem.
- ✓ Few other small-scale entrepreneurs engaged in other green businesses.
- ✓ In-depth interview with approximately 3-5 WaterAid Bangladesh's partners' staff who currently provide business or operational support to entrepreneurs.
- ✓ 3–5 key informants from relevant sectors (WASH sector practitioners, microfinance institutions working with water enterprises, Paurashava Water Department/DPHE officials as applicable).

The needs assessment must identify:

- ✓ Literacy levels, preferred learning styles, language preferences, and information consumption habits of the target group.
- ✓ Current levels of business management knowledge and practice among entrepreneurs.
- ✓ Critical gaps in financial literacy, record-keeping, pricing, customer acquisition and management, and marketing.
- ✓ Operational and technical challenges specific to RO plant management.
- ✓ State of availability of the required resources (filtration kit, membranes, technicians, etc.) in the local market, how far they need to travel to get these resources.
- ✓ Availability and use of mobile devices/apps among entrepreneurs (for digital tool recommendations).
- ✓ Success stories and best-practice cases suitable for inclusion as motivational case studies.
- ✓ Existing training resources and tools are already in use by partner organisations.

3.3. Development of Training Products & Content Design

The consulting firm/consult will design and develop contents structured training packages and templates.

3.3.1. Trainee Module (Entrepreneur Handbook)

Trainee module is the centrepiece deliverable of this assignment. It should be designed for direct use by entrepreneurs, including those with limited formal education and must follow a 'Book for Dummies' approach.

- Written primarily in simple, everyday Bangla (with technical terms explained clearly).
- Heavily illustrated with context-specific drawings, pictures, infographics, and visual metaphors relevant to small scale RO plant operations.
- Structured around real-life business scenarios, common problems, and practical decision-making situations that an RO plant entrepreneur would encounter.
- Inclusion of at least 5–7 success stories or motivational case studies of different categories drawn from actual WE-WE entrepreneurs (with anonymisation or consent as appropriate).
- Designed to be used independently by an entrepreneur, without requiring facilitator support.
- Use of a consistent visual character or story arc (e.g., a fictional entrepreneur protagonist) to create narrative continuity throughout the module.
- QR codes linking to supplementary video or audio content (where feasible) for digital reinforcement.
- Develop a training delivery presentation as well.
- Produce and deliver **150 printed copies of the Entrepreneur Handbook**, along with editable and print-ready soft copies.

3.3.2. Facilitator's Guide

The Facilitator's Guide should be designed for use by the staff of WaterAid Bangladesh's downstream partners and any other organisations delivering the training. It must include:

- Full session plans for each training module with learning objectives, time allocations, facilitation notes, and discussion prompts.
- Background knowledge sections for each topic, providing facilitators with the depth of content knowledge required to answer participant questions confidently.
- Activity and exercise instructions with variations for groups having mixed literacy levels.
- Guidance on using the Entrepreneur's Pictorial Module in conjunction with the guide.
- Pre- and post-training assessment tools for measuring learning outcomes.
- Guidance on adapting sessions for experienced versus newly established entrepreneurs.
- A glossary of business and technical terms in both English and Bangla.

3.3.3. Business Management Templates and Tools

The consulting firm/consultant must develop a practical toolkit of business management templates to be used by entrepreneurs on an ongoing basis. These must be developed in two formats:

- ❖ **Excel/Digital Templates** (for partner organisation use and entrepreneurs with smartphone access). List but not limited to (to be proposed by the consulting firm/consultant):
 - ✓ Customer Database and Payment Tracker (dues calculations).
 - ✓ Daily water Production and Sales Tracking Sheet
 - ✓ Daily Expense Tracker (with pre-populated category list relevant to RO operations).
 - ✓ Monthly Income, Expenditure and Profit Summary Dashboard
 - ✓ Maintenance Log and Spare Parts Inventory.
 - ✓ Water Quality Testing Register
 - ✓ Business Planning and Target Tracking Sheet
 - ✓ Business Improvement Notes (Monthly note)

** The consulting firm/consultant may also propose any existing market ready solutions/mobile applications that can be customised to use for bookkeeping/financial management.*

- ❖ **Printed Notebook/Register Format** (for entrepreneurs without smartphone access). Designed for low-cost printing and mass reproduction by the entrepreneurs themselves. (Deliver the soft copies as well). List but not limited to (To be proposed by the consulting firm/consultant):
 1. A4-sized bookkeeping notebook with ruled pages, pre-printed column headings, and illustrative instructions at the top of each section. (approx.: 400 pages per book one page for one day, 35 additional pages and 100 printed books). Bookkeeping register may include (should be proposed by the consulting firm/consultant):
 - Daily Water Production and Sales Register
 - Daily Expense Register
 - Customer Due Register
 - Plant Maintenance Log
 - Water Quality Testing Register (Quarterly full test, daily TDS)
 - Monthly Profit/Business Performance Calculation Sheet
 - Business Improvement Notes (Monthly note)
 2. Customer profiling book. (approx.30 pages, per page 10 customers, total 100 printed books to be submitted).

3.4. Facilitation of Training of Trainers (ToT)

The consulting firm/consultant will be responsible for facilitating **5 batches of Business Management Training** using the developed training package through experienced trainers with demonstrated expertise in entrepreneurship development, adult learning methodologies, and facilitation of low-literacy audiences.

The training sessions will serve a dual purpose: (i) strengthening the capacity of RO entrepreneurs, and (ii) exposing potential future trainers to the training approach and content so they can subsequently replicate and deliver future batches. Therefore, relevant staff from WaterAid partner organisations and identified trainer pools will participate in the sessions as part of a practical Training of Trainers (ToT) oriented exposure process.

The consulting firm/consultant is expected to:

- One orientation session for the WaterAid Bangladesh Staff relevant to the entrepreneurship development initiatives.
- Facilitate and deliver 5 complete training batches using the finalised training materials;
- Deploy qualified and experienced trainers capable of effectively delivering participatory and practical sessions;
- Ensure the use of interactive training methods, including practical exercises, case discussions, storytelling, demonstrations, and experience sharing;
- Provide orientation and hands-on exposure to potential future trainers during the training sessions;
- Incorporate feedback and learning from the training sessions to refine and improve the training package, if required; and
- Submit a brief training completion report summarising participation, key observations, lessons learned, and recommendations.

The training events will be organised by WaterAid Bangladesh's downstream partners and are expected to take place in Satkhira and/or adjacent districts. The consulting firm/consultant will be responsible for all costs associated with trainers, including honorarium, travel, accommodation, food, and related logistical expenses. Costs related to venue, participant arrangements, and other training operational expenses will be borne separately by the partner organisations

4. Methodology

The consulting firm/consultant is expected to propose a detailed and robust methodology demonstrating how the assignment will be implemented from inception through finalisation of the training package. The proposed methodology should be participatory, field-driven, and tailored to the operational realities of small-scale RO entrepreneurs, particularly women-led enterprises under the WE-WE model.

The methodology should incorporate, but not be limited to, the following approaches:

- Participatory and gender-sensitive assessment methods to ensure meaningful engagement of women entrepreneurs and other relevant stakeholders.
- Field-based learning and co-creating approaches involving WE-WE and similar RO entrepreneurs throughout the module development process.
- A blended approach combining qualitative and quantitative techniques to capture business realities, learning needs, and contextual challenges.

- Review and adaptation of relevant existing business development and entrepreneurship training materials and practices.
- Integration of behavioural, adult learning, and practical learning principles suitable for early-stage entrepreneurs.
- Use of visual communication and simplified learning approaches appropriate for low-literacy audiences.
- Iterative development processes incorporating testing, feedback, and refinement of draft materials prior to finalisation.

The proposed methodology should clearly describe:

- Sampling strategy and respondent selection approach;
- Data collection methods and tools;
- Data analysis and synthesis approach;
- Module design and content development process;
- User testing, review, and validation mechanisms;
- Quality assurance and safeguarding considerations throughout the assignment.

The consulting firm/consultant is encouraged to propose additional methodological innovations that improve usability, contextual relevance, and long-term applicability of the module

5. Mandatory Cross-Cutting Principles

Principle	How it must be embedded
Gender Equality and Social Inclusion	All content, examples, illustrations, and learning materials must promote women's leadership and participation. Success stories should predominantly feature women entrepreneurs, and language and visuals must be gender-responsive and inclusive.
Climate Resilience	All relevant content should incorporate climate change and water-related vulnerabilities and demonstrate how RO entrepreneurs contribute to climate resilience and local adaptation through safe water service delivery.
Low Literacy Design	Entrepreneur modules must use visuals as the primary communication medium, with simple Bangla language and concepts explained through storytelling, illustrations, and relatable real-life examples rather than academic or technical language.
Contextual Relevance	All case studies, examples, pricing references, and cost figures must reflect the Bangladesh context, especially coastal belt, including local currency, market conditions, and recognisable geographies, while avoiding generic or non-contextual examples.
Replicability	All materials must be designed for low-cost reproduction and practical adaptation, enabling partner organisations and other stakeholders to use and replicate them independently.
Safeguarding	All fieldwork and content development processes must comply with WaterAid's Safeguarding Policy, and informed consent must be obtained for all case studies, personal stories, interviews, and photographs used in the materials.

6. Time Frame & Deliverables

The timeframe of the assignment is 3.5 months after signing the agreement. The contracted organisation/team will submit an inception report that includes final methodology and work plan with key milestones within first week of signing the contract. The inception report will be reviewed and approved by WaterAid Bangladesh.

SL	Milestone	Deliverables	Timeline
1.	Inception	<ol style="list-style-type: none"> 1. Inception report with detailed methodology, timeline, and implementation roadmap submitted. 2. Proposed module structure, learning framework, and content approach submitted. 	Week 1
2.	Needs Assessment	<ol style="list-style-type: none"> 1. Needs Assessment Report submitted with entrepreneur profiles, success stories and business case information documented. 2. Cleaned data file submitted. 	Week 5
3.	Content Outline Approval	<ol style="list-style-type: none"> 1. Detailed content outlines for the Entrepreneur Module and Facilitator's Guide developed. 2. Proposed structure for templates, tools, and training materials submitted. 3. Content approach reviewed and approved by WaterAid. 	Week 6
4.	Draft Training Package Submission	<ol style="list-style-type: none"> 1. Draft Entrepreneur Module developed. 2. Draft Facilitator's Guide completed. 3. Draft digital templates, bookkeeping notebooks, and customer profiling books developed. 	Week 10
5.	Final Submission	<ol style="list-style-type: none"> 1. Final Entrepreneur Handbook submitted in editable and print-ready formats and 150 pieces printed handbook. 2. Final Facilitator's Guide and Training Delivery Presentation submitted in editable and print-ready formats. 3. Final digital templates and business management tools submitted in editable formats. 4. 100 printed bookkeeping notebooks and 100 customer profiling books, along with corresponding editable and print-ready files, submitted. 	Week 12
6.	Training Facilitation	<ol style="list-style-type: none"> 1. One inhouse orientation session facilitation for the WaterAid Bangladesh Staff relevant to the entrepreneurship development initiatives. 2. Five training batches facilitated using the developed materials. 3. Training observations and participant feedback documented, and training completion report submitted. 	Week 14

7. Reporting & Monitoring Requirements

The consultant/consulting firm will work under the overall guidance of GO4IMPact team and maintain close coordination with the relevant partner organisations throughout the assignment period.

The consulting firm/consultant will be responsible for submitting the following reports and updates:

- **Inception Report** outlining the detailed methodology, workplan, data collection approach, sampling framework, and implementation timeline.
- **Regular progress updates** (bi-weekly or as agreed) summarising progress against planned activities, key achievements, challenges, and mitigation measures through emails.
- **Needs Assessment Report** summarising assessment findings, identified business management gaps, entrepreneur profiles, learning needs, and recommendations for module development.
- **Draft module and tools submission reports** for review and feedback at key development stages.
- **Training completion report** covering participant information, training delivery summary, observations, lessons learned, participant feedback, and recommendations for future implementation.
- **Completion report** documenting the overall assignment process, methodology, outputs delivered, key findings, lessons learned, and recommendations.

WaterAid Bangladesh reserves the right to review and provide feedback on all deliverables, and the consulting firm/consultant will be expected to incorporate comments and revisions before final approval. Regular review meetings may be organised throughout the assignment period to monitor progress and ensure quality of outputs.

All reports and deliverables must be submitted in both editable and PDF formats unless otherwise specified.

8. Expected Competency of the Consulting Firm

Interested consultant/consulting firms must demonstrate the following minimum competencies and experience:

Technical Expertise

- Proven experience in designing and developing training curricula, instructional materials, and capacity-building tools for small-scale entrepreneurs, especially women entrepreneurs.
- Demonstrated experience in developing user-friendly, pictorial, and low-literacy learning materials in Bangla, including visual communication products and simplified learning content.
- Strong understanding of small and micro-enterprise development, entrepreneurship promotion, and business management systems, preferably within WASH, water enterprises, climate-resilient businesses, or green enterprise sectors.

- Experience working on women’s economic empowerment initiatives and applying gender-responsive or gender-transformative approaches in programme design and capacity-building.
- Prior experience in developing practical business tools such as bookkeeping systems, templates, tracking tools, or financial management resources for entrepreneurs will be considered an advantage.
- Experience in facilitating entrepreneurship training, Training of Trainers (ToT), or adult learning-based capacity development initiatives is preferred.

Research and Assessment Capacity

- Demonstrated capacity to conduct mixed-methods research and field assessments in Bangladesh, including with women entrepreneurs and underserved communities.
- Experience designing and implementing surveys, Key Informant Interviews (KIIs), Focus Group Discussions (FGDs), observation methods, and other qualitative and quantitative research tools.
- Prior experience conducting needs assessments, training needs analyses, or market assessments for entrepreneurship or livelihood-related programmes is preferred.

Content Development and Design Capacity

- Proven experience of developing entrepreneurship training manual.
- Ability to develop training products in Bangla with high-quality writing, editing, and instructional design standards.
- Demonstrated access to or in-house capacity for graphic design, illustration, visual storytelling, layout design, and print-ready publication development.
- Experience producing development communication materials for low-literacy or community-based audiences will be considered an advantage.

Organisational Capacity

- Proven experience of large-scale entrepreneurship development and training facilitation including green entrepreneurship.
- Capacity to conduct and manage field activities, stakeholder consultations, and training events across multiple locations.
- Experience of working with international NGOs, donor-funded programmes, or multi-stakeholder development initiatives is preferred.
- Ability to deliver high-quality outputs within agreed timelines and maintain effective coordination with multiple stakeholders.
- Compliance with WaterAid’s Safeguarding Policy is mandatory, and prior experience working within safeguarding and ethical research frameworks is expected.

9. Mode of payment

The Payment will be made in 03 (three) instalments through Bangladesh Electronic Funds Transfer Network (BEFTN) to the agency/consultant in consideration of the key deliverables and timeline. In case of any changes in the deliverables, payment will be made at actual based on the type and quantity of content delivered. All invoice to be submitted to WaterAid Bangladesh and certified by the respective personnel.:

Instalments	Condition	Percentage	Timeline
First	<p>Upon acceptance of Milestone-1:</p> <ul style="list-style-type: none"> • the inception report, including the detailed methodology, timeline, and implementation roadmap submitted. • Proposed module structure, learning framework, and content approach submitted. 	30%	Within week 2
Second	<p>Upon acceptance of Milestone 2, 3 and 4:</p> <ul style="list-style-type: none"> • Needs Assessment Report submitted with entrepreneur profiles, success stories and business case information documented. • Cleaned data file submitted. • Detailed content outlines for the Entrepreneur Module and Facilitator’s Guide developed. • Proposed structure for templates, tools, and training materials submitted. • Content approach reviewed and approved by WaterAid. • Draft Entrepreneur Module developed. • Draft Facilitator’s Guide completed. • Draft digital templates, bookkeeping notebooks, and customer profiling books developed. 	40%	Within week 10
Third	<p>Upon acceptance of Milestone 5 and 6:</p> <ul style="list-style-type: none"> • Final Entrepreneur Handbook submitted in editable and print-ready formats and 150 pieces printed handbook. • Final Facilitator’s Guide and Training Delivery Presentation submitted in editable and print-ready formats. • Final digital templates and business management tools submitted in editable formats. • 100 printed bookkeeping notebooks and 100 customer profiling books, along with corresponding editable and print-ready files, submitted. • Five training batches facilitated using the developed materials. • Training observations and participant feedback documented, and training completion report submitted. 	30%	Within week 15

SECTION 3. TECHNICAL PROPOSAL SUBMISSION FORMAT

- 3A. Forwarding letter format
- 3B. Understanding of the assignment
- 3C. Implementation strategy
- 3D. Team composition
- 3E. Relevant experience
- 3F. Company profile (if applicable)
- 3G. Ethical practice

3A. FORWARDING LETTER FORMAT

(Please use letterhead pad)

[*Location, Date*]

To
The Country Director
WaterAid Bangladesh
House 97/B, Road 25, Block A
Banani, Dhaka 1213

Subject:

Dear Sir,

We, the undersigned, are offering to provide the following assignment following your Request for Proposal (RFP) dated _____ (date and subject)

We are hereby submitting our proposal, which includes a technical proposal and a financial proposal.

If negotiations are held during the period of validity of the proposal, we undertake to negotiate based on the proposed staff. Our proposal is binding upon us and subject to the modifications resulting from contract negotiations.

We understand you are not bound to accept any proposal you receive.

Yours sincerely,

Authorised signature:
Name:
Title:
Name of organisation:
Address:

Technical Proposal

3B. Understanding of the assignment

(please provide concept note on overall understanding of the assignment)

3C. Implementation strategy

- Methodology

(please describe about the methodology/approach to be adopted or applied to collect, analysis, evaluate the data)

- Deliverables

(please specify the major deliverable to be achieve from the study)

- Work plan

(please provide detail work plan with work chart)

3D. Team composition

(please provide short bio of the proposed key team member(s) in below format)

- CV of proposed key team members

Name	
Role in this assignment aligning with the workplan	
Highest academic qualification	
Professional summary	<i>(a brief overview summarising your expertise for the proposed position)</i>
Professional experience	<i>(please mention your last five relevant experiences for the proposed role in the assignment; in either narratives or tabular format)</i> <i>Professional experiences should include the following:</i> <i>- Name of the organisation and job title</i> <i>- Duration</i> <i>- Key responsibilities</i>

Also, attach the CVs of the proposed personnel.

3E. Relevant experience

(relevant services carried out in the last three years that best illustrate qualifications)

Using the format below, please provide maximum 10 examples for which your consulting firm, either individually as a corporate entity or as one of the major companies within an association, was legally contracted.

Name of the assignment	Digital link (if available)	Completion date	Client name with contact details

3F. Company profile (if applicable)

(Please attach portfolio and other relevant documents)

3G. Ethical practice

(Please specify your policies on safeguarding, health & safety, safety, and security)

SECTION 4. FINANCIAL PROPOSAL SUBMISSION FORM

4A. Summary of budget/costs, including narratives

4B. Legal documents

4A. Summary of budget/costs, including narratives

(The financial budget summary should be prepared in line with below guidance)

- Budget for the assignment should be broken down into individual items covering all logistical, travel, accommodation, staff, equipment and other costs.
- The financial proposal should clearly identify, item-wise cost for the assignment with necessary details. **The budget must include applicable AIT; however, VAT can be mentioned separately at the bottom on total budgeted amount.** WaterAid Bangladesh shall deduct VAT and Tax at source as per government rules.
- Apart from the activities mentioned in this RFP, the consultant(s)/consulting firm(s) are expected to list any other/additional services WaterAid shall be receiving under this agreement.

• **Calculation format (please maintain below format for your financial budgeting)**

Name of item/deliverables	Unit of means	Unit cost	Total cost (BDT)
Component - 01		xxxxxx	xxxxxxxxxx
a.			
b.			
c. <i>(please add more rows as required)</i>			
Component - 02		xxxxxx	xxxxxxxxxx
a.			
b.			
c. <i>(please add more rows as required)</i>			
Component - 03		xxxxxx	xxxxxxxxxx
a.			
b.			
c. <i>(please add more rows as required)</i>			
Component - 04		xxxxxx	xxxxxxxxxx
a.			
b.			
c. <i>(please add more rows as required)</i>			
Component - 05		xxxxxx	xxxxxxxxxx
a.			
b.			
c. <i>(please add more rows as required)</i>			
Sub-total (including AIT)		xxxxxx	xxxxxxxxxx
Applicable VAT XX%		xxxxxx	xxxxxxxxxx
Gross total		xxxxxx	xxxxxxxxxx

4B. Legal Document

Please attach all updated legal documents mentioned below:

- Copy of Trade license
- Copy of TIN certificate
- Copy of BIN certificate
- Copy of PSR (last tax return submission acknowledgement slip)
- Bank detail or copy of Cheque Leaf.