

**Government of the People's Republic of Bangladesh**  
**Office of the Project Director**  
**Bangladesh Rural Water Supply and Sanitation project**  
**Department of Public Health Engineering**  
**DPHE Bhaban (5<sup>th</sup> fl), 14 Shaheed Captain Mansur Ali Sarani, Kakrail, Dhaka**

Memo No.: 380/PD/BRWSSP

Date: 02/05/2013

Country: Bangladesh

**Name of the Project:** Bangladesh Rural Water Supply and Sanitation Project

**Credit No.:** IDA 5075 – BD

**Assignment Title:** Sanitation Pilot on Social Marketing - Support to Local Entrepreneurs and Capacity Building of Community, Management fee for Microfinance institute for operation including Awareness Building and Demand Creation for Non-piped rural water supply

**Contract Package No.:** S- 08

**Subject:** Request for Expressions of Interest (EOI) from Consulting/Social Firm(s) for the above Assignment

1. Government of the People's Republic of Bangladesh has received financing from the World Bank toward the cost of the Bangladesh Rural Water Supply and Sanitation Project, and intends to apply part of the proceeds for consulting services.
2. The consulting services ("the Services") include:

The Project Development Objective (PDO) is to increase sustainable access to safe water supply and improved sanitation in the rural areas of Bangladesh, focused on supporting the Government in mitigating against deteriorating water quality arising from arsenic, pathogens, salinity etc. and also on quality sanitation for its sustainability.

The practitioners and the policy makers recognized, the low-cost models of toilets which are affordable and suit the local conditions of the community is one the major solution to shift community open defecation to fixed place defecation. This requires effort to promoting safe sanitary practices (hygiene promotion) in villages by awareness building as well as improving the supply of quality sanitation facilities by enhancing the capacity of local private sector. Community development and arsenic mitigation through building capacity of communities and local government institutions to respond to 'safe water scarcity' through awareness building, training and management of arsenic mitigation and other water quality problems in the hot spot areas has become essential. This component will target those areas – where piped water supply is not likely to be viable and where non-piped mitigation options are necessary.

The objectives of the consulting services are to assist the DPHE in sanitation piloting by Enhancing the community awareness on issues related to sanitation to create the demand for sustainable services; Building the capacity of community leaders to identify their current situation, develop base line using participatory tools, formation Watsan committee at different level and development of an action plan to improve water and sanitation situation; Enhance the community awareness on hygiene for behavioral change on key practice; Capacity enhancement of local small entrepreneurs/masons on producing multiple sanitation facilities and marketing in the local community; Build the capacity of local leaders and Union Parishads to ensure services for poor people and overall support to DPHE and other support agency for improved hygiene outcomes; Facilitate the community to identify poor for incentives to construction hygienic latrine, Assist the Union Parishad to prepare the sub proposal and channel the money (incentive) to the entrepreneurs on behalf of poor households; Compile the baseline data

Under Rural non pipe water portion the consulting firm will assist DPHE to Conduct base line survey (Social mapping) to identify the real scenario, facts and statistics on 'safe water scarcity' of the targeted unions and prepare ward action plan(WAP); Enhance community awareness on safe water scarcity issues (mostly on arsenic and salinity) through, sensitization workshop, orientation, capacity building training, FGD etc. and ensure sustainability of options to provide safe water for the targeted beneficiaries; Facilitate establishment of Union Water Supply and Sanitation Committee (UWASCO) and develop capacity of these committees for raising awareness related activities; Assist communities in the formation of UWASCO, mobilize them to prepare Ward Action Plan (WAP), maintain their water supply systems for ultimate sustainability; Promote the generation of resources from within the community for cost-sharing in sub-project implementation (as fixed by GoB against different option) as well as operation and maintenance (O&M); Develop the capacity of communities to monitor their own arsenic-safe water supplies; Strengthen the ability of local government institutions to mobilize arsenic-affected communities, and help them to get arsenic-safe water supplies.

3. The Department of Public Health Engineering (DPHE), under the Ministry of Local Government, Rural Development and Co-operatives, Government of Bangladesh, now invites eligible consulting/social firms ("Consultants") to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services as follows.
  - Must have a proven track record (more than five years) in implementation of national level water and sanitation program
  - Must have experience in designing and facilitating capacity enhancement program for small scale entrepreneurs
  - Experience in field mobilization
  - Experience in working with local government and public agencies
  - Experience in capacity enhancement of local stakeholders
  - Experience in working as micro finance institute in Bangladesh.
  - Must have micro financing facilities particularly in Bagerhat District which will be supported by legal docs.
  - Experience in assessing individual and collective behavior change
  - Experience on supporting for marketing sanitary products at village level
4. The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank's Guidelines: Selection and Employment of Consultants under IBRD Loans and IDA Credits & Grants by World Bank Borrowers, January 2011 ("Consultant Guidelines"), setting forth the World Bank's policy on conflict of interest.
5. Consultants (consulting/social firm) may associate with other firms in the form of joint venture to enhance their qualifications.
6. A Consultant will be selected in accordance with the Quality and Cost Based Selection (QCBS) method set out in the Consultant Guidelines.
7. Further information can be obtained at the address below during office hours (i.e. 0900 to 1700 hours).
8. The Expressions of Interest should include as minimum the following:
  - (i) Legal names and address of consulting/social firms including country of registration (i.e. legal documents, Up to date Trade License, VAT & Tax Clearance Certificate)
  - (ii) Brochure of the consulting/social firms or description of company profile
  - (iii) Description of relevant experience with all necessary information as per standard format;
  - (iv) List of professional strength with name, qualification and experience;
  - (v) Annual turnover supported by audited financial statements;
  - (vi) In case of Joint Venture, Joint venture agreement or intention to form joint venture agreement between participating firms. In case of Joint venture, the lead firm shall be identified in the EOI.
  - (vii) Forwarding letter with detail address (i.e. mail address, telephone, fax, email) and contact person for communication.
9. Hard copies of Expressions of Interest (EOI) {1 (one) main copy & 7 (Seven) copies} must be delivered in a written form to the address below (in person, or by mail) by June 06' 2013 up to 12:00 hours.
10. The authority reserves the right to accept or reject any or all of the EOIs or cancel the EOI process at any stage without assigning any reason whatsoever and without incurring any liability to the affected applicant(s).
11. For any clarification and background information, intending entities may contact DPHE at the address given below.

Office of the Project Director  
Bangladesh Rural Water Supply and Sanitation Project,  
Department of Public Health Engineering  
DPHE Bhaban (5<sup>th</sup> fl), 14 Shaheed Captain Mansur Ali Sarani,  
Kakrail, Dhaka,  
Phone: 02-9343365 Email: [pabrwwsp@dphe.gov.bd](mailto:pabrwwsp@dphe.gov.bd)  
[pabrwwsp@yahoo.com](mailto:pabrwwsp@yahoo.com)

  
(Monwar Ali)  
Project Director (Supdt. Engr.)  
Bangladesh Rural Water Supply and  
Sanitation Project, DPHE