Introduction
Alive & Thrive is an initiative to save lives, prevent illness, and ensure healthy growth and development. Good nutrition in the first 1,000 days, from conception to two years of age, is critical to enable all children to lead healthier and more productive lives. Alive & Thrive is scaling up improved infant and young child feeding and maternal nutrition through large-scale programs in several countries in Asia and Africa and through strategic technical support and the dissemination of innovations, tools, and lessons worldwide. Alive & Thrive is funded by the Bill & Melinda Gates Foundation and the governments of Canada and Ireland. The initiative is managed by FHI 360.

Background
Alive & Thrive in Bangladesh aims to incorporate maternal nutrition interventions into its behavior change strategies for improving maternal and child health and nutrition. A&T is interested in field testing a package of maternal nutrition communication materials for women during pregnancy and up to 42 days postpartum. The materials will be developed based on current practices and perceptions. Four districts have been identified for this purpose: Mymensingh, Rangpur, Kurigram and Lalmonirhat. To understand the most effective ways to reach out our audience, A&T conducted a formative research in the program locations. Based on the findings from this study A&T is developing communication materials to implement a multi-media campaign.

Scope of Work
The contractor will perform a qualitative study conducted to pre-test using the below listed stimuli, to produce (a) an Audio Clip (b) a Flip Chart (c) a Poster and (d) a Jobaid, on Maternal Nutrition. The materials will be developed targeting pregnant women and their husbands, Government and BRAC front line workers and their supervisors. The information required for pre-testing is best obtained through qualitative research and these methods are best geared to gauge emotional appeal as well as comprehension for pregnant women and their family members and health workers of Government and BRAC.

It will be a single round study, as depicted in the following table in detail:
Objective: To identify strengths & weakness for comprehension appeal & behavior change to help fine tune the final version
<table>
<thead>
<tr>
<th>a. Audio clips</th>
<th>b. Flip chart</th>
<th>d. Jobaid</th>
<th>e. Poster</th>
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</thead>
<tbody>
<tr>
<td>Targeting to Social mobilization PO and husbands of pregnant women</td>
<td></td>
<td>Targeting to SS, SK CHCP</td>
<td></td>
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</table>

- An audio clips of 15 minutes duration (draft) with music will be tested to identify what comprehension and emotional appeal(s) will be most effective to bring about behavior change
- A social mobilization flip chart with the same technical content of Audio will be tested to identify what emotional appeal(s) will be most effective to bring about behavior change

**Result:** Taking fine tuning cues for the next level: developing the Audio and Flip chart

*Note: the audio and the flip chart will be shown in the same audience at a time.*

- In-depth interviews on the role of job aids will be tested among the SS, SK and CHCP
- In-depth interviews on the role of poster will be tested among the SS, SK and CHCP

**Result:** Taking fine tuning cues for the next level: developing the Jobaid and Poster

The contractor will ensure that the Audio clips, Flip chart and the print materials (Poster and Jobaid) are pre-tested to determine the comprehension of the elements, message take out, memorability, appeal of messages, and call to action.

Information Areas
The contractor will ensure that the following information areas are presented and addressed:

**Response to the stimulus**
- Spontaneous reactions
- Level of interest and curiosity it generates

**Creative Magnifier**
- Noticeable elements
- Attention hook

**Appeal (Likes /dislikes)**
- Over all appeal / likeability / or lack of it
- Elements liked, not liked
- Reasons for the same
**Comprehension**
- In terms of elements
- Message take out
- Elements detracting from comprehension, any confusion

**Credibility**
- Is the ad/script/message realistic? Is it believable?
- If not, why?
- Elements adding to/detracting from credibility

**Readiness to Act**
- Feelings that the communication evokes
- Do FGD participants believe that the communication gives them sufficient knowledge to act

**Tasks**
To achieve this objective, the contractor will carry out the following tasks:

**Development & planning**
- Provide pre-testing questionnaire in English, and final pre-testing questionnaire in English and Bangla
- Provide focus group guides and respondent selection criteria in English
- Train staff on respondent recruitment and selection criteria; and on use of focus group guide and other data collection methods

**Field work**
- Identify a suitable venue to conduct the pretests – venue with quiet, clean
- Provide equipment to tape and view the sessions
- Recruit respondents that meet set requirement
- Experienced moderators (appropriate to respondents – i.e, possibly different for different locations) to conduct the focus group discussions

**Data preparation and analysis**
- Transcribe the tapes
- Using the transcripts, analyze the discussions:
  - describe the findings for each focus group
  - for all focus groups in each site, interpret the information by topic area and research objectives/questions
- Translate transcripts into English

**Report**
- Provide top-line reports for each testing venue/focus group, summarizing different themes that are described and interpreted across the sites.
- Provide final reports for each testing venue/focus group, summarizing different themes that are described and interpreted across the sites.
- Deliver a presentation providing an overview of the research as well as the key results of the reports to stakeholders (if required)
Deliverables

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<tr>
<th>Sl.No</th>
<th>Deliverables</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>Submission of Timeline</td>
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<tr>
<td>2.</td>
<td>Provide final pre-testing questionnaire in English and Bangla</td>
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<tr>
<td>3.</td>
<td>Provide Discussion guide for focus group discussions in English</td>
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<tr>
<td>4.</td>
<td>Overview report (PPP) for in-depth interview, focus group discussion, approved by A&amp;T</td>
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Technical direction: Dr. Zeba Mahmud, Country Manager

Proposal Instructions and Deadline:
Responses to this RFP should be submitted by email to the FHI 360 Bangladesh office to the attention of smabdullah@fhi360.org and zmahmud@fhi360.org no later than October 29, 2015 at 5p.m. (Dhaka time). Offers received after this date and time will not be accepted for consideration. FHI 360 will acknowledge receipt of your proposal by email. Proposals must be submitted in electronic format.

Any questions or requests for clarification need to be submitted in writing to the same email addresses by October 26, 2015 at 5p.m. (Dhaka time). Answers will be shared with all firms. No telephone inquiries will be answered.

The resources are limited for this project and credit will be given for reflecting efficient and cost saving measures.

In order to be considered, Proposals must include the following:

I. Capability Statement – not to exceed three pages, indicating size of the agency, staff strength, past experience in similar work with donor organizations and/or the Government of Bangladesh etc.

II. Client list

III. References – names, company or organization, contact information – of three recent (within the past 2 years) groups that you have worked for in this capacity

IV. Proposed plan and approach: not to exceed five pages, indicating the approach the organization will utilize to conduct each step of the activity

V. Staffing – names, brief (1/2 page) bio sketch of principal staff including in sampling, data collection and data entry management and data analysis.

VI. Cost proposal – Please provide a budget that reflects costs (including unit cost and number of units) for the above scope(s) of work and a budget narrative that describes and justifies the cost assumptions for each category and line item in the budget spreadsheet. **All costs must be in local currency.** The budget must be submitted using the FHI 360 template that is provided. The budget should be broken down by labor costs (please identify personnel who will perform the work) and fringe benefit costs in accordance with the offeror’s compensation policies, travel costs, supplies, any other direct costs necessary to perform a category of work, and indirect costs. Indirect costs must be clearly stated including the basis on which they will be applied. These costs are administrative expenses related to
overall general operations and are shared among projects and/or functions. Examples include executive oversight, accounting, grants management, legal expenses, utilities, and facility maintenance. In so far as possible, identifiable (allocable) costs should be requested and justified in the proposal as direct costs, including those for dedicated ongoing project management, facilities and support. To the extent that indirect costs are applicable, they are subject to the following limits:

- 0% for government agencies, other private foundations and for-profit organizations
- up to 10% for U.S. universities and other academic institutions
- up to 15% for non-U.S. academic institutions and all private voluntary and non-government organizations, regardless of location.

If the organization has lower indirect rates, the lower rates should be used. Please include VAT in the cost proposal as FHI 360 is not VAT exempt.

Offerors will submit with their proposals a proposed budget with sufficient detail to allow evaluation of elements of costs proposed.

Please find attached the budget format for reference.

Criteria for evaluation:
Alive & Thrive anticipates issuing a fixed-price purchase order to the offeror(s) whose proposal is most advantageous, cost and other factors considered. A fixed price contract calls for one firm price, not subject to any adjustment based on the contractor’s cost experience in performance of the contract. This fixed-price is established at the outset, when the contract is negotiated and signed.

Proposals will first be evaluated from a technical standpoint. Those proposals that are considered to be technically acceptable shall then be evaluated in terms of cost.

Technical Scores – 60 points max, including:
1. Understanding and experience of pretest audio/visual and print materials of social communication aspect– 20 points
2. Institutional experience in Bangladesh in carrying out pretesting social communication materials studies, documentations, publications of international standard– 20 points
3. Staffing plan and qualifications of key personnel – 20 points

Financial Scores – 40 points max for cost reasonableness and clarity
Following completion of the technical review, the Selection Committee will evaluate relevant cost proposals. Committee will take into consideration clarity and accuracy of budget presentation, details of the budget and budget notes, price, and cost effectiveness.

Following completion of the technical review, the Selection Committee will evaluate relevant cost proposals. Committee will take into consideration past performance and reference recommendations.
Withdrawal of Proposals
Proposals may be withdrawn by written notice, email or facsimile received at any time before award.

Termination of contract
Alive and Thrive has the right to terminate the contract at any time during the contract period with 30 days notice period.

False Statements in Offer
Offerors must provide full, accurate and complete information as required by this solicitation and its attachments.

Proposals become the property of FHI360.

Award and Notification of Selected Proposals
FHI 360 will not compensate offerors for preparation of their response to this RFP. Issuing this RFP is not a guarantee that FHI360 will award a contract.

FHI 360 reserves the right to issue a contract based on the initial evaluation of offers without discussion.

FHI 360 may choose to award a contract for part of the activities in the RFP.

FHI 360 may choose to award a contract to more than one offeror for specific parts of the activities in the RFP.

Negotiations will commence with a discussion of the proposal, schedule of activities, and staffing. Agreement must then be reached on the final proposal, staffing, logistics and reporting. Special attention will be paid to clearly define the inputs required from FHI 360 to ensure satisfactory implementation of the assignment. Changes agreed upon will then be reflected in the budget and budget narrative, using proposed unit rates. Having selected the agency on the basis of an evaluation of proposed key professional staff among other things, FHI 360 expects to negotiate a contract on the basis of the staff named in the proposal and, prior to contract negotiations, will require assurance that these staff will be actually available. FHI 360 will not consider substitutions during contract negotiations except in cases of unexpected delays in the starting date or incapacity of key professional staff for reasons of health. FHI 360 may request from short-listed offerors a second or third round of either oral presentation or written response to a more specific and detailed scope of work that is based on the general scope of work in the original RFP.

FHI 360 has the right to rescind this RFP, or rescind an award prior to the signing of a contract due to any unforeseen changes in the direction of FHI 360's client, be it funding or programmatic.

FHI 360 reserves the right to waive any deviations by offerors from the requirements of this solicitation that in FHI 360’s opinion are considered not to be material defects requiring rejection or disqualification; or where such a waiver will promote increased competition and if such action is considered to be in the best interest of FHI 360’s client organization.
Please do not include examples of your work although you may include a website(s) for us to review that reflects your work. If FHI 360 requires additional materials we will request those materials during the review process.

Should FHI 360 choose to make an award, all deliverables produced under said award shall be considered the property of FHI 360.

Please note that if you consider that your firm does not have all the expertise for the assignment, there is no objection to your firm associating with another firm to enable a full range of expertise to be presented. However, joint ventures between firms on the shortlist are not permitted without the prior approval of FHI 360. The request for a joint venture should be accompanied with full details of the proposed association and confirming joint and several liability.

Should FHI 360 choose to make an award, assignment from award of contract will be subject you to normal tax liability in Bangladesh. Kindly contact the concerned tax authorities for further information in this regard if required.