# Request for Proposal

**Drinkwell Safe Drinking Water Awareness Campaign in Faridpur**



###### Background

Drinkwell has developed the world’s first regenerable, locally-sourced arsenic, fluoride, and iron removal resin for groundwater called HIX-Nano that can modularly fit with companion UV/bacterial filters and recover 90% of water whereas current incumbent reverse osmosis recovers only 40-60% of water. While CWTPs are an effective, convenient, and affordable way to provide safe drinking water access in hard to reach communities (which aligns with one of the key project goals of Result 3 WASH component of Feed the Future Bangladesh Nutrition Activity), these plants rapidly run into technical, financial, and operational challenges causing them to stall within a few months’ time. To address such challenges, Drinkwell has implemented 201 CWTPs across Dhaka that utilizes an innovative HIX-Nano technology, and is rooted in sound business principles to ensure sustainability. Based on experience of the model, Drinkwell plans to reach potential rural consumers through the technology. Drinkwell intends to initiate implementation in Faridpur and seeks support to achieve the twin objectives of: (1) improving awareness in communities on importance of safe drinking water and methods of purification; (2) improving availability of safe drinking water in areas that lack piped water access via sustainable doorstep delivery models that provide last mile access to safe water on an affordable basis.

###### Program Overview

The Feed the Future Bangladesh Nutrition Activity is a five-year USAID-funded project implemented by project prime Abt Associates Inc and WASH implementation partner iDE Bangladesh. The Activity’s objective is to improve the nutritional outcomes for pregnant and lactating women, children under 5, and adolescents, by increasing consumption of nutritious food, socially and economically empowering women and adolescents, and increasing the adoption of improved WASH behaviors. To achieve its goals, the Activity integrates social behavior change (SBC) approaches with market systems development strategies. Within the WASH component, led by iDE, the project seeks to increase the utilization of safe water behaviors, increase utilization of improved sanitation behaviors, and increased utilization of improved hygiene behaviors. Under the improved hygiene behavior part, the Activity seeks to increase the supply and demand of WASH services and technologies for handwashing and homestead livestock production and to improve access to improved WASH technology and services, including access to affordable and improved MHM products for rural women and girls.

###### About the Assignment

###### Drinkwell is establishing a CWTP having 8000-10000 liter production capacity per day to address arsenic and existing market challenges on safe drinking water in Saltha Bazzar, Faridpur. Drinkwell’s plan is to create a brand value and to market their treated safe drinking water in Saltha Bazzar and beyond which can be provided doorsteps in sealed Jar (20 liters) by the local water entrepreneurs or through water ATM at affordable price[[1]](#footnote-1). In partnership with Bangladesh Nutrition Activity an awareness campaign will be roll out reaching 6000 rural household in Saltha Bazzar and beyond to aware rural people on the benefits of safe drinking water and promote Drinkwell treated water. It is expected that approximately 1500 rural HHs will be registered as a water consumers of Drinkwell. During promotional campaign potential customers will be registered at TK 50 (Non-refundable) for pickup and Tk 200 (refundable) doorsteps service. [[2]](#footnote-2) If necessary, Bankhunda Bazar & Faripur City can be covered through this campaign (only for delivery).

Tasks - Awareness raising and demand generation activities:

1. Conduct awareness session targeting 6000 rural household and expected approximately 1500 HHs registration as a Drinkwell water consumers
2. Conduct D2D follow up sessions
3. To conduct ATM activation campaign
4. Conduct Caravan Miking to create hype in the market and in mass level awareness in the community - for 3 months
5. Any other tasks agency can propose that makes promotional campaigns effective to reach 6000 HHs.

Tasks – IEC (information, education, and communication) material development:

1. To develop and print educational booklets (and other communication material, such as leaflets, flipcharts, banners, etc.) with the help of technical experts of Drinkwell to aware the rural people.
2. To disseminate the communication materials (such as disseminating leaflets, flyers, social media platforms, etc.) among the rural household, market actors, and other stakeholders.

Tasks - Reporting:

1. Concisely report on the activities conducted, households reached through the awareness campaign and overall project updates on a weekly basis and submit a formal report on a monthly basis.
2. Report on the number of HHs registered through the awareness campaign as per USAID requirements (template shall be shared by Drinkwell), where consumer details need to be provided (name and contact details).
3. Provide visual content on customer testimonials, case stories, and retailers’ feedback/interviews on a monthly basis.

###### Timeline

The assignment shall be carried out in 3 months of intermittent duration, reflecting the planned awareness campaign. The assignment, with an ambition of reaching 6,000 rural HHs, is expected to start from the last week of April 2022 and to run through the last week of July 2022. In case of any unforeseen circumstances outside either party’s responsibility, which cause delays, a revised timeline will be mutually agreed upon.

###### Eligibility Criteria

Agencies/ firms applying must bring the following skills, attributes, and experience:

* Understanding of how rural marketing works in developing countries, particularly in Bangladesh
* A minimum of 5 years of experience with the brand and retail activation; experience in promoting safe drinking water will be given preference.
* Experience with FMCG marketing and below-the-line (BTL) marketing
* Capacity of effectively communicating with stakeholders, retailers, and households
* Capacity to integrate the matter of cultural sensitivity in their campaign design and implementation plan
* Openness to change and capacity to adapt promptly and creatively to unforeseen events

###### Evaluation Criteria

Agencies will be shortlisted based on the following evaluation criteria:

* Relevant experience in working with FMCG and rural marketing
* Understanding of the assignment
* Quality of the technical proposal
* Competitiveness of the financial proposal, showing cost-effective resource utilization
* Credibility of management and personnel

Submission of all required documents stated in the section “submission of EOI” is a prerequisite to short-listing. Shortlisted agencies will be invited to present their technical and financial proposal to Drinkwell and Bangladesh Nutrition Activity.

###### Technical Queries

A briefing and Q&A session to inform the EOI development will be held online at 11 am on 21/ 03/ 22. To register for this session, please contact on or before 20/ 03/22. Interested agencies/companies also can contact us via email, at supplychain.bd@drinkwell.com.

###### Submission of EOI

Interested agencies/firms are requested to submit an Expression of Interest (EOI) including the following documents to Drinkwell:

* Cover letter (maximum one page)
* Technical Proposal, including sections outlining
  + Understanding of the assignment
  + Proposed awareness campaign strategy outlining activities planned for the communities, retail points, schools, door-to-door visits, etc.
  + Proposed mechanisms for data collection and reporting
* Financial Proposal (maximum two pages), providing a breakdown of expected costs for proposed activities, inclusive of VAT and tax
* Annexes including
  + VAT Registration Certificate, TIN, Trade License, and company profile (not more than 2 pages)
  + Relevant experiences of the agency/firm
  + Profiles/resumes of the personnel who will be involved in the assignment

The EOI should be submitted by 6.00 pm, 24/03/22, to Procurement Management of Drinkwell

1. Drinkwell’s model will engage water entrepreneurs who will collect the water from the plant and then offer not only pick up service (at Tk 0.75 per litre) but also arrange a delivery service at a landed cost of Tk 1 - 2 per liter [↑](#footnote-ref-1)
2. Consumers who will have access to safe drinking at doorsteps needs to register by Tk 200/HH as a deposit money (refundable) for the uses of Drinkwell blue/white Jars. Consumers who will have pickup service need to pay Tk 50 for the ATM card. [↑](#footnote-ref-2)