

**REQUEST FOR PROPOSAL**

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**BUSINESS DEVELOPMENT AND MANAGEMENT  
CONSULTANT FOR CAPACITY BUILDING OF SME'S ON  
NUTRITION-SENSITIVE BUSINESS DEVELOPMENT**

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**issued by**

**The Global Alliance for Improved Nutrition (GAIN)**

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## I. PROJECT BACKGROUND AND SCOPE OF WORK

### 1. ABOUT GAIN

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation launched at the UN in 2002 to tackle the human suffering caused by malnutrition. Working with both governments and businesses, we aim to transform food systems so that they deliver more nutritious food for all people.

At GAIN, we believe that everyone in the world should have access to nutritious and safe food. We work to understand and deliver specific solutions to the daily challenge of food insecurity faced by poor people. By understanding that there is no “one-size-fits-all” model, we develop alliances and build tailored programmes, using a variety of flexible models and approaches.

We build alliances between governments, local and global businesses, and civil society to deliver sustainable improvements at scale. We are part of a global network of partners working together to create sustainable solutions to malnutrition. Through alliances, we provide technical, financial and policy support to key participants in the food system. We use specific learning, evidence of impact, and results of projects and programmes to shape and influence the actions of others.

Headquartered in Geneva, Switzerland, GAIN has representative offices in Denmark, The Netherlands, the United Kingdom, and the United States. In addition, we have country offices in Bangladesh, Ethiopia, India, Indonesia, Kenya, Mozambique, Nigeria, Pakistan, and Tanzania. Programmes and projects are carried out in a variety of other countries, particularly in Africa and Asia.

### 2. BACKGROUND

In 2010, the Scaling Up Nutrition (SUN) Movement was launched to support national leadership and collective action to scale up nutrition. The SUN Business Network (SBN) is one of the four global networks that support SUN countries (along with UN, Civil Society and Donor Networks). It is convened by the Global Alliance for Improved Nutrition (GAIN) and the UN World Food Programme (WFP) and further supported by an Advisory Group comprised of senior business leaders.

The SBN aims to reduce malnutrition in all its forms through mobilizing business to invest and innovate in responsible and sustainable actions and operations. To do this, SBN provides a neutral platform to broker partnerships and collaboration between business and all actors on nutrition at national, regional and global level to support SUN Country plans. We believe that when consumers demand improved nutrition, business will act, and national economies will grow. Currently, the SBN is supporting over 30 SUN Countries, of which 18 of have an established national SBN.

The SUN Business Network (SBN) Bangladesh will build the capacity of 150 SMEs working in the food systems of Bangladesh. SBN is also building a coordinated approach to address the nutritional needs of female garment workers and their children in the ready-made garments (RMG) sector in Bangladesh. The SBN Bangladesh will identify opportunities to increase the availability and affordability of safe and nutritious foods for RMG workers through supporting new business cases for nutritious foods with Small and Medium Enterprises (SMEs) based around RMG production sites and will:

- Identify opportunities for capacity building of the Food SMEs across Bangladesh to increase access to safe, affordable, and nutritious food
- Closely coordinate with the BFSa, SME Foundation, BSTI and other stakeholders to assess the knowledge gap of SMEs on food safety management and business development

- Arrange capacity building training sessions for food SMEs in urban and rural areas of Bangladesh including in Dhaka, Chittagong, Jessore, Sylhet, Narshingdi, and Kishoreganj
- Support the validation process of the nutrition-sensitive business training curriculum. Capacity building lessons learned will be disseminated amongst SUN Networks and the SUN MSP – and throughout the SUN Movement, in order to advance global efforts to improve workforce nutrition policies.

### **3. SCOPE OF WORK AND DELIVERABLES**

Scaling Up Nutrition (SUN) Business Network (SBN) is hosted by Ministry of Industries and co-convened by GAIN and WFP. SBN is going to build the capacity of SMEs on food safety, nutrition and nutrition-sensitive business development. The business development services (BDS) training of the Micro and Small, Medium Enterprises (MSMEs) needs to be tailored according to the needs and expectations of the MSMEs that are captured in the Market Systems study conducted by GAIN. The training module needs to be fit for purpose for MSMEs operating across different value chains including bakeries, restaurants and producers of hand-made pickle, locally made cakes (Pitha), mustard oil.

#### **2.1. GENERAL TASKS**

The Business Development and Management Consultant will carry out the following responsibilities:

- a. Based on the knowledge gap identified in the Market Systems study conducted by GAIN and consultation meetings develop and submit a comprehensive training module to enhance the nutrition-sensitive business development service.
- b. Using a hands-on learning approach (adult learning approach), train MSMEs regarding bankable business model development that are nutrition sensitive.
- c. Using case studies from Bangladesh, showcase potential strategies for nutrition-sensitive product differentiation and promoting consumer demand for nutritious food.
- d. Providing practical training on handling financial resources, account management and record-keeping. Attend 1-2 of GAIN's market response unit monthly meetings to gain insights on infrastructure needs from market stakeholders; and
- e. Conduct detailed training evaluation for each of the workshops and modify the training module.
- f. Support the validation process of the nutrition-sensitive business training curriculum with SME Foundation.

#### **2.2. DELIVERABLES**

- a. Submission of a training module for delivering training to targeted MSME's (Micro and Small, Medium Enterprises).
- b. Submission of validated training module.

#### **3.3. TIMEFRAME**

The service of the consultant is required till June 2021 starting from January/February 2021.

## II. INSTRUCTIONS FOR RESPONDING

This section addresses the process for responding to this solicitation. Applicants (consultancy firms) are requested to submit both **Technical and Financial proposal** for this Request For Proposal (RFP).

### 1. CRITERIA FOR SELECTION OF APPLICANT (CONSULTANCY FIRM)

#### 1.1 COMPETENCIES :

- Strong understanding of food business development, market promotion and management across food value chains of MSME's
- Proven experience in capacity building and curriculum development
- Must have knowledge of formulating reports on Training Needs Assessments (TNA) and Training Plan
- Strong communication skills including writing and speaking in Bengali and English
- Experience in working with policymakers and SMEs preferably in nutrition-sensitive food business development
- Work experience in different food sectors

#### 1.2 QUALIFICATIONS :

- A minimum of 10-years' experience in business development, financing, and management
- Minimum education qualification of Master's Degree in Business/Finance/Marketing (consultants involved in this request for proposal)
- Applicants (Consultancy Firms) with experience in leading nutrition-sensitive business policy development and strategy formulation will have a strong competitive advantage

### 2. BUDGET :

This is a competitive process; the winning bid will be determined on the basis of budget and quality of proposal.

### 3. DEADLINE

Submit Technical and Financial proposal outlining competencies that are required for this Request For Proposal to [GAIN.Bangladesh@gainhealth.org](mailto:GAIN.Bangladesh@gainhealth.org) by January 7, 2021. Please direct all inquiries to this email address.

### 4. UNACCEPTABLE

The following applications will automatically not be considered or accepted:

- Applications that are received after the deadline specified (January 7, 2021)
- Incomplete applications

## **5. ACCEPTANCE**

Eligibility requirements, evaluation criteria and mandatory requirements shall govern.

## **6. RIGHTS OF REJECTION**

GAIN reserves the right to reject any or all submissions or to cancel or withdraw this RFP for any reason and at its sole discretion without incurring any cost or liability for costs or damages incurred by any applicant, including, without limitation, any expenses incurred in the preparation of the submission. The applicant acknowledges and agrees that GAIN will not indemnify the applicant for any costs, expenses, payments, or damages directly or indirectly linked to the preparation of the submission.

## **7. REFERENCES**

GAIN reserves the right, before awarding the Proposal, to require the applicant to submit such evidence of qualifications as it may deem necessary, and will consider evidence concerning the financial, technical, and other qualifications and abilities of the applicant.

## **8. RELEASE OF INFORMATION**

After awarding the Proposal and upon written request to GAIN, only the following information will be released: The applicant's own individual ranking.

# **III. TERMS AND CONDITIONS OF THIS SOLICITATION**

## **1. NOTICE OF NON-BINDING SOLICITATION**

GAIN reserves the right to reject any and all applications received in response to this solicitation and is in no way bound to accept any application of interest. GAIN additionally reserves the right to negotiate the substance of the successful applicants' application of interest, as well as the option of accepting partial components of a application of interest if deemed appropriate.

## **2. CONFIDENTIALITY**

All information provided as part of this solicitation is considered confidential. If any information is inappropriately released, GAIN will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this solicitation will be held as strictly confidential.

## **2. RIGHT TO FINAL NEGOTIATIONS ON THE PROPOSAL**

GAIN reserves the right to negotiate on the final costs, and the final scope of work of the EOI/RFP application. GAIN reserves the right to limit or include third parties at GAIN's sole and full discretion in such negotiations.

## **3. EVALUATION CRITERIA**

Applications will be reviewed by the Selection Team. The following indicate a list of the significant criteria against which proposals will be assessed. This list is not exhaustive or 100% inclusive and is provided to enhance the applicants' ability to respond with substance.

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Applicants are required to submit the following information, conforming to the guidelines given in this section:

- Understanding of the scope of work
- Demonstrate a clear understanding of required competencies of this EOI/RFP
- Past experiences undertaking similar work

**GAIN reserves the right to contact the applicants in order to verify the information provided as part of the EOI/RFP.**

#### **4. REVIEW PROCESS**

The review process will involve a Review Panel with participants selected by GAIN.

#### **5. LIMITATIONS WITH REGARD TO THIRD PARTIES**

GAIN does not represent, warrant, or act as agent for any third party as a result of this solicitation. This solicitation does not authorise any third party to bind or commit GAIN in any way without GAIN's express written consent.

#### **6. COMMUNICATION**

All communication regarding this solicitation shall be directed to appropriate parties at GAIN. Contacting third parties involved in the EOI, the review panel, or any other party may be considered a conflict of interest and could result in disqualification of the proposal.

#### **7. FINAL ACCEPTANCE**

Award of a EOI does not imply acceptance of its terms and conditions. GAIN reserves the right to negotiate on the final terms and conditions including the costs and the scope of work when negotiating the final contract to be agreed between GAIN and the applicant.

#### **8. VALIDITY PERIOD**

The offer of services will remain valid for a period of 60 days after the EOI/RFP closing date. In the event of award, the successful applicant will be expected to enter into a contract subject to GAIN's terms and conditions.

#### **9. INTELLECTUAL PROPERTY**

Subject to the terms of the contract to be concluded between GAIN and the applicant, the ownership of the intellectual property related to the scope of work of the contract, including technical information, know-how, processes, copyrights, models, drawings, and specifications developed by the applicant concerning the activities shall vest exclusively and entirely with GAIN.

#### **10. SCOPE OF CHANGE**

Once the contract is signed, no increase in the liability of GAIN or the fees to be paid by GAIN for the services resulting from any change, modification or interpretation of the documentation will be authorized or paid to the applicant, unless such change, modification or interpretation has received the express prior written approval of GAIN.