

## REQUEST FOR EXPRESSIONS OF INTEREST (REOI) (CONSULTING SERVICES – FIRMS SELECTION)

### **Bangladesh**

### **Rural Electrification and Renewable Energy Development II (RERED-II) Project 2nd Additional Financing (AF-II)**

Loan No./Credit No./ Grant No.: IDA-62020

**Assignment Title:** Selection of consultant for field level sales campaign under IDCOL Improved Cook Stove (ICS) Program

**Reference No.:** S-32 UNDER REREDP-II AF II

The Infrastructure Development Company Limited (IDCOL) has received financing from the World Bank toward the cost of the Rural Electrification and Renewable Energy Development II (RERED-II) Project 2nd Additional Financing (AF-II) (P131263), and intends to apply part of the proceeds for consulting services.

The consulting services (“the Services”) include developing a standardized awareness and promotion campaign at field level and provide necessary trainings to achieve the installation target under the IDCOL ICS Program.

The detailed Terms of Reference (TOR) for the assignment are attached to this request for expressions of interest and also can be found at the following website: <http://idcol.org/home/notice>.

The Infrastructure Development Company Limited (IDCOL) now invites eligible consulting 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. The shortlisting criteria are mentioned in the TOR. Key Experts will not be evaluated at the shortlisting stage.

The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank’s “Procurement Regulations for IPF Borrowers” July 2016 (“Procurement Regulations”), setting forth the World Bank’s policy on conflict of interest.

Consultants may associate with other firms to enhance their qualifications, but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.

A Consultant will be selected in accordance with the Quality And Cost-Based Selection method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours 1100 to 1500 Bangladesh Standard Time (BST).



Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by e-mail) by 01 December 2022.

Infrastructure Development Company Limited  
Attn: Sajjad Bin Siddique, Manager, Procurement  
UTC Building, 16th Floor, 8 Panthapath, Kawran Bazar, Dhaka-1215, Bangladesh  
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## TERMS OF REFERENCE

### Selection of consultant for field level sales campaign under IDCOL Improved Cook Stove (ICS) Program

#### **I. BACKGROUND**

IDCOL is a development financial institution established by Bangladesh Government in 1997. The vision of IDCOL is to help ensure the country's economic growth and standard of living of the people through sustainable and environment-friendly investments. Since its inception, IDCOL has played an instrumental role in increasing private sector participation in the promotion, development, and financing of infrastructure, renewable energy, and energy-efficient projects. IDCOL is the market leader in private sector energy and infrastructure financing in the country. Through these initiatives, IDCOL is contributing toward several SDGs, including affordable & clean energy, industry & infrastructure development, and climate actions.

Through its ambitious programs, IDCOL has significantly impacted the lives of people living in rural Bangladesh. Under its renewable energy programs, IDCOL has a USD 1 billion Solar Home Systems (SHS) program that has sold 4.14 million systems, benefited approximately 20 million people, and generated approximately 180MW of energy. Under its Solar Irrigation Pumps (SIPs) program, IDCOL has approved 1,508 pumps so far and plans to install 50,000 pumps by 2025.

The Honorable Prime Minister inaugurated IDCOL ICS Program in 2013. Under the program, more than 3 million ICS have been installed till June 2021. IDCOL has a target to install 5 million ICS by 2023. 56 Partner Organizations (PO) are implementing this program in about 300 Upazilas of the country. The program aims to increase the coverage to about 400 Upazilas.

IDCOL adopted a cluster-based approach for the implementation of the ICS Program. Each Upazila consists of a cluster, and only one PO works in a particular cluster. Under the program, IDCOL provides demand creation and capacity building supports to the POs, and POs role is to manufacture and disseminate the IDCOL approved stoves. IDCOL extends financial support to the POs to implement various promotional activities and does not provide customers any buy-down grant. The POs, on the other hand, conduct multiple promotional activities for market development, produce stoves, sale, and ensure after-sales service to the customers.

When IDCOL started the program in 2013, the efficiency of available ICS models in the country was around 20% (Tier 1). Through IDCOL's R&D initiatives, the efficiency level increased to more than 35% (Tier 3), verified by an ISO-certified cookstove testing center in Nepal. These stoves are being produced in decentralized Upazila level production centers using local resources, and the price varies from BDT 375 to BDT 1,500.



The program is registered under the Clean Development Mechanism (CDM) of UNFCCC. An independent audit in 2020 by a designated entity of UNFCCC showed that each ICS under IDCOL program saves 1.54 tons of fuelwood and reduces GHG emission by 1.22 tons CO2 equivalent per year. The program is also significantly reducing household air pollution.

Till July 2022, about 3.30 million ICS were installed under IDCOL ICS Program against a target to install 5 million ICS by 2023. Therefore, the required average monthly installation to achieve the target is about 90,000 ICS per month.

IDCOL plans to develop and implement an effective consumer-facing awareness raising and demand creation campaign to expedite sales growth of the program. In this regard, IDCOL seeks to hire a communication firm to design and implement standardized sales campaign activities for promotion of Improved Cook Stoves (ICS) to effectively reach the target audience.

## II. OBJECTIVE

The objective of this engagement is to develop a standardized awareness and promotion campaign at field level and provide necessary trainings to achieve the installation target under the IDCOL ICS Program.

## III. TARGET AUDIENCES

1. **For Sales Campaign:**
  - Primary:
    - Customers /Users of cookstoves (material hard copies in Bangla)
    - Partner Organizations for conducting sales campaign (Soft copies in Bangla and English)
  - Secondary:
    - IDCOL Staffs (PPT or other formats in Bangla and English)
2. **For Training:**
  - PO staffs (PPT or other formats in Bangla and English).
  - IDCOL staffs (PPT or other formats Bangla and English)

## IV. SCOPE OF WORK

A professional agency partner is sought to:

- i. **Task 1 (To assess the effectiveness of the existing sales campaign and identify gaps):**

The firm will assess the field campaigns that are currently being conducted under the Program (e.g. Courtyard Meetings, Door to Door Marketing, Miking, School Sessions etc.) and study



the existing learning materials. This will help understand the gaps of current promotional activities and areas of improvement to increase the efficiency of the current campaigns. The Firm will submit a detailed report on the gaps in training and discuss with IDCOL officials before finalizing.

The firm will attend 20 PO events at 20 PO areas across the country to assess the efficacy of the campaign. Based on the findings, the firm will revise/update add to the sales campaign plans.

**ii. Task 2 (To design an effective field level sales campaign for ICS):** Developing and implementing a sales campaign to reach 5 million ICS by December 2023.

- a. The campaign will be implemented at field level by the Partner Organizations (PO). POs are responsible for conducting local level awareness raising and demand creation activities under the program.
- b. The campaign should be developed based on availability of resources/ budget at PO ends. The firm should be able to demonstrate the benefit/ return on investment of the campaign to the POs. The firm will engage at least 10 sales campaigns in 10 PO areas as pilot.
- c. Based on these activities, the firm will submit the campaign development plan and inception report.

For sales campaign, the proposal should consist, but not limited to, the following:

- Sales projection over the period : Currently IDCOL targets to achieve 100,000 ICS sales in a month
- How existing PO network and other resources will be utilized for this campaign
- Capacity development/ detailed training plans for the POs
- Preferred promotional materials with rationales, quantities, dissemination method
- Mechanism to periodically report the effectiveness of the campaign as well as required revisions/ updates.

**iii. Task 3 (To develop standardized formats for training and learning/demonstration materials to increase efficiency of the sales campaign and perform training sessions):**

The firm will develop a standardized formats of sales campaigns and identify necessary promotional materials (including visual aid materials), quantities, tentative costs and dissemination methods/ channels and necessary training support required for the campaign.

The firm will be responsible for providing necessary capacity building/ training supports to the POs. Based on the assessment of PO capacities, the firm will identify the capacity building requirement for the POs. Accordingly, the firm will develop training module, training plan, contents and delivery plan. Also, the firm will provide training to IDCOL field staffs and PO staff



For training and capacity building, the following materials may be developed:

- Standardized formats of sales campaigns and the checklist of necessary documents and arrangements to complete a campaign.

Identify necessary promotional materials, quantities, tentative costs and dissemination methods/ channels required for the campaign. Develop prototypes/ demonstration materials and scripts for conducting miking and sales campaign.

- iv. **Task 4 (to redesign campaigns and prepare case studies):** the firm will periodically visit campaign areas to assess the effectiveness of the newly launched campaign. The firm will suggest necessary modifications and redesign the campaign accordingly time to time if deemed necessary, after consultation with IDCOL.

The firm will identify and develop 15 case studies on various aspects highlighting the benefits of ICS.

## V. DELIVERABLES AND TIMELINE

The duration of the assignment is 12 months from contract signing. The deliverables are:

- i. Assessment report and work plan
- ii. A design of sales campaigns along with budget
- iii. Training module for PO staffs
- iv. Checklist, scripts and standardized formats for mass awareness and field promotion activities
- v. Design/ flipcharts of demonstration materials on benefits of ICS
- vi. 15 case studies for demonstration of benefits of using ICS
- vii. Completion Report

## VI. PAYMENT TERMS

Milestones	Payment
Upon acceptance of inception report	10% of agreed total budget.
Milestone for payment for each deliverable:	80% of agreed total budget.
<ul style="list-style-type: none"> <li>• Assessment of existing campaign</li> <li>• Designing effective field level sales campaign</li> <li>• Develop formats and learning materials</li> <li>• Evaluation and redesigning the new campaign and case studies</li> </ul>	20 % after completion of each milestone
Upon Acceptance of Completion report	10% of agreed total budget.

*2*

**VII. KEY EXPERT'S QUALIFICATION AND COMPETENCE FOR THE ASSIGNMENT**

Experts	Qualification (minimum requirement)	
	Education	Professional Experience
<b>Team Leader</b>	Master's Degree in related fields such as Economics, Social Sciences, Mass Communications, Marketing etc.	Minimum 10 years including 5 years as project leader in similar materials development. Experience in mass communication/ branding, sales, community mobilization and capacity building assignments.
<b>Industry Expert</b>	Master's Degree in related fields such as Marketing, Mass Communication, Branding, Business Studies, Public Health, Science and Engineering, Environment etc.	Minimum 10 years of general experience and 5 to 6 years' experiences in similar projects including proven experience in developing sales campaign and promoting new technologies. Product campaign in rural communities is preferable. Subject matter expertise related to energy efficiency, biomass stoves and fuels as well as health and social impact of indoor air pollution and clean cooking etc. are essential.
<b>Training and Skill development specialists</b>	Minimum Master's Degree in related fields, having Academic Course/Training in related topics is preferable	Minimum 5 years with proven experience in training module development and capacity building activities related to sales, behavior change, mass awareness and communication campaign.
<b>Gender/ Social Experts</b>	4 years' Bachelor's or Master's degree, having Academic Course/Training in related topics is preferable	Minimum 5 years' experience in content development for public awareness creation, learning and educational program, social and health impact assessment and development work experience.

**VIII. CONTENTS OF EOI SUBMISSIONS**

IDCOL now invites eligible applicants ("Firms") to express their interest in providing the Services. Interested Firms should provide information demonstrating that they have the required qualifications



and relevant experience to perform the Services. In this regard, the interested applicants are requested to submit their Expressions of Interest (EOIs) along with the documents listed below:

- a) documentary evidence of incorporation of the Firm (Trade License of the year of registration and of the latest year, Incorporation certificate, TIN Certificate, VAT Registration Certificate)
- b) audit report (by CA firm) for last 03 (Three) years containing necessary disclosures including segregation of revenue sources;
- c) details of similar assignments, related to c., d. & e. of the next section IX. ELIGIBILITY OF CONSULTING FIRM (mentioned below), completed in the last 5 years including clients' names, brief description of engagements, contract period, contract value, etc. as per the chart below:

Sl No	Name of the Project/Assignment	Total Contract Value	Period (time of start and end)	Scope of work/ brief description of engagements	Client
1					
2					
...					

- d) completion certificate(s)/proof of contract, mentioned in the above chart, issued by the clients articulating title, topic, duration and amount of contracts/assignments;
- e) Necessary documents to establish their eligibility according to the following section; Consultants may associate with other firms in the form of a joint venture or a sub consultancy to enhance their qualifications. If there is any joint-venture or consortium formed, the JV firms shall have to submit all the information as above. In case of JV, JV agreement or intent to create JV signed by all parties must be submitted.

**IX. ELIGIBILITY OF CONSULTING FIRM**

The EOI will be reviewed based on following:

- a. General years of experience
- b. Financial health of the firm
- c. Completion of similar assignments related to designing field-level awareness campaigns targeted to rural audience
- d. Previous Experience on community mobilization, implementation of social and behavioral change program.
- e. Previous experience of developing training materials and case studies and conducting trainings related to similar products.

