

# Request for Proposals (RfP)

OUTBOUND DIALLING SERVICE FOR INSURED FARMERS UNDER  
THE AREA YIELD INTERVENTION OF BMMDP



SWISS  
FOUNDATION  
FOR TECHNICAL  
COOPERATION

*We create opportunities*

We are a leading organisation for the implementation of international development projects. We promote inclusive economic, social and ecological development to make an effective contribution towards sustainable and widespread prosperity in developing and emerging economies.

Swisscontact was established in 1959 as an independent foundation of the Swiss Industry for international development co-operation. Swisscontact currently employs over 1,400 staff worldwide and manages 120 projects in 36 countries on behalf of public and private donors.

Swisscontact operates in Bangladesh for more than 50 years with projects mainly in Vocational Training, Labour Market Development and Entrepreneurial Ecosystems.

## **Background of BMMDP**

Bangladesh, an agriculture-based economy, is extremely susceptible to climate change. Extreme weather events (flood and cyclones) devastate agriculture production, particularly in the northern and southern regions of Bangladesh. Though the agriculture sector contributes around 14% to the GDP, it employs about 40% of the labour force (Bangladesh Economic Review 2019). Therefore, extreme weather events not only pose a threat to the economy but threatens the livelihoods of almost half the labour force population.

To build resilience against shocks and foster rural poverty reduction, there is a need to stimulate growth and commercial production in the agriculture and livestock sectors. Building the capacity of farmers on specialized income-generating activities in agriculture and livestock is

likely to foster commercialization. Along with the need for access to inputs, technology and information, there is a strong need for access to financial services that increase farmers' investment capacity and minimize ex-post risks.

The Bangladesh Microinsurance Market Development Project (BMMDP), also known as Bangladesh Agricultural and Disaster Insurance Programme (BADIP), is mandated by the Swiss Agency for Development and Cooperation (SDC). BMMDP envisions fostering inclusive growth in the agriculture and livestock sector in Bangladesh through agriculture and livestock insurance along with risk-reducing embedded extension services. Swisscontact is acting as the Managing Agent (MA) of the project and wants to have a better understanding of the microinsurance market with particular focus on agriculture and livestock and to come up with systemic interventions under BMMDP's current phase and possibly for future phase(s).

## **Context**

BMMDP phase 1 is divided into three components; Swisscontact as the MA is assisting SDC in overall coordination, monitoring, and management of all these project components.

**Component 1: Crop insurance pilot implemented by SFSA Bangladesh (Crop Surokkha)**

Under Component 1, Syngenta Foundation for Sustainable Agriculture Bangladesh (SfSA-B) is responsible for developing appropriate weather index-based crop insurance products and insurance business models with distribution channels, such as crop input suppliers, contract farming processors and traders, and MFIs; raising awareness to local risk carriers (insurance companies) in crop index insurance and their business potential; partnering with Swiss Re and other reinsurers in product development and risk pricing, and contributing to the knowledge creation and evidence gathering to improve the knowledge and capacity of public and private insurance stakeholders. Crop Surokkha component is currently operating in 10 districts.

### **Component 2: Livestock risk mitigation pilot implemented by PKSF (Livestock Surokkha)**

Under Component 2, Palli Karma Sahayak Foundation (PKSF) is responsible for developing appropriate financial and non-financial livestock (cattle) risk mitigation services, expanding and diversifying the livestock mortality risk mitigation operations by the better performing partner organizations (PO) and testing models that would make provision for commercially viable and sustainable livestock extension services. BMMDP will facilitate PKSF in institutionalizing its livestock insurance scheme by operationalizing its insurance unit, conceptualizing sustainable business models, building the capacity of PKSF and its PO in scaling up beef-fattening mortality insurance operations and diversifying into dairy cows, goats, and poultry. The POs alone and/or in association with public and private entities will offer awareness-raising sessions, training on good farming practices, and animal healthcare services to livestock farmers to make them resilient against weather and disease shocks. Livestock Surokkha component is currently operating in 38 districts.

### **Component 3: Capacity Building of Insurance Sector Stakeholders in Bangladesh (Surokkha)**

Under Component 3, the MA/Swisscontact (SC) is responsible for complementing the existing project interventions on crop and livestock insurance/risk mitigation by creating a more enabling environment. Besides, it will explore the potential insurance market (new partnerships, models, distribution channels, products) under the systemic market development perspective for the further evolution of BMMDP. The intention is to gather and disseminate knowledge through various means, such as conducting regular context analysis of the agricultural insurance sector, performing research/action research, analysing regulatory framework, and sharing the gained knowledge with wider stakeholders. Surokkha component is currently operating in all districts of Bangladesh.

### **Objectives**

The objective of this assignment is provide outbound Dialing Service (OBD) which includes push and pull method about weather forecasting and agro advisory services to the farmers in Bangladesh over cell phone call. Primarily BMMDP is looking for a consultant/consulting agency who will conduct weekly recorded voice calls to insured farmers under the intervention. The consultant/ consulting agency shall also be responsible for collecting and compiling the weather data and relevant agri-advisory services which is to be disseminated through the calls. However, BMMDP team will finalize the overall content of the calls.

Therefore, to support us to reach this objective we are looking for a consultant/consulting agency that will undertake the assigned tasks. The OBD calls will be provided to all the insured farmers in all the intervention areas in Bangladesh.

### **Tasks**

Key tasks under this assignment will be:

- a. To provide weekly weather forecasting to the farmers vetted by Bangladesh Meteorological Department (BMD)
- b. To provide season specific agro advisory service in relation to weather forecast for Potato for the Rabi season vetted by Agricultural experts from Bangladesh Agricultural University or other university/other Government Organizations who have authority to make the content of this service;
- c. The agri advisory services in the OBD calls are to be tailored to the needs of the specific districts. The AYII intervention will tentatively be carried out in **22 sub-districts** (Shibganj, Sherpur, Taraganj, Dhupchanchia, Kalai, Sadullapur, Tanore, Birganj, Mithapukur, Palashbari, Cox's Bazar Sadar, Chokoria, Ukhiya, Ramu, Phulbari, Rajarhat, Aditmari, Lalmonirhaat Sadar, Joypurhat Sadar, Bogura Sadar, Nandigram and Shajahanpur) for approximately **32,700 farmers**
- d. To provide other related information like agriculture/climate change/disaster management/early warning/Crop Insurance, etc. to the farmers when required after confirmation by relevant stakeholders.
- e. If there is a forecast for a catastrophic event, OBD on urgent basis can be provided apart from the regular weekly schedule.

### **Deliverables**

The consultant is expected to deliver key deliverables at various stages of undertaking this assignment.

- a. OBD service to the specific number of farmers.
- b. Performance report after each of the service.

- c. Summary report after end of each month or task.

### Requirements

This assignment is expected to require expertise in conducting OBD calls. The consultant/consulting agency should meet the following qualifications:

- At least 2 years of experience providing information & advisory services
- At least 2 years of experience in content development, market research and call center services.
- Experience of working with Bangladesh Meteorological Department (BMD) and agriculture experts will be regarded as an added advantage.
- Familiarity with Agriculture sector work would be regarded as an added advantage.
- Sound understanding of the target group and the best possible ways of information dissemination.
- Proven track record of completing similar assignments.
- Ability to work under pressure and meet deadlines.

### Reporting

The consultant will work collaboratively with the Manager, MSD and Advocacy, BMMDP, and will report to the Team Leader of the BMMDP team of Swisscontact Bangladesh.

### Proposal submission requirements:

All bidding consultant is required to submit the following:

- A technical proposal (Maximum 5 pages) showing understanding of the assignment, proposed methodology, assessment tools, timeline with activity plan and deliverables, key staff/consultant profiles, roles, and individual time to be spent in the assignment.
- A summary of relevant services provided during the last 2 years.
- Submission of an organizational profile (if applicable), with the CVs of key personnel who will be involved in the assignment.
- A list of the existing clientele of the organization.
- The bidding organizations must submit documentary evidence demonstrating their legal, taxation, and financial status.
- A financial proposal is aligned with the technical proposal.

### Proposal Evaluation

The bidder is required to submit a technical proposal. The technical proposal should include the information requested in the previous section of the RFP.

### Selection criteria

While the exact set of criteria will usually vary based on the nature of the assignment, the following criteria are generally applicable for the evaluation of the potential consultant/firm:

- Understanding of the assignment
- Professional capacity to carry out the assignment (relevant skills, knowledge);
- Relevant experience in similar projects and/or in the sector.
- Adequate resource pool (human and financial), ability to mobilize adequate human resources.
- Established networks relevant to the assignment.
- Experience in working with similar projects.

The following evaluation method will be applicable for the evaluation of the proposal:

- Quality-based evaluation will be applied by an evaluation team comprising of members of the BMMDP project and Swisscontact, Bangladesh country office.
- The technical part of the proposal will be taken for the evaluation and ranked based on the obtained score for the proposals.
- The bidder achieving the highest score in the proposal will be awarded the contract, provided both parties reach an agreement on the final budget in compliance with VfM tenets of SDC/SC. If there is no agreement on the final budget, then the bidder with the second-highest score will be considered for negotiation.

### Submission Details

Interested bidders should submit the electronic copy of technical and financial proposals; and other necessary documents to Email: [bd.bmmdp@swisscontact.org](mailto:bd.bmmdp@swisscontact.org) by **October 3, 2022** before 5 pm (Bangladesh Standard Time).

BMMDP programme reserves the right to accept or reject any or all proposals/applications without assigning any reason whatsoever. Please note that if any applicant does not meet all the above requirements, the application will be disqualified without further evaluation. If required, changes in activities, timeline, and budget, a contract may be amended, based on mutual agreement between SCBD and the contractor.