

Request for Proposal (RfP)

International Market System Development Consultant.



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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 - Swiss Foundation for Technical Cooperation, is headquartered in Zurich and was founded in 1959 by leading figures from the Swiss private sector and Swiss universities. It is exclusively involved in international cooperation and since 1961 has carried out its own and mandated projects. Swisscontact currently employs over 1,400 staff worldwide and currently manages projects in 41 countries on behalf of public and private donors. Swisscontact is registered as an international non-governmental organisation (INGO) in Bangladesh under NGO Affairs Bureau, Government of the People's Republic of Bangladesh.

BACKGROUND OF BMMDP

Agriculture is an important economic sector in Bangladesh; however, it is also a sector highly prone to natural hazards. Data from Bangladesh Water Development Board (BWDB) and other sources shows that land areas more than the 22% threshold level are getting submerged since 2015 due to annual monsoonal floods and flash floods. This, in turn, is decreasing rice production at a rate of 70 tons per square kilometre.

This trend implies a disastrous impact on the country's farmers, most of whom are poor

smallholders with a daily earning of less than \$2.5 and inadequate coping mechanisms, and, therefore, has serious consequences for the country's ability to sustain income generation, food security and poverty reduction.

Evidence suggests that agricultural insurance, which is widely available in other emerging economies such as India, could be useful to minimise the losses of farmers in Bangladesh and encourage additional investment. Microinsurance, i.e., insurance with modest premium levels, can (a) provide protection against setbacks from crop losses or deaths of fish/livestock through pay-outs and access to critical ancillary services, and (b) influence an entrepreneur's investment behaviour by encouraging them to invest in higher-value inputs but higher return activities. At a macro-level, it can stimulate growth across multiple economic sectors, such as agriculture and livestock, and minimise the burden on the government's expenditure during disaster response and recovery.

CONTEXT

Recognising the need for an appropriate risk management tool in Bangladesh's agriculture sector, Swiss Agency for Development and Cooperation (SDC) initiated a microinsurance programme in 2017 - the Bangladesh Microinsurance Market Development Programme (BMMDP). An independent evaluation confirmed that BMMDP in its pilot phase has been successful in introducing new commercially viable products and distribution models to a context where no risk mitigation tools were previously available to farmers.

BMMDP in its second phase (August 2023 - July 2027) will take a market system development approach focusing on policy improvement, product and support service market development, and demand stimulation. The programme will begin to create pathways for an inclusive, scalable, commercially viable and climate-resilient microinsurance market in Bangladesh. A combination of technical assistance, an innovation fund, and a de-risking fund will be used to attract a wide range of partners to co-invest, deliver, and catalyse the growth of the microinsurance sector contributing to higher resilience to climatic shocks for the overall agriculture sector of the country.

The impact of BMMDP Phase-II will ensure **"Farmers have higher income and better resilience against climate change-related losses, thus improving their productivity and contribution to food security, and inclusive economic growth of Bangladesh"**. The key outcome of the programme is to increase the supply of new, commercially driven, client-focused, climate-sensitive microinsurance products in the target sub-sectors of crop, fisheries, and livestock – which will be matched by higher demand from smallholder farmers and Micro, Small and Medium Enterprises (MSMEs). A more conducive policy environment and ecosystem will be facilitated by BMMDP Phase-2. Sustainability of outputs and outcomes is one of the core themes of the programme and will be built into the choice and design of the interventions from the very onset.

OBJECTIVE OF THE ASSIGNMENT

The main objective of the assignment is to assist BMMDP in applying market system development (MSD) approach to develop the agriculture microinsurance market in Bangladesh focusing on the crop, livestock, and fisheries sectors. The MSD

consultant/consultancy firm will help BMMDP to implement market system development approach in strategic decision-making and support review of results/progress of appropriate interventions through MSD lenses.

SCOPE OF WORK

- Support BMMDP in implementing an MSD framework, by providing/improving on existing tools, methodologies and oversight mechanisms.
- Lead quarterly pause and reflect sessions to review progress/lessons and strategic orientation through MSD lenses.
- Alongside BMMDP team, review/screen funding applications under Climate Microinsurance Innovation Fund (CMIF) through assessment of plausible impact at market level.
- Support BMMDP to set up an investment committee and conduct investment committee meetings for selection of awardees under the CMIF.

DURATION OF THE ASSIGNMENT

A framework type contract will be executed for the duration of October 2024- June 2027, requiring level of efforts up to maximum 45 days, where each day consists of maximum 8 hours.

REPORTING

The Consultant/Firm reports directly to the Team Leader of the Bangladesh Microinsurance Market Development Programme (BMMDP) Phase-II. However, if required, the Consultant/Firm can be assigned permanently or temporarily to another superior as deemed appropriate by the Team Leader. As and when needed, the Consultant/Firm must abide by the instructions of the Swisscontact Executive Director who shall act as the final authority. The ToR is subject to modifications if required.

ELIGIBILITY CRITERIA

Following qualifications/competencies will be applied to screen potential offerors:

- Minimum 7-8 years of relevant experience, including overseas work, in international development or related field.
- Strong track record in providing technical assistance and capacity development services to project teams to design, manage and scale systemic solutions

- Brings international experience, deep local knowledge and networks.

PROPOSAL SUBMISSION

All prospective consultants/firms are required to submit a proposal to include the following. The first two of the items listed below will be jointly construed as the technical proposal.

- Curriculum Vitae (CV) of the Consultant(s)
- An accompanying Capacity Statement describing relevant work experiences and demonstrating capabilities to deliver on the given scope of work
- A financial proposal including Hourly/Daily rate(s), indicative LoE and other expenses required for undertaking the assignment.

PROPOSAL EVALUATION

The award will be made to a responsible offeror whose offer follows the RFP instructions, meets the eligibility requirements, and is determined via a trade-off analysis to be the best value based on application of the following evaluation criteria. Points will not be awarded for cost which will be primarily evaluated for realism and reasonableness. For overall evaluation purposes of this RFP, technical evaluation factors are considered significantly more important than cost factors. If technical scores are determined to be equal or nearly equal, cost will become the determining factor. For the evaluation of the proposal, the following criteria will be applied. The relative importance of each individual criterion is indicated by the number of points below:

Criteria	Weight
Capacity Statement describing relevant (to this scope) experience and capabilities	60
Profile (CV) of the personnel involved in the assignment	40

AWARD OF CONTRACT

An evaluation team comprising of team members of BMMDP and Swisscontact Bangladesh Country Office will evaluate each technical proposal and the corresponding financial offer, based on evaluation methodology described above. The consultant/firm achieving the highest score, determined via a trade-off analysis to be the best value, will be awarded the contract. If an agreement with the highest scorer does not

materialize, the consultant /firm with the next highest score will be considered for negotiation.

SUBMISSION GUIDELINE

Interested Consultants/Firms should email the electronic copy of their proposals and other necessary documents to bd.bmmdp@swisscontact.org by 7th October 2024 on or before 5:00 PM (Bangladesh Standard Time).

BMMDP reserves the right to accept or reject any or all proposals/application 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.