

22 September 2026

REQUEST FOR PROPOSAL (RFP)

Request for Proposal from Private Sector Companies to Pilot a Market-Based Sustainable Income Diversification Opportunity for WE-WE Water Entrepreneurs and Community Women.

Proposal submission deadline: 03 October 2026

Interested private sector companies are requested to submit a technical and a financial proposal through email at WaterAid-Tender-TA@wateraid.org

For any clarification regarding this RFP please email to Saiduzzaman@wateraid.org before the submission date.



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TABLE OF CONTENTS

Section 1.	Information to Organisations	3
Section 2.	Terms of Reference	6
Section 3.	Technical Proposal Submission Format	21
Section 4.	Financial Proposal Submission Format	25

SECTION - 1: INFORMATION TO ORGANISATIONS

1. Introduction

- 1.1 All interested and eligible Private Sector Companies with required qualifications and experience can submit their proposal.
- 1.2 Costs of preparing the proposal and attending the pre-bid/ negotiation meeting, if provisioned, are not reimbursable.
- 1.3 Awarded company is expected to follow highest ethical standard in their participation in the bidding process; and 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 company / agency/ individual for providing selected goods and services cited in section 2 (article 4) 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 organisation, amend the RFP. Any amendment shall be issued in writing and shall be posted and will be binding. WaterAid Bangladesh may at its discretion extend the deadline for the submission of proposals.

3. Preparation of Technical and Financial Proposal

- 3.1 Interested bidders are requested to submit their proposal written in English (font - Arial, Size -11). Proposal must remain valid for a minimum of 90 days after submission.
- 3.2 The technical part of the proposal should contain the following:
 - Detailed methodology of the pilot including work plan in line with the assignment objective(s);
 - Detailed timeframe including dates for submission of the outputs/deliverables as specified in the Term of Reference (TOR).
 - Relevant experience and credibility to undertake the given assignment and experience in relation to the methodology proposed.
 - Detailed CV of the team leader and key members of the team.

- **Technical proposal must not exceed ten pages** (excluding CVs and organisational profile) and be submitted in PDF format.

- 3.3 The maximum quotation price for this assignment is **BDT 10,00,000 (Ten Lac)** only inclusive of all applicable VAT and AIT. Any proposal exceeding this limit will result in disqualification. The bidder is expected to provide justified budget to be consistent with technical proposal.
- 3.4 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.
- 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 technical and financial proposal should be submitted electronically to the following email address: WaterAid-Tender-TA@wateraid.org with subject line as follows: ***“Submission of Proposal to Pilot a Market-Based Sustainable Income Diversification Opportunity”***
- 4.2 Proposals submitted to any other e-mail account except the above will not be accepted.
- 4.3 Submission of proposal after the deadline (03 October 2026) will not be accepted.
- 4.4 Two different files should be generated for technical and financial proposals. However, both files should be submitted into one zip folder with a cover letter.

5. Proposal Evaluation

- 5.1 The evaluation committee will evaluate the proposals in relation to the RFP and the TOR and applying the set evaluation criteria and point system specified herein. Each responsive proposal will be given score. Proposal(s) will be rejected at this stage if it does not respond to important aspects of the TOR.
- 5.2 The final selection will be done following a Quality and Cost Based (QCBS) method. This will be done by applying a weight of 80% and 20% respectively to the technical and financial proposal respectively. However, the financial evaluation will be made only for the technically qualified bidders.

- **Technical Proposal: 80**
 - Proposal with detailed methodology: 30
 - Composition of the team: 10
 - Relevant work experience: 25
 - Work plan and overall quality of proposal: 15

Following the evaluation of the technical proposals, bidders who achieve more than 70% of the total points will qualify for further assessment based on

financial submissions. Among the technically qualified bidders, preference will be given to the lowest financial bid.

- Financial proposal with a detailed breakdown: **20**

- 5.3 WaterAid reserves the right to accept and reject any proposal without assigning any reason or whatsoever and may decide to go for re-advertisement without going further down the process.
- 5.4 Once the proposals are evaluated, WaterAid may enter into negotiation, if required, with one or more bidders firm for final selection.
- 5.5 If negotiations fail, WaterAid Bangladesh may invite the bidders with next highest score to negotiate a contract or go for re-advertisement with fresh Requests for Proposals (RFP).

6. Pre-bid meeting

There has no provision for pre-bid meeting of this tender.

7. Notification of Award

- 7.1 The only shortlisted companies will be contract for next process. However, if any bidder does not communicate within 60 days, the proposal will be treated as unsuccessful.
- 7.3 The selected company is expected to sign an agreement with WaterAid within a week of communication of selection decision and before commencing the work.

8. Penalty clause

The awarded company is expected to deliver required outputs within the stipulated timeframe maintaining the quality. If for any reason, the awarded company fails to deliver required deliverables within stipulated time, the awarded company needs to inform WaterAid intime with 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

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 with award of the contract.

10. Focal person

Saiduzzaman Pulak

Private Sector Engagement Specialist

WaterAid Bangladesh

Can be reached directly at: Saiduzzaman@wateraid.org

Section 2: Terms of Reference

Request for Proposals from Private Sector Companies to Pilot a Market-Based Sustainable Income Diversification Opportunity for WE-WE Water Entrepreneurs and Community Women

1. BACKGROUND AND CONTEXT

Bangladesh's southwest coastal region faces persistent salinity, water insecurity, climate shocks, and limited livelihood options. These pressures disproportionately affect women, whose access to paid work, productive assets, mobility, and markets is often constrained. Diversified and market-linked income opportunities can strengthen household resilience while supporting women's economic participation.

Under the SDC-funded GO4IMPact programme, implemented by WaterAid and Swisscontact, women's groups operate Reverse Osmosis (RO) water enterprises through the WE-WE (Women Empowerment through Water Entrepreneurship) model. Each WE-WE enterprise is managed by a five-member group. While the RO business remains the group's primary enterprise and responsibility, the members can use their organisation, local networks, and management experience to test complementary income opportunities, provided that these activities do not disrupt safe-water production, sales, customer service, financial management, or maintenance.

GO4IMPact therefore intends to pilot a market-based relationship between WE-WE groups and a private-sector company, selected through open, competitive bidding. The pilot will test the groups as local coordination hubs for commercially viable production, service delivery, or other forms of sub-contracting suited to community-based, home-based, or decentralised work. Interested private-sector companies are invited to propose a product line, service, or sub-contracting opportunity based on demonstrated market demand, provided it is consistent with the objectives, principles, and requirements set out below.

The five members of each WE-WE group will identify and coordinate community women who wish to earn income through the proposed opportunity. Depending on the model proposed, the community women may work as producers, service providers, or sub-contracted workers. The WE-WE entrepreneurs will act as local coordination hubs and may receive an agreed production- or work-based commission or service fee for organising participation, managing relevant inputs and records, supporting first-level quality assurance, and coordinating delivery and payment.

This is a market systems and private sector engagement pilot rather than a stand-alone training activity. GO4IMPact will temporarily facilitate and de-risk the initial relationship by addressing start-up coordination, skills, quality-assurance, and information barriers. The awarded company will own the recurring market functions relevant to its proposed model — for example, product or service design, raw-material or input supply, production or work orders, quality control, purchase of accepted outputs or payment for accepted work, sales, and market development. The pilot will test whether the

relationship creates sufficient value and commercial incentive for the awarded company, WE-WE groups, and community women to continue without further project support.

3. OBJECTIVES OF THE ASSIGNMENT

The objective of the assignment is to assess the feasibility of engaging WE-WE groups as local coordination hubs within a private-sector company's supply, service-delivery, or sub-contracting network, enabling WE-WE entrepreneurs to earn agreed commissions or service fees and community women to access paid work opportunities, without compromising the groups' primary responsibility for operating their RO water enterprises.

THE SPECIFIC OBJECTIVES ARE TO:

- Test the feasibility and capacity of WE-WE groups to function as local coordination hubs without disrupting their RO water-enterprise responsibilities.
- Enable approximately 30–50 community women to develop market-relevant skills and participate in paid production, service-delivery, or sub-contracting opportunities offered by the selected private-sector company.
- Assess the commercial viability, income potential, operational risks and partner incentives of the model, and identify the conditions required for the private-sector company to continue or expand it independently after the pilot.

PILOT HYPOTHESIS AND FEASIBILITY QUESTIONS

The pilot will test whether WE-WE groups can effectively coordinate community-based production, service delivery, or sub-contracted work for a private-sector company, enabling the groups to earn commissions or service fees and community women to access paid work. It will also assess whether the model is commercially viable and can continue without further project support.

The pilot will answer four key questions:

- Can WE-WE groups coordinate the proposed work reliably without affecting their RO water businesses?
- Can participating women complete and deliver work that meets the company's quality, output, and timeline requirements?
- Do the payment rates and commissions provide sufficient benefits to the women and WE-WE groups while remaining commercially viable for the company?
- Is the company willing and able to continue or expand the model using its own resources after the pilot?

The assessment will also consider market absorption, the potential for repeat orders, recurring commercial costs, and the temporary barriers that must be addressed for the model to continue independently.

EXPECTED PILOT OUTPUTS AND EVIDENCE

The pilot is expected to:

- I. Engage two to four WE-WE groups and approximately 30–50 community women in a market-linked production, service-delivery, or sub-contracting model.
- II. Complete and verify at least one full commercial cycle, including an order or work agreement, delivery of the proposed product or service, quality acceptance, and payment of earnings and commissions or service fees.
- III. Generate evidence on participant income, work performance, effects on RO water services, and the commercial viability of the model.
- IV. Obtain the private-sector company's documented decision on whether and how it will continue, adapt or expand the model after the pilot.

4. SCOPE OF WORK

Bidders must design and propose a structured pilot of approximately three months' duration covering commercial model design, participant mobilisation, capacity-building, production or work set-up, market-linked orders, quality assurance, payment, monitoring, and close-out, organised as a live commercial test rather than a training project. The following tasks are mandatory elements of any proposal, to be adapted to the bidder's proposed product or work line.

4.1 INCEPTION, DIAGNOSIS, AND COMMERCIAL MODEL DESIGN

- a. Hold an inception meeting with WaterAid within two weeks of contract signing.
- b. Conduct a rapid assessment of the participating groups, community women, local production conditions and potential effects on the operation of the RO water enterprises.
- c. Confirm the pilot locations, participant targets, and proposed product, service, or sub-contracting work based on market demand and local delivery capacity.
- d. Identify the main commercial and operational barriers and define how the pilot will address them through temporary project support and private-sector investment.
- e. Develop a transparent commercial arrangement covering applicable product or service specifications, responsibilities, output targets, rates and payment terms, WE-WE group commissions or service fees, quality requirements, delivery or completion arrangements, and procedures for rejected or reworked outputs.
- f. Submit an inception report containing the final implementation plan, participant-selection criteria, commercial model, risk-management measures and monitoring framework.

4.2 PARTICIPANT MOBILISATION, SELECTION, AND BASELINE

The selected company will:

- Orient the five members of each participating WE-WE group, comprising approximately 10–20 entrepreneurs across two to four groups, on the pilot model, their expected roles, potential earnings, commercial risks, safeguarding responsibilities, and the limits of project support.
- Support the WE-WE groups to identify approximately 30–50 interested community women through a transparent, voluntary, and inclusive selection process, prioritising economically vulnerable women and reasonably accommodating women with disabilities where feasible.
- Obtain informed consent for participation and the collection or use of personal information, photographs and stories. Consent for public communication will be optional and will not affect eligibility.
- Conduct a brief baseline assessment of the selected women covering their socioeconomic profile, existing skills, income sources, availability and access to essential production and payment facilities.

4.3 WE-WE COORDINATION-HUB CAPACITY-BUILDING

Provide practical orientation and coaching to the five members of each WE-WE group on:

- mobilisation of community women, work allocation, attendance, scheduling, and communication;
- input/material receipt, inventory, issuance, return, wastage, and loss records;
- use of relevant specifications, samples or service protocols, checklists, and first-level quality assurance before submission or delivery;
- production or service delivery, payment, community-women earnings, and group commission or service-fee records;
- basic business and financial literacy, commission or service-fee calculation, payment reconciliation, cash-flow awareness, and simple planning;
- allocation of roles and time so that coordination work does not disrupt RO production, sales, customer service, bookkeeping, maintenance, or water-quality responsibilities;
- transparent communication of rates, deductions, rejection reasons, and payment status; and
- safe referral, complaint handling, and escalation to the awarded company or the GO4IMPact team.

4.4 COMMUNITY-WOMEN SKILLS AND PRODUCTION/WORK READINESS

- Deliver competency-based, hands-on orientation or training relevant to the proposed product, service, or work line, following a schedule proportionate to the competencies required and approved at inception.
- Cover the technical steps, service protocols, or production tasks required for the proposed work, together with safe practice, efficient use of relevant materials or inputs, quality or defect identification, hygiene, and applicable occupational and product or service-safety considerations.
- Use demonstrations, practice pieces or tasks, peer support, visual job aids, and repeated coaching suitable for participants with different literacy levels and prior experience.
- Provide any approved in-kind start-up support, such as tool sets, training materials, or minor hub set-up items agreed at inception; maintain signed distribution records and clarify ownership and post-pilot use of each item.
- Assess participants against observable competencies and provide remedial coaching before they receive commercial orders.

4.5 PRODUCTION, SERVICE, OR WORK SYSTEM, QUALITY ASSURANCE, AND FIELD SUPPORT

- Deploy a qualified focal person/officer throughout the pilot to coordinate technical support, inputs, orders, quality control, aggregation, and delivery.
- Establish an appropriate output-approval or work-acceptance process and retain approved reference samples, service protocols, or clear specifications at each coordination hub, as applicable.
- Develop simple Bangla and pictorial work and quality-assurance tools appropriate to the proposed model for community women and WE-WE groups.
- Supply relevant inputs against documented orders or work agreements, provide coaching during implementation, and communicate quality findings promptly and respectfully.
- Record accepted, reworked, and rejected units or tasks by item and worker; reasons for rejection must be documented and used for coaching.
- Ensure packaging, transport, and storage protect output quality and do not create uncompensated costs for community women, or WE-WE groups unless agreed in writing in advance.

4.6 MARKET LINKAGE, COMMERCIAL ORDERS, ACCEPTANCE, AND PAYMENT

- The awarded company will issue at least one genuine commercial order or work agreement during the pilot, stating the product, service, or task; expected quantity or output; approved specifications; completion date; rate or payment basis; group commission or service fee; and acceptance criteria.
- Operate a quality-controlled purchase, acceptance, or payment arrangement for outputs or work that meet the agreed specifications and commercial terms. The

commitment will not apply to non-compliant outputs or work; however, fair correction or rework opportunities and documented reasons for rejection must be provided where applicable.

- Pay community women for accepted outputs or work and pay WE-WE groups their agreed commission or service fee within the timeline approved in the commercial protocol, using traceable payment methods wherever feasible.
- Do not deduct training costs, normal training wastage, marketing costs, or undisclosed charges from community-women earnings or group commissions.
- The awarded company will invest in market development relevant to its proposed product, service, or work line, such as retail onboarding, online sales, digital marketing, or corporate and institutional linkages, as required to generate or absorb pilot demand.
- Maintain evidence of orders, accepted quantities, payments, private-sector co-investment, and continuation orders while protecting commercially sensitive information.

4.7 MONITORING, ADAPTATION, EXIT, AND INDEPENDENT CONTINUATION

- Track participation, completion, competency, production/work, acceptance/rework/rejection, earnings, commission, payment time, satisfaction, complaints, partner co-investment, and any changes in RO enterprise performance.
- Analyse commercial viability, including unit economics, aggregation cost, capacity, quality consistency, and risks; assess whether responsible finance linkages are needed for future growth.
- Submit a documented commercial decision stating whether the company will continue, adapt, expand, or discontinue the model; specify the evidence, conditions, responsibilities, and resources supporting that decision.
- If the model is viable, provide an independently financed continuation or scale plan. GO4IMPact support must not be presented as a condition for continuation. The plan should include the pathway to onboard other WE-WE groups with tentative timelines.
- Provide all agreed participant, RO performance, production/work, payment, monitoring, and reporting records at close-out, and communicate clearly to participants what support and orders may or may not continue after the pilot.

5. TARGET PARTICIPANTS AND GEOGRAPHIC COVERAGE

Category	Indicative coverage
WE-WE groups	Two to four groups in GO4IMPact-supported locations in Satkhira District, expected to include Satkhira Paurashava, and/or Shyamnagar and/or Assasuni; final sites will be confirmed at inception in consultation with the awarded bidder.
WE-WE entrepreneurs	All five members of each participating group: approximately 10–20 women across two to four groups, testing a local coordination role while continuing to manage their RO water enterprises as their primary responsibility.
Community women workers /	Approximately 30–50 community women identified with support from the WE-WE groups, indicatively around 10-20 per group. Depending on the selected model, they will participate as producers, service providers, or sub-contracted workers and must be distinct from the coordination-hub role unless otherwise agreed.
Indirect beneficiaries	Participant households and community members who may benefit from increased and diversified income opportunities.

6. WHO CAN APPLY — ELIGIBILITY AND MINIMUM REQUIRED CAPACITY

Any private-sector company, including a social enterprise, SME, established manufacturer, trader, or service provider, that meets the following minimum requirements may apply. The proposed product, service, or sub-contracting work must be legal, safe, appropriate for women and community-based delivery, and consistent with this ToR.

Area	Minimum requirement
Market and production capacity	An operating business with verifiable products or services, customers or buyers, demonstrated market demand, and the capacity to absorb or utilise pilot-scale production, service delivery, or sub-contracted work.
Women's / home-based worker network experience	Demonstrated organisational capacity to engage and support decentralised women workers, home-based producers, service providers, or community-based sub-contractors, including appropriate systems for work allocation, input management where relevant, quality assurance, coordination, delivery, and payment. Relevant prior experience will be an advantage.
Technical expertise	Qualified trainers and/or technical staff with expertise relevant to the proposed product, service, or work line, including quality assurance, efficient use of relevant inputs, occupational safety, and applicable product or service-safety practices.

Area	Minimum requirement
Commercial systems	Capacity to develop appropriate product, service, or work specifications and unit economics; issue genuine commercial orders or work agreements; purchase accepted outputs or pay for accepted work; make traceable payments; and expand demand through sales and marketing.
Field management	Ability to manage multiple dispersed coordination hubs in Satkhira, maintain reliable records, resolve production, service-delivery, or work bottlenecks, and deliver within the proposed pilot timeline.
GESI and safeguarding	Experience working with women in vulnerable communities and organisational systems capable of meeting WaterAid's safeguarding, ethical conduct, consent, and data-protection requirements.
Organisational compliance	Valid legal registration, trade licence, TIN, BIN where applicable, bank account, latest tax-return acknowledgement/PSR, and any other documents required by WaterAid procurement.

7. METHODOLOGY REQUIREMENTS FOR THE TECHNICAL PROPOSAL

The technical proposal must describe a practical, field-based market systems methodology that links learning directly to commercial production, service delivery, or other paid work and market demand. At minimum, it must demonstrate the following approaches:

- **Proposed product, service, or work line:** clearly define the proposed commercial opportunity, its target market, and why it is suited to decentralised delivery by community women and WE-WE coordination hubs.
- **Actor ownership and incentives:** define why the bidder will perform and finance its respective functions during and after the pilot.
- **Facilitation and additionality:** explain why temporary project support is needed, what would not occur without it, and how project support will avoid displacing commercial investment or creating dependency.
- **Market-first sequencing:** confirm demand, commercial terms, and the pathway to orders or work agreements before or alongside any technical training.
- **Learning by doing:** combine demonstration, guided practice, appropriate output or work approval, live implementation, feedback, and corrective coaching.
- **Inclusive and gender-responsive facilitation:** schedule activities around women's time constraints, safety, mobility, care responsibilities, and literacy levels.
- **Transparent unit economics:** clearly show how value is shared among community women, WE-WE groups, and the bidder, and test whether the arrangement is commercially sustainable.

- **Adaptive management and learning:** use production/work, market, income, and RO performance data to adjust products/tasks, processes, coaching, order sizes, time allocation, and delivery schedules during the pilot.
- **Sustainability and potential scale:** define the commercial conditions for repeat orders, continuation, expansion, and possible replication through other groups or market actors.
- **Responsible exit:** avoid creating expectations of grants, guaranteed long-term orders, employment, or continued GO4IMPact financing beyond the approved pilot.

8. MANDATORY CROSS-CUTTING PRINCIPLES

Principle	How it must be embedded
Gender equality and social inclusion	Women must participate voluntarily and meaningfully in decisions affecting workload, rates, payment, and production. Selection and any training or orientation must be inclusive and respectful.
Decent work and fair remuneration	Rates, payment bases, commissions, and service fees must be agreed in advance and recorded. Payment deductions, rejections, and correction or rework requirements must be transparent. Forced labour, child labour, harassment, and discriminatory practices are prohibited.
Safeguarding and PSEA	All engagement must comply with WaterAid's Code of Conduct and safeguarding requirements. Safe and confidential reporting channels must be communicated to participants.
Occupational and product safety	Safe tools, work practices, materials or inputs, hygiene, and applicable product or service-safety requirements must be followed in line with relevant requirements and the bidder's approved standards.
Environmental integrity	Any environmental or eco-friendly claims made in a bidder's proposal must be supported by clear information on materials, production practices, packaging, durability, and waste management. Unverified environmental claims must not be used.
Data protection and informed consent	Only necessary participant data may be collected. Personal information, photographs, and stories must be stored securely and used only for agreed purposes with informed consent.
Market sustainability and additionality	Project support must address temporary entry and learning barriers only. The awarded partner must own and commercially finance recurring orders, raw-material or input supply, quality assurance, payments, sales, staffing, and market expansion after the pilot.
Accountability and grievance response	Participants must have accessible channels to raise concerns about selection, quality decisions, payments, conduct, or safety without retaliation.

9. INDICATIVE TIMEFRAME AND DELIVERABLES

The assignment is expected to be completed within 12 weeks from contract signing. The inception report must be submitted within the first two weeks. Bidders may propose refinements to this timeline in their technical proposal; the total duration and agreed outputs should not be reduced without WaterAid's approval.

SL	Milestone	Deliverables	Timeline
1	Inception and mobilisation readiness	- Inception report with a detailed implementation schedule covering mobilisation, capacity-building/orientation, production or work set-up, and market-linkage activities, based on the bidder's approved proposal. - Finalised product, service, or work-line specification, commercial protocol, and unit economics. - Potential income-opportunity plan for community women and WE-WE coordination-hub members.	Week 2
2	Capacity-building and commercial work establishment	- Confirmed list of approximately 30–50 community women participants, identified through the approved selection process with support from GO4IMPact/WaterAid. - Orientation or skills-building completed for selected participants, supported by attendance and completion records. - Initial products, services, or work outputs delivered using the awarded partner's specifications or protocols and assessed against its quality requirements. - Brief progress report covering orientation, commercial work arrangements, relevant input use, quality, and challenges requiring corrective action.	Week 8
3	Market linkage, acceptance/payment, and completion	- Evidence of commercial orders or work agreements accepted outputs or services, and applicable payments to participating community women. - Completion reports summarising participants reached, capacity-building and work results, outputs or services accepted, market-linkage results, available income information, and key lessons. - Written continuation plan for regular commercial orders or work agreements and continuation or expansion of the coordination network after the pilot.	By Week 12

10. ROLES AND COST RESPONSIBILITIES

10.1 THE AWARDED PRIVATE-SECTOR COMPANY

- Provide the project manager, trainers or orientation staff, technical or work focal person, and quality-assurance and sales or market personnel required for delivery of its proposed model.
- Cover all personnel, travel, accommodation, food, field logistics, training delivery, tools, relevant materials or inputs, packaging or service-delivery logistics, transport, quality assurance, and reporting costs included in the approved contract budget.
- Supply applicable product, service, or work specifications; reference samples or protocols; orders or work agreements; relevant inputs; technical support; market access; acceptance and payment arrangements; and timely payment under the agreed commercial protocol.
- Assume ownership of recurring commercial functions and costs after the pilot if it decides the model is viable; GO4IMPact will not finance continuation as a precondition for expansion.
- Remain responsible for applicable legal, labour, tax, safety, safeguarding, and quality obligations associated with its operations.

10.2 WATERAID BANGLADESH / GO4IMPACT/LOCAL PARTNER

- Provide temporary facilitation and limited co-investment to test the model, approve deliverables, and monitor compliance with the ToR and contract.
- Facilitate access to the proposed WE-WE groups.
- Review participant-selection criteria, commercial terms, safeguarding arrangements, monitoring tools, and communication materials.
- Make milestone-based payments for accepted deliverables. GO4IMPact will not operate the commercial work network, guarantee sales or employment, purchase outputs or services, or finance post-pilot orders, expansion, staffing, or market-development costs.

10.3 WE-WE GROUPS AND COMMUNITY WOMEN

- Support local coordination, transparent participant mobilisation, and practical scheduling.
- WE-WE groups will test the agreed coordination-hub functions without compromising safe-water service delivery from their RO plants and will immediately report any conflict in time, staffing, cash flow, or responsibilities.
- Communicate work, quality, and payment information to community women, raise problems promptly, and support learning and feedback.

- Community women will participate voluntarily, follow approved work, quality, and safety requirements, maintain agreed records, and retain the right to decline future orders or work without losing access to unrelated GO4IMPact services.

11. REPORTING AND MONITORING REQUIREMENTS

The awarded company will work under the overall guidance of the GO4IMPact team and maintain close coordination with Local Partner in Satkhira. Brief weekly updates and formal milestone reports are required;

The results must, at minimum, track:

- two to four active WE-WE coordination hubs and participation of approximately 10–20 WE-WE entrepreneurs;
- number and profile of community women enrolled, oriented or trained, completing, and assessed as ready for the proposed work;
- orientation or training attendance, competency results, and relevant tool or input distribution;
- orders or work agreements issued; units, tasks, services, and value commissioned, completed, accepted, corrected or reworked, rejected, delivered, and paid;
- gross earnings, average earnings per community woman, WE-WE group commission, and payment timeliness;
- first-pass acceptance, defect/rejection reasons, lead time, input use/wastage, and delivery performance;
- private-sector co-investment and market-development actions;
- time spent by WE-WE members on coordination and any reported conflict with their water-enterprise responsibilities;
- participant satisfaction, continuation interest, complaints, safeguarding concerns, and resolutions; and
- repeat orders and the company's documented, independently financed continuation, adaptation, expansion, or discontinuation decision.

Final numerical targets for commercial work volume, order or agreement value, first-pass acceptance, earnings, and payment time must be proposed by the bidder and approved by WaterAid at inception, based on verified unit economics and participant capacity. At minimum, one complete commercial work and payment cycle is required.

12. FINANCIAL ARRANGEMENT AND MODE OF PAYMENT

The anticipated ceiling for GO4IMPact/WaterAid's contribution is BDT 1,000,000, inclusive of applicable taxes and VAT, subject to procurement review, negotiation, and contract approval. The financial proposal must separate the requested project contribution from the bidder's cash and in-kind co-investment. Post-pilot orders and

commercial expansion are outside this assignment and must be financed by the awarded company.

Project financing is intended to address one-off pilot barriers and learning costs. The awarded company must finance or co-finance the recurring commercial functions required for live production, service delivery, or other paid work; acceptance and payment for completed outputs or work; sales; and market development. Any training attendance allowance or stipend must be reported separately and must not be counted as income generated through the commercial model. Community-women earnings and WE-WE commissions or service fees must arise from accepted work under documented commercial orders or work agreements. Project funds must not be used to create artificial demand or to purchase outputs or services solely to demonstrate a successful result.

Payment will be made in three instalments through the Bangladesh Electronic Funds Transfer Network (BEFTN) against accepted deliverables and certified invoices. WaterAid will deduct applicable taxes and VAT at source in accordance with prevailing requirements.

13. PROPOSAL SUBMISSION REQUIREMENTS AND EVALUATION

Interested and eligible private-sector companies should submit a technical proposal and a separate financial proposal, comprising:

1. A company profile and evidence of eligibility against Section 6, including registration documents, trade licence, TIN/BIN, and references or evidence of an operating commercial business.
2. A technical proposal addressing the objectives, scope of work, and methodology requirements in Sections 3, 4, and 7, including the specific product, service, or sub-contracting work line proposed.
3. A draft commercial protocol and indicative unit-economics model showing proposed rates or payment basis, WE-WE group commission or service fee (estimated ranges), and payment terms.
4. A financial proposal within the ceiling stated in Section 12.
5. CVs or profiles of key personnel proposed for the assignment.

Proposals will be evaluated against the following indicative criteria:

Evaluation criteria	Indicative weight
Relevance, commercial soundness, and clarity of the proposed product, service, or work line and business model for community women and WE-WE coordination hubs	25%

Evaluation criteria	Indicative weight
Organisational capacity, relevant experience or credible delivery arrangements for decentralised women's work, and market absorption capacity	30%
Fairness and transparency of proposed rates or payment basis, WE-WE group commission or service fee, and payment terms; quality of unit-economics analysis	15%
Compliance with GESI, safeguarding, decent-work, environmental, and RO-enterprise-continuity requirements	10%
Financial proposal: value for money, co-investment offered, and realism of the budget against the ceiling	20%

WaterAid reserves the right to seek clarifications from bidders, shortlist bidders for presentation or negotiation, reject any or all proposals, and cancel the bidding process at any stage without liability, in accordance with its procurement policy. All eligible proposals will be evaluated consistently and transparently against the published criteria.

14. CONFIDENTIALITY, INTELLECTUAL PROPERTY, AND DATA

All participant data, field records, commercial information, reports, and other non-public information accessed through the assignment must be kept confidential and used only for the agreed purpose. The awarded company must protect personal data and commercially sensitive information and return or securely dispose of it as directed at close-out.

Each party will retain ownership of intellectual property developed before the assignment, including existing brands, product designs, patterns, production know-how, and systems. Ownership and permitted use of materials developed specifically with project funding will be defined in the contract. No participant image, story, name, brand, or logo may be used publicly without the required consent and organisational approval.

15. SAFEGUARDING AND ETHICAL CONDUCT

The awarded company and all personnel engaged under the assignment must comply with WaterAid's Code of Conduct, safeguarding and PSEA requirements, and any project-specific protocols communicated during inception. The partner must ensure safe recruitment and training, prevent sexual exploitation, abuse, harassment, child labour, forced labour, retaliation, and discrimination, and immediately report concerns through approved channels.

WaterAid's safeguarding information is available at www.wateraid.org/uk/safeguarding. Compliance is a material condition of the engagement and may be reviewed at any time.

16. FOCAL PERSON AND SUBMISSION

Mr Saiduzzaman Pulak, Private Sector Engagement Specialist-GO4IMPact, will be available to answer queries or requests for clarification regarding this ToR at saiduzzaman@wateraid.org. Questions and proposals should be submitted before the deadline communicated in the procurement notice accompanying this ToR.

SECTION – 3 PROPOSAL SUBMISSION TEMPLATE

- 3A. Forwarding letter format
- 3B. Suitability for the Assignment
- 3C. Understanding of the Assignment
- 3D. Implementation Strategy
- 3E. Team Composition
- 3F. Relevant Experience
- 3G. Company Profile
- 3I. 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

Dear Sir:

We the undersigned are offering to provide the following assignment in accordance with your Request for Proposal (RFP) dated [*Date*] on "[*Subject*]".

We are hereby submitting our proposal, which includes this Technical Proposal, and a Financial Proposal.

If negotiations are held during the period of validity of the proposal, i.e., before [*Date*] we undertake to negotiate on the basis of 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. Suitability for the Assignment

(please mention competencies of your organization that strongly support for this assignment in maximum one-page)

3C. Understanding of the Assignment

(please provide one-page concept note on over all understanding of the assignment)

3D. 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 pilot)

- Work Plan

(please provide detail work plan with work chart)

3E. Team Composition

(please provide short BIO of the proposed key team members in below format)

- CV of Proposed Key Team Members

Name	
Role of this Assignment	
Academic Background	
Professional Summary	<i>(a brief overview summarizing your expertise for the proposed position. Mention your years of experience, key sectors, and expertise for the proposed position)</i>
Professional Experience	<i>(please mention your last five relevant experiences for the proposed position; it can be either narratives or tabular format)</i> <i>Professional Experiences should include the following:</i> - Name of the organization and job title - Duration - Key responsibilities
Publications	<i>(please mention maximum five relevant publications and provide accessible links to the output. In the case of a confidential project report, share the link to the executive summary of the report)</i>

3F. Relevant Experience

(relevant services carried out in the last three tears That best illustrate qualifications)

Using the format below, please provide maximum 10 examples for which your organisation, 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

3G. Company Profile

(Please attach portfolio and other relevant documents maximum)

3H. Ethical Practice

(please specify, Safeguarding, Health & Safety)

SECTION 4. (FINANCIAL PROPOSAL SUBMISSION FORM)

4A. Summary of budget/costs, including narratives

4B. Legal Document

4A. Summary of budget/costs, including narratives

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

- A separate forwarding letter for financial proposal may or may not be submitted.
- 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 be including 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 bidder is 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 Price	Total Price
Component -01	xxxxxx	xxxxxxxxxx
a.		
b.		
c. (please add more rows as required)		
Component -02	xxxxxx	xxxxxxxxxx
a.		
b.		
c. (please add more rows as required)		
Component -03	xxxxxx	xxxxxxxxxx
a.		
b.		
c. (please add more rows as required)		
Component -04	xxxxxx	xxxxxxxxxx
a.		
b.		
c. (please add more rows as required)		
Component -05	xxxxxx	xxxxxxxxxx
a.		
b.		
c. (please add more rows as required)		
Sub-Total (including AIT)	xxxxxx	xxxxxxxxxx
Applicable VAT 15%	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) and
- Bank Detail or Copy of Cheque Leaf