

28 August 2025

REQUEST FOR PROPOSAL (RFP)

Producing content to promote menstrual hygiene management (MHM) in Bangladesh

Project Titled: Scaling up access to WASH – building a resilient and sustainable apparel sector

Proposal submission deadline: 4 September 2025, 23:59

Interested agencies are requested to submit a technical proposal and a financial proposal through email at mrashid@vercbd.org or info@vercbd.org.

The contact persons for this assignment is Mr. Sing Mong Prue Marma, from WaterAid Bangladesh, Mr. Md Mekkaram Hossain Siddiqui from VERC and Mr. Syful Karim from WaterAid Bangladesh will be available to answer any queries or clarifications you might have regarding these tasks at singmong@wateraid.org, pm.lindexverc@gmail.com and SyfulKarim@wateraid.org.



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SECTION - 1: INFORMATION TO ORGANISATIONS

1. **Introduction**
 - 1.1. All interested and eligible agencies with required qualifications and experience can 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 agencies are expected to follow highest ethical standard in their participation in the bidding process; and refrain from influencing the internal section process of VERC.
 - 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. VERC reserves the right to amend and modify this RFQ document. Also, to select the agency for providing selected goods and services cited in section 2 (article 4) as deliverables of this RFQ, either for the entire content of the proposal or a part thereof.
2. **Clarification and amendment of RFQ documents**
 - 2.1. At any time before the receipt of proposals, VERC may for any reason, whether at its own initiative or in response to a clarification requested by an invited organisation, amend the RFQ. Any amendment shall be issued in writing and shall be posted and will be binding. VERC may at its discretion extend the deadline for the submission of proposals.
3. **Preparation of technical proposal and financial proposal**
 - 3.1. Interested agencies are requested to submit their **proposals (font - Arial, Size -12)**. Both the technical and financial proposals must remain valid for a minimum of 90 days after submission.
 - 3.2. **The technical proposal should contain the following:**
 - Agency profile along with detailed CV of the team leader and key members proposed for this assignment
 - Relevant experience and credibility to undertake the given assignment and experience in relation to the proposed scope of works.
 - Detailed timeframe including dates for submission of the outputs/deliverables as specified in the Term of Reference (TOR).
 - 3.3. 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.
 - 3.4. Provide a justified financial proposal consistent with the technical proposal which clearly mentions item wise

summary of cost for the assignment/ deliverables, the taxes, VAT, duties, fees, levies, and other charges to be included under the applicable law. Copy of Trade License, VAT registration certificate including BIN, TIN certificate along with PSR (last tax return submission acknowledgement slip), and bank account details should be attached with the financial proposal.

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

4. Submission of Proposals

The original proposal (technical and financial) should be submitted electronically to the email address mrashid@vercbd.org or info@vercbd.org.

- 4.1. with “**Content creation for MHM**” as the subject.
- 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 **04 September 2025, 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 in the name of your agency.
- 4.5. The proposal altogether (technical part) should not exceed 10 pages, excluding CVs and agency’s profile.

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 it does 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 0.40 (or 40 percent) and 0.60 (or 60 percent) respectively to the technical and financial score of each evaluated proposal and then computing the relevant combined total score for each agency. However, the financial evaluation will be made only for the qualified bidders.

- **Technical proposal: 40**

- Composition of the team: 10
- Relevant work experience: 10
- Agency profile: 10
- Detailed work plan: 10

Following the evaluation of the technical proposal, bidders who achieve more than 70% of the total points will qualify for further assessment based on financial submissions. Among the qualified bidders, preference will be given to the lowest financial bid.

- **Financial proposal with detailed breakdown: 60**

- 5.3. The evaluation committee will determine whether the proposals are complete or not. The committee may invalidate any proposal if it is determined that significant budgetary mistakes or omissions undermine the integrity of the proposal.
- 5.4. VERC 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.

6. Presentation and negotiation

- 6.1. Once the proposals are evaluated, VERC will request shortlisted agency(s) with valid and complete proposals for a presentation on 03 September 2025.
- 6.2. VERC may enter negotiation with one or more bidders before final selection. If negotiations fail, VERC will then invite those agencies whose proposals received the next highest score. If none of the invited proposals led to an agreement, a new RFQ 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 agencies to improve the terms of reference.
- 6.4. VERC and the contracted agency may revise the TOR which should be incorporated final contract document.

7. Awarding of contract

- 7.1. The agency will receive the notification of award on the next day of successful negotiation.

8. Penalty clause

- 8.1. The agency is expected to deliver required outputs within the stipulated timeframe maintaining the quality. If for any reason, the agency fails to deliver required deliverables within stipulated time, payment(s) will be made at the actual rate based on the type and quantity of content delivered.

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 with award of the contract.

10. Contact person

- 10.1 Mr. Sing Mong Prue Marma, from WaterAid Bangladesh, Mr. Md Mokkaram Hossain Siddiqui from VERC and Mr. Syful Karim from WaterAid Bangladesh will be available to answer any queries or clarifications you might have regarding these tasks at singmong@wateraid.org, pm.lindexverc@gmail.com and SyfulKarim@wateraid.org.

SECTION – 2 (Terms of Reference)

1. Introduction

Menstrual Hygiene Management (MHM) is critical public health issue in Bangladesh, which impact on health, education and economic participation of women and adolescent girls. Many faces significant barriers that hinder their ability to manage menstruation safely, hygienically and with dignity.

The high cost of disposable sanitary pads forces many women and girls to rely on less hygienic alternatives like using cloth for longer time. Using cloth considered unhygienic if not properly managed, as it may harbour bacteria and fungi, increasing the risk of infections. Inadequate washing and drying practices, especially in unsanitary conditions, can lead to contamination and irritation. Furthermore, prolonged use of the same cloth without proper cleaning can elevate the risk of serious health issues, including toxic shock syndrome. Women and girls in rural areas and urban slums often struggle to balance their budgets with the need for menstrual products, often compromising hygiene and comfort.

Inadequate private, well-ventilated spaces for washing and drying menstrual materials prevents hygienic practices. On the other hand, cultural norms, and stigma impose restrictions on food, movement, and activities during menstruation, further isolating women and limiting their access to resources. This isolation discourages open discussions about menstrual health, making it harder for women and girls to access necessary resources.

There is minimal awareness of alternative menstrual health management products, and proper management of alternative products. Many women misinformed about their safety and practicality. Therefore, relationship between Sexual Reproductive Health (SRH) and Menstrual Hygiene Management (MHM) remains poorly understood in many communities due to deep-rooted stigmas and taboos. Discussions about menstruation and its connection to SRH, such as fertility, hygiene, and reproductive health risks, are often avoided, leaving critical knowledge gaps unaddressed. This silence perpetuates misinformation, limits access to care and impacts overall health and well-being. Furthermore, men and boys face significant challenges in understanding and engaging with Menstrual Hygiene Management, which further complicated the stigma surrounding menstruation.

It is important to note that addressing the above-mentioned challenges, normalising MHM and SRH related conversations is essential to empower women and girls for taking informed decision-making related to their SRH with accurate information, where the role of menstrual hygiene management related education is undeniable.

To change the overall menstrual hygiene management practice and associated knowledge, with support from Lindex, WaterAid and VERC plans to implement MHM related BCC interventions in 10 communities (around 200HHs) and 10 schools at Savar region. This strategic addition will address critical gaps, empowering women through improved education, and enabling environment. The overall objective of the project is to improve the knowledge and practice of MHM and SRH among women and girls at communities and schools of lower income communities in Bangladesh.

WaterAid Bangladesh and VERC aims to produce a series of impactful documentary videos with content creators to highlight the importance of menstrual hygiene management (MHM) and its link to sexual and reproductive health for adolescent girls and women. This digital initiative seeks to spark public discourse, challenge taboos, and normalize conversations around MHM.

2. Objectives

To raise awareness and promote proper menstrual hygiene management (MHM), WaterAid Bangladesh and VERC will collaborate with social media content creators. Through creative storytelling and digital engagement, they will showcase the importance of safe and dignified menstrual practices, spark public discourse, challenge taboos, and position MHM as a norm that should be openly discussed rather than avoided.

3. Scope of Work

a. Engagement with social media content creators:

- Liaise with a total of two social media content creators, managing logistics, scripting, and on-site coordination to produce engaging social media content on MHM and SRH and their societal impact.
- Coordinate the publishing and amplification of content on all the social media handles of each of the content creators.

b. Producing a short PSA:

- Conceptualize and produce one short public service announcement video that highlight the role of male, family member and peers on MHM and SRH.
- Develop storyboards and visual narratives that are engaging, inclusive, and reflective of the social and infrastructural transformation.
- The PSA will be computer graphics based (CGI) where content and relevant images will be provided by WaterAid. Submit rough cuts and final versions for review and feedback, ensuring alignment with WaterAid Bangladesh's messaging, branding, and editorial standards.

We expect the PSA and content creators' content to be visually compelling, thoughtful, and emotionally engaging. Therefore, please ensure the following:

- Content must be factually accurate, ethically produced, inclusive, and human centered.
- All films should balance narrative storytelling with informative, data-driven messaging.
- Use diverse visual and editorial styles to reflect the realities of different user groups and contexts.
- Ensure all videos are adaptable for multi-platform use, including broadcast, digital media, community screenings, and social sharing.
- All the consents are properly obtained through the prescribed format by WaterAid.

4. Deliverables

The awarded agency will be responsible for delivering the following:

1. **Engagement and coordination with at least two (02) social media content creators** – one of Category A (with minimum 1.5M followers on Facebook and/or TikTok) and one of Category B (with minimum 1M followers on Facebook and/or TikTok) to:
 - Develop and publish short digital content (2-3 minutes) on MHM and SRH.

- Share content across their verified social media platforms (Facebook, Instagram, YouTube, etc.) to amplify reach.
2. **Professionally produced PSA** in Bangla focusing on:
- A one-minute video highlighting the role of male, family member and peers on MHM and SRH.
 - **Written transcripts and subtitle files** (in both English and Bangla) for all final video content to ensure accessibility and adaptability across platforms.
 - **Full copyright transfer** of all raw and final video files and associated materials to WaterAid Bangladesh.
 - **All the final productions, along with all the graphics and the project file, must be handed over to WaterAid Bangladesh through a portable HDD.**

5. Timeline

The assignment is to be accomplished by **30 September 2025**.

6. Mode of payment

Payment will be made in one instalment through BFTN/Account Payee Cheque to the awarded agency upon submission of the invoice and receipt of all the deliverables. In case of any changes in the deliverables, payment will be made at the actual rate based on the type and quantity of content delivered. All invoices are to be submitted to VERC and certified by the respective personnel.

Instalments	Percentage	Schedule for payment
One	100%	After completion of the assignment by receiving all the final deliverables

7. Competencies

The interested agency is expected to demonstrate the following competencies:

- Demonstrated experience in producing high-quality documentary films, developing communication content, or multimedia storytelling projects, particularly within the social development or public service sectors.
- Demonstrated capacity to conduct ethical and inclusive storytelling through human-interest narratives, stakeholder interviews, and case-based video documentation.
- Decent understanding of the social, cultural, and gender dimensions of hygiene challenges in Bangladesh, with sensitivity to the needs of marginalised communities, including women, children, persons with disabilities, etc.
- Experience in engaging celebrities and/or social media content creators, including planning, coordination, script support, and management of branded content for digital platforms.
- Strong portfolio of completed audiovisual projects that reflect creative direction, technical excellence, and impactful messaging, especially in collaboration with NGOs, international development organisations, or public institutions.

SECTION – 3 (TECHNICAL PROPOSAL SUBMISSION TEMPLATE)

- 3A. Forwarding letter format
- 3B. Team composition
- 3C. Relevant experience
- 3D. Company profile
- 3E. Work plan

3A. FORWARDING LETTER FORMAT

(Please use letterhead pad)

[*Location, Date*]

To
The Executive Director
Village Education Resource Center (VERC)
B-30 Ekhlas Uddin Khan Road, Anandapur, Savar, Dhaka

Dear Sir:

We, the undersigned, are offering to provide the following assignment following your Request for Quotation (RFQ) dated ----- 2025 for producing content to promote inclusive public sanitation in Bangladesh.

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, i.e., before ----- - 2025, 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 organization:

Address:

Technical proposal

3B. Team composition

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

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> <i>- name of the organization and job title</i> <i>- duration</i> <i>- key responsibilities</i>
Portfolio	<i>(Please share a link of the portfolio showcasing relevant film or video projects. Include accessible links to the final outputs. If any of the projects are confidential, kindly provide a link to the trailer or teaser)</i>

3C. Relevant experience

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

Using the format below, please provide a maximum of 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	Completion date	Client name with contact details

3D. Company profile

(Please attach portfolio and other relevant documents.)

3E. Work plan

(Please provide a detailed work plan with a work chart.)

SECTION 4. (FINANCIAL PROPOSAL SUBMISSION FORM)

4A. Price offer

4B. Legal document

4A. Price offer

(Please submit your price offer using the template given below)

SI	Deliverables	UoM	Unit	Unit price	Total	Remarks (If any)
Engagement and coordination with at least six (6) social media content creators						
1	1 content creator from category A (with minimum 1.5M followers on Facebook and/or TikTok)					
	Proposed name	1	Per content creator			
2	1 content creator from category B (with minimum 1M followers on Facebook and/or TikTok)					
	Proposed name	1	Per content creator			
Professionally produced PSA						
3	Production of a PSA as mentioned in the Section 2; Article 4.2	1	Package			
					Total	
					VAT (15%)	
					Grand Total	

- Apart from the activities mentioned in this RFQ, the agency is expected to list any other/additional services VERC shall receive under this agreement.

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