

Palli Karma-Sahayak Foundation (PKSF)
PKSF Bhaban, Plot: E-4/B, Agargaon Administrative Area, Sher-e
Bangla Nagar, Dhaka-1207



Request for Application (RFA)
for
Selection of Individual Consultant (National)

Name of the Service: Selection of an Individual Consultant for Operating “Special Studies at PO level of RMTP” - Assessment of the Rural Food Environment and Facilitate Rural People’s Food Choice Decisions through Behaviour Change Strategy of Rural Microenterprise Transformation Project (RMTP) of PKSF

Name of the Method: Individual Consultant Selection (ICS)

(Lump Sum based)

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Guidance Notes on the Use of the Standard Request for Application for Selection of Individual Consultants (National)

These guidance notes have been prepared by the CPTU to assist a Client in the preparation, using the Standard Request for Application (SRFA), for procurement of Individual Consultants (National). The Client should also refer to the Public Procurement Act 2006 (Act No 24 of 2006), and the Public Procurement Rules 2008, issued to supplement the Act available on CPTU's website: www.cptu.gov.bd/. All concerned are advised to refer to the aforementioned Act and Rules while participating in any selection process of Consultants.

Individual Consultants shall be employed in accordance with Section 38 of the Public Procurement Act 2006 and Rule 112 of the Public Procurement Rule 2008 for assignments for which the qualifications and experience of the individual are the overriding requirements and no team of staff and no additional professional support are required.

This document shall be used when a Procuring Entity (the Client) wishes to select an Individual Consultant (National) for assignments for which the qualifications and experience of the individual are the overriding requirement, for which payment is linked to reports/deliverables prepared and submitted by the Consultant on specific dates i.e. **payment related to milestone basis**.

Lump sum based contracts are not commonly used in the selection of Individual Consultants. Lump sum based contracts are recommended when the Scope of the Services is clearly defined and Consultant's remuneration is linked to the delivery of certain outputs, usually reports, etc. A major advantage of the **lump-sum** contract is the simplicity of its administration; the Client needs only to be satisfied with the output.

SRFA (PS3) has been designed to suit the particular needs of procurement within Bangladesh, and has four (4) Sections, of which **Section 1: Information to the Applicants and the Contract Agreement in Section 4 must not be altered or modified under any circumstances.**

The Client addresses its specific needs through the **Section 2: Terms of Reference (TOR)**. The way in which an Applicant expresses his/her interest is by completion and submission of the Application Forms in **Section 3**.

Guidance notes in brackets and italics are provided for both the Client and the Applicants and as such the Client should carefully decide what notes need to remain and what other guidance notes might be required to assist the Applicant in preparing its Application submission; so as to minimize the inept Selection process.

SRFA (PS3), when properly completed will provide all the information that an Individual Consultant (National) needs in order to prepare and submit an Application. This should provide a sound basis on which the Client can fairly, transparently and accurately carry out an evaluation process on the application submitted by the Individual Consultant.

SRFA(PS3) duly tailored may also be used for the purpose of Single Source Selection Method. The following briefly describes the Section of SRFA (PS3) and how a Client should use these when preparing a particular request for Applications.



Section 1: Information to the Applicants

This Section provides relevant information to help Consultants prepare their Applications. Information is also provided for submission, opening, and evaluation of Applications and on the award of Contract.

This Section also contains the criteria for selection of suitable Applicant
The text of the clauses in this section shall not be modified.

Section 2. Terms of Reference

This section defines clearly the Objectives, Goals, and Scope of the assignment, and provides background information (including a list of existing relevant studies and basic data) to enable the Individual Consultant to clearly understand the assignment. This section lists the Services and surveys that may be necessary to carry out the assignment and the expected outputs (for example, reports, data, maps, surveys); it also clearly defines the Client's and Consultants' respective responsibilities.

Section 3. Application Forms

This section provides the standard format that permits the requested information to be presented in a clear, precise and readily available manner and allows the Client to readily understand and evaluate Applications in accordance with the pre-disclosed criteria. The completed forms will indicate details of the Applicant's qualifications and experience best suited to the specific assignment.

Section 4. Contract Agreement Forms

The Form of Contract Agreement which, once completed and signed by the Client and the Consultant clearly defines the Client's and Consultants' respective responsibilities. The Annexes to the formal Contract include a Description of the Services, the Reporting Schedule and Cost estimates of Services.

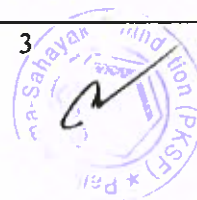


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Section 1. Information to the Applicants

A. General

1. Scope of assignment
 - 1.1 The Client has been allocated Public fund for '**Microenterprise Development Project**' and intends to select an Individual Consultant for the specific assignment as specified in the Terms of Reference in Section 2.
2. Qualifications of the Applicant
 - 2.1 Prospective Individuals shall demonstrate in their Applications that they meet the required qualifications and experiences and are fully capable of carrying out the assignment.
 - 2.2 The capability of Individuals shall be judged on the basis of academic background, experience in the field of assignment, and as appropriate, knowledge of the local conditions, as well as language and culture.
[Minimum educational qualifications, required experience have been mentioned in Terms of reference in Section 2]
3. Eligible Applicants
 - 3.1 Any Bangladeshi national including persons in the service of the Republic or the local authority / Corporations is eligible to apply for the positions
 - 3.2 Government officials and civil servants including individuals from autonomous bodies or corporations while on leave of absence without pay are not being hired by the agency they were working for immediately before going on leave and, their employment will not give rise to Conflict of Interest, pursuant to Rule 112 (9) of the Public Procurement rules, 2008
 - 3.3 Persons who are already in employment in the services of the Republic or the local authorities/ Corporation etc must have written certification from their employer confirming that they are on leave without pay from their official position and allowed to work full-time outside of their previous official position. Such certification shall be provided to the Client by the Consultant as part of his/her Applications
 - 3.4 No person who has been convicted by any Court of Law or dismissed from Services for misconduct shall be eligible for consideration for appointment to a post.
 - 3.5 The Applicant has the legal capacity to enter into the Contract
 - 3.6 The Applicant has fulfilled its obligations to pay taxes and social security contributions under the relevant national laws.
 - 3.7 The Applicant shall not be under a declaration of ineligibility for corrupt, fraudulent, collusive or coercive practices in accordance with Sub-Clause 4.2.
 - 3.8 The Applicant shall not have conflict of interest pursuant to the Clause 5



4. Corrupt, Fraudulent, Collusive or Coercive Practices
- 4.1 The Government requires that Client, as well as Applicants, shall observe the highest standard of ethics during the implementation of procurement proceedings and the execution of Contracts under public funds.
- 4.2 The Government defines corrupt, fraudulent, collusive or coercive practices, for the purposes of this provision, in the **Contract Agreement Sub-Clause 3.4**
- 4.3 Should any corrupt, fraudulent, collusive or coercive practice of any kind come to the knowledge of the Client, it shall, in the first place, allow the Applicant to provide an explanation and shall, take actions only when a satisfactory explanation is not received.
- 4.4 If the Client at any time determines that the Applicant has, directly or through an agent, engaged in corrupt, fraudulent, collusive or coercive practices in competing for, or in executing, a Contract under public funds., the Client shall:
- (a) exclude the Applicant from participation in the procurement proceedings concerned or reject an Application for award; and
 - (b) declare the Applicant ineligible, either indefinitely or for a stated period of time, from participation in procurement proceedings under public funds.
5. Conflict of Interest
- 5.1 Government policy requires that the Applicant provide professional, objective, and impartial advice, and at all times hold the Executing Agency's (Client's) interests paramount, without any consideration for future work, and strictly avoid conflicts with other assignments or their own corporate interests.
- 5.2 The Applicant shall not be hired for any assignment that would be in conflict with their prior or current obligations or that may place them in a position of not being able to carry out the assignment in the best interest of the Client.
- 5.3 Pursuant to Rule 55 of the Public Procurement Rule 2008, the Applicant has an obligation to disclose any situation of actual or potential conflict of interest that impacts on his capacity to serve the best interest of his Client, or that may reasonably be perceived as having this effect. Failure to disclose said situations may lead to the disqualification of the Applicant or the termination of its Contract.
- 5.4 The Applicant that has a business or family relationship with a member of the Client's staff may not be awarded a Contract, unless the conflict stemming from this relationship has been addressed adequately throughout the selection process and the execution of the Contract.



B. Preparation, Submission & Modification or Substitution of Applications

6. Preparation of Application
- 6.1 Applications shall be typed or written in indelible ink in **English language** and shall be signed by the Applicant. Applicants are required to complete the following Forms:
- (a) Form 3A: Application Submission Form;
 - (b) Form 3B: CV of the Applicant; and
 - (c) Form 3C: Remuneration and Reimbursable
- 6.2 The Remuneration and reimbursable are **purely indicative** and are subject to negotiations and agreement with the Client prior to finalisation of the Contract.
7. Submission of Application
- 7.1 Pursuant to Rule-113(5) of the Public Procurement Rules, prospective Applicants can deliver their Application by hand, mail, courier service to the address mentioned in the request for Application advertisement.
- 7.2 Application shall be properly sealed in envelopes addressed to the Client as mentioned in the request for Application advertisement and bear the name & address of the Applicant as well as the name of the assignment.
- 7.3 In case of hand delivery, the Client, on request, shall provide the Applicant with a receipt.
- 7.4 The closing date for submission of Application is 12 October 2020 on or before by 2:30 PM. Applications must be submitted within this deadline. Any Application received after the deadline for submission of Applications shall be declared late, and returned unopened to the Applicant.
- 7.5 Applications may be modified or substituted before the deadline for submission of Applications.
- 7.6 The Client may at its sole discretion, extend the deadline for submission of Applications.
- 7.7 At any time prior to the deadline for submission of Applications the client for any reason on its own initiative may revise the Request for Application Document by issuing an Addendum which shall form an integral part of the Document.



C. Evaluation of Applications

8. Evaluation of applications

8.1 Suitability of the Applicants shall be rated by evaluation on the basis of their academic background, relevant Working Experience and its adequacy for the assignment, knowledge of local conditions as well as language.

8.2 The points has been allocated under each of the evaluation Criteria are:

Criteria	Points
• Educational Qualification	10 points
• General Experience /Overall Experience	10 Points
• Relevant Working Experience and its adequacy for the assignment	55 points
• Works undertaken that best illustrate the capability to handle the work	10 points
• Publication, Computer Skills, Proficiency in English and Bengali languages	10 points
Total points:	95 points

8.3 Applicants thus given points as stated under Clause 8.2, not securing the minimum qualifying points 70 shall be considered disqualified.

8.4 Applications shall be evaluated by the PEC, who shall prepare a short-list of maximum seven (7) Applicants

8.5 The qualified short-listed Applicants as stated under Clause 8.4 shall be invited for an interview to test their aptitude and presentation by the PEC and shall be rated with five (5) points.

8.6 Points already secured by the Applicants in the evaluation as stated under Clause 8.5, shall be combined with the points obtained in the interview and a list of maximum three (3) most suitable Applicants ranked in order of merit (1-2-3) shall be prepared.

8.7 In pursuant to Rule 114 of the Public Procurement Rules 2008, there shall be no public opening of Applications.

8.8 The Client shall immediately after the deadline for submission of Application convene a meeting of the Proposal Opening Committee(POC)

8.9 The POC, having completed the record of opening, shall send the Applications received and the opening record to the PEC.

8.10 Following the opening of the Applications, and until the Contract is signed, no Applicant shall make any unsolicited communication to the Client. Such an attempt to influence the Client in its decisions on the examination, evaluation, and comparison of either the Applications or Contract award may result in the rejection of the Application.



9. Application
Negotiations

- 9.1 The first-ranked Applicant stated under Clause 8.5 shall then be invited for negotiations, pursuant to Rule 122 of the Public Procurement Rule, 2008 at the address of the client.
- 9.2 If this fails, negotiate with the second-ranked Applicant, and if this fails negotiate with the third-ranked Applicant, with the hope that successful negotiations are concluded
- 9.3 During negotiations, the Client and the Applicant shall finalize the "Terms of Reference", work schedule, logistics and reporting schedule etc. These documents shall then be incorporated into the Contract as Description of Services"
- 9.4 The Financial negotiations will involve the remuneration and other reimbursable cost to be paid to the Applicant.
- 9.5 Negotiations will conclude with a review of the draft Contract. To complete negotiations the Client and the Applicant will initial the agreed Contract



D. Award of Contract

10. Award of Contract 10.1 After completing negotiations and having received the approval to award the contract, the Client shall sign the Contract with the selected Applicant.
11. Debriefing 11.1 After signature of the Contract, the Client shall promptly notify other Applicants that they were unsuccessful.
- 11.2 The Client shall promptly respond in writing to any unsuccessful Applicant who request the client in writing to explain on which grounds its application was not selected.
12. Commencement of Services 12.1 The applicant is expected to commence the assignment on ----December 2024 at PKSf Bhaban, Plot # E-4/B, Agargaon Administrative Area, Sher-e-Bangla Nagar, Dhaka-1207. The duration of the contract shall be 04 months from the date of commencement.

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Section 2. Terms of Reference

Terms of Reference (ToR) for Selection of an Individual Consultant for Operating 'Special Studies at PO level of RMTP' - Assessment of the Rural Food Environment and Facilitate Rural People's Food Choice Decisions through Behavior Change Strategy.

1. Background:

Palli Karma-Sahayak Foundation (PKSF), an apex development organization, was established by the Government of Bangladesh in 1990, for sustainable poverty alleviation through employment creation. It has been implementing various programs and projects for Poverty alleviation through its Partner Organizations (POs) all over the country. PKSF has successfully implemented a numerous development projects supported by a variety of international development partners. With its one of such partner's financial and technical assistance, PKSF is implementing a nutrition-sensitive project named 'Rural Microenterprise Transformation Project (RMTP)'. The implementation of RMTP was started in January 2020.

2. Brief description of the Project:

RMTP is a six-year project which is being implemented all over Bangladesh through the partner organizations of PKSF. The project is jointly financed by IFAD, PKSF, POs of PKSF, Private sector organizations, entrepreneurs and NBFIs. This USD 200 million- project is focusing on promoting high-value agricultural products. DANIDA participates in this project as a co-financier to implement value chain activities. The project supports micro-entrepreneurs/stakeholders engaged in farm enterprises under three major farm sectors: i) Horticulture, ii) Livestock & poultry and in) Fisheries & aquaculture. The project aims to benefit 445,000 households including marginal, small farmers and microentrepreneurs consisting of ultra-poor, transitional poor and enterprising poor.

Goal of RMTP:

A. Core goal of RMTP:

The project goal is to sustainably increase the income, food security and nutrition of marginal and small farmers and micro-entrepreneurs across selected value chains. Here the value chains are being carried out through Nutrition-Sensitive Value Chain approach, which is, incorporating nutrition-related activities at each stage of the selected value chain in a way to increase the availability, accessibility, and consumption of diverse, nutritious, and safe food by the target population in the project area. As a result, nutritional value is being added to food products as well as economic value at each stage of the value chain.

B. Nutritional goal of the project:

To ensure nutritional security and sound health of the target population in the project area through safe, diversified, balanced and nutritious food. That is, to increase the availability, accessibility and consumption of nutritious, diversified and safe food in a sustainable manner. In this case, behavioral transformation of the target population with regard to food behavior is the key to achieve the goal and the project has taken various actions to improve their overall lifestyle. Here Minimum Dietary Diversity for Women of reproductive age (15-49 yrs) is considered as the sole indicator to assess this status.

RMTP has developed a nutrition strategy paper and also a nutrition action plan which, with a shared vision among partners, is being aims to contribute to the goals and targets of the project through selected activities and interventions.

Project components: RMTP has three complementary components: i) Value Chain enhancement, ii) Financial Services and in) Institutional Strengthening and Project Management.

Component 1: Value Chain Enhancement focuses on implementing value chain interventions in selected high-value agricultural products that leverage the nutritional value of three major sectors namely:



i) Crops & horticulture; ii) Livestock & poultry; and, iii) fisheries & aquaculture. The project directly benefiting 3,45,000 microenterprises and other stakeholders involved in these sectors. The project is providing support to produce and distribute safe agricultural products following the Global GAP and HACCP protocols. Traceability and certification of agricultural products is being introduced for the branding of agricultural products and helping equip the participants with a valuable business tool for compliance of product quality.

As it implements value chain sub-projects those are nutrition-sensitive, the activities were designed towards enhancing nutrition outcomes. The sub-projects were developed to contribute through improving nutrition through enhancing the availability, affordability, diversity, nutritional quality, safety and acceptability of nutritious foods. Besides, RMIP promotes environmentally sustainable and climate-resilient technologies in its selected enterprises.

Component 2: Financial Services, the project provides financial services to the micro-entrepreneurs organized under PKSf's Agrosor Program to expand their businesses. Innovative financing mechanism like crowd-funding is being explored to meet the increasing demand for funding. Besides, distributed digital ledger (blockchain) and other technologies are being introduced to enhance the transparency of financial services for microenterprises.

At present more than 1.6 million micro-entrepreneurs are getting financial services for their enterprises under the Microenterprise Program of PKSf. An estimated 78% of the borrowers are women. Loans outstanding with these borrowers is BDT 13578 crore (May 2021).

It can be mentioned that sub-component-2:3 of component-2 focuses on providing capacity-building support to the family members of expatriates to enhance their skills/capacities to use remittances sent by their nearest ones. This sub-component is being independently implemented by the Ministry of Expatriates 'Welfare and Overseas Employment (MoEWOE)'. PKSf does not have any responsibility for the implementation of this sub-component.

Component 3: Institutional Strengthening and Project Management is concentrating on the capacity development of PKSf and POs and project implementation. The Project Management Unit PMU established at PKSf is responsible for the project implementation.

3. Context:

Nutrition is a crucial pillar in the development of a healthy, productive nation. Good nutrition enhances physical and cognitive development, prevents disease, and increases the potential of the workforce and society. Improving diets, especially for children and women, brings immediate and long-term health, education and economic benefits. Bangladesh continues to be affected by an ongoing complex factorial that has a severe impact on the nutrition, health and wellbeing of children.

On the Other hand, dietary patterns are rapidly shifting toward a diet that is associated with various non-communicable diseases (NCDs) such as diabetes, cardiovascular disease, and certain forms of cancer. This dietary pattern is characterized by the excess intake of highly processed, high-fat, high-sugar, and salt-rich foods at the expense of healthier less calorie-dense foods, like fresh fruits and vegetables, legumes, nuts, and seeds. Many public health interventions and policies have been developed and applied but have not successfully improved healthy food choices yet. As food choice decisions are usually made in a matter of seconds, and eye appeal, price, smell and the immediate choice environment all affect those decisions, RMTP is now looking for working with that food environment with modern unconventional techniques. Simply educating consumers about the benefits of healthy eating is often not enough when faced with this complex choice environment. Emphasizing a food's nutritional value in group meetings or through electronic media seldom prompts people to choose healthy food items. So, RMTP wants to know if nudging people toward healthy choices by modifying the environment where food choices are made would be more effective.

4. Objectives of the Special Study:

The general objective of this special study is to assess the food environment influencing rural people's food choice decisions and finding solutions to improve that with behavior change strategy.



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Specific objectives of the assignment are:

- (i) To identify key behavioral factors influencing rural people's food choices. These factors shall include social norms, technological issues, psychological factors, local context etc.;
- (ii) To explore food intake time pattern including snacks and manufactured food for people in general
- (iii) To know food intake pattern for babies of first 1000 days and also for pregnant & lactating mothers;
- (iv) To propose effective and nutrient-retaining cooking practice after having awareness on present cooking methods;
- (v) To identify the local drivers how far they influence the food environment, that is, the availability (supply of nutritious food in the localities, its production etc) and affordability of nutritious diets (income, or capacity of the households to spend for this purpose etc);
- (vi) To explore ways to influence people's choice to consume foods with nutritionally balanced, safe and diversified diets for people of different age groups;
- (vii) To design appropriate behavior change strategy to influence people's food choice; and
- (viii) To propose ways to measure the efficacy of those strategies to improve individual's food behavior.

The researcher should derive indicators and units of measurement against each specific objective. They will submit an outline of the report in line with the given specific objectives and indicators.

5. Scope of the Study:

As a whole, The RMTP project aims to benefit 445,000 households including marginal, small farmers and microentrepreneurs consisting of ultra-poor, transitional poor and enterprising poor all over the country. However, in this special case, the study will be carried out in some specific locations of the country with the participants of different agricultural sub-sector of RMTP through taking assistance from partner organizations (Pos) of PKSf. In line with project's targets, this study will find key behavioral factors those influence people's food behavior, food choice and overall lifestyle through behavior change strategy along with nudging their mindset for positive changes.

Purpose and Focus of the Study: The study is important to understand how food behavior of a population in terms of food choice can be altered or changed to desired one. RMTP is a project that working on adding value to specific food products. Thus, the focus of the study shall be remained on how the RMTP project population react on changing food choice as a whole and identify the techniques to change or alter their food choices.

In the scope of the study, the following key areas shall be covered:

A. Social determinants of food choice:

Social class/socioeconomic: There are differences in food choices in different social classes which lead to both under- and over-nutrition. For example, people within the higher social class groups tend to have healthier diets (e.g. higher intakes of fruit, lean meat, oily fish, whole meal products, and raw vegetables) compared with manual workers. It is thought that higher socioeconomic groups have healthier diets because they may have higher educational levels and may be more health conscious and have healthier lifestyles. Social class differences in diet are of particular concern with respect to health inequalities.

Cultural influences: Cultural influences impact on diet choices and food preparation – evidence has shown that traditions, beliefs and values are among the main factors influencing preference, mode of food preparation, and nutritional status. Cultural habits, however, have been shown to change, for example, when individuals move to a new country and adopt the food habits of the local culture. For example, South Asian females migrating to Scotland showed increased fat intakes and this was associated with an increased body mass index, and incidence of heart disease and type 2 diabetes.

Social Context: Social context includes both the people who have an impact on an individual's eating behavior and the setting in which an individual consumes their dietary choice. People influence an



individual's food choices directly and indirectly: Buying food on behalf of an individual is a direct impact whilst learning from a peer's behavior (conscious or subconscious) has an indirect impact. Social support (e.g. families) can have a beneficial effect on individual's food choice by encouraging and supporting healthy eating practices. The setting for food consumption (e.g. home, school, work, and restaurants) will affect food choice by the availability of food options.

Psychological determinants of food choice:

The evidence supporting psychological determinants and food choice is limited and proposed mechanisms for the relationship are complex.

Stress: Stress can trigger changes in human behaviors that affect health; the effect of stress on food choice is complex and individualistic: some people consume more food and make unhealthy food choices and others consume less food. It is believed that stress induced changes may be due to changes in motivation (e.g. reduced concern for weight control), physiological (reduced appetite), changes in eating opportunities, food availability and meal preparation.

Mood: Food can change an individual's temperament and mood and influences food choice. Individuals report food cravings (especially among women during the premenstrual phase) and the relationship with food for dieters mean that people may feel guilty after indulging in food or attempting to restrict food and increasing the desire for the food.

Food Environment: A food environment shows the interface between the food system and the customers. The components of a food environment are as follows:

- (i) Availability of foods;
- (ii) Accessibility of foods;
- (iii) Acceptability of foods;
- (iv) Safety of foods;
- (v) Nutrition density of food and food taste;
- (vi) Convenience and desirability of food;
- (vii) Price of food
- (viii) Food labeling;
- (ix) Food promotion;
- (x) Food trade and investment;
- (xi) Food retail and provisioning.

The food environment is directly affected by the food system, and thus, in turn, affect diet quality and nutritional status of a community.

Food Choice: Understanding individual food choices is critical for transforming the current food system to ensure healthiness of people and sustainability of the project area. Factors influencing the food choice, recognized as a key leverage to improve human health. However, a multidisciplinary approach is needed to better understand how different factors are involved and interact with each other in the food decision-making process. Key determinants of general food choice can be categorized as food-internal factor (sensory and perceptual features), food-external factors (information, social norms, social environment, physical environment), personal-state factors (biological features and physiological needs, psychological components, habits and experiences), cognitive factors (knowledge and skills, attitude, liking and preference, anticipated consequences, and personal identity), as well as socio-cultural factors (culture, economic variables, political elements).

Behavior Change Strategy: Changing health-related behaviors in people can have a major impact on their risk of lifestyle-related disease (e.g. cardiovascular disease, type II diabetes). This is because behavior plays an important role in the health and well-being of people (e.g. smoking, poor diet, lack of physical activity).

Many people know what a healthy diet looks like and that physical activity is good for them, but still struggle to live healthily. Education may be important (and for some may be enough to instigate behavioral change), but for many people education alone will not change behavior. Therefore families are more likely to change if, rather than simply giving information, using behavior change techniques (BCT) to help them change their physical activity and diet. A behavior change technique (BCT) is a strategy that helps an individual change their behavior to promote better health (e.g. setting goals, taking unhealthy foods out of the house, or packing your sports kit the evening before).

A wide range of behavior change strategies have been identified in psychological research. Commonly used behavior change techniques for promoting healthy eating and physical activity include:



Providing information on consequences of behavior (to the individual): this involves providing information about the costs and benefits the individual's actions may have (e.g. explaining that being physically active together may improve family relationships)

Environmental restructuring: this involves altering the environment to make healthy living easier (e.g. not having unhealthy food in the house, and putting fruit/healthy snacks where a child can see them)

Fear arousal: this involves using visual or emotive images to help people change their thinking about something (e.g. showing people how much sugar is in a can of coke or how much fat is in a burger and chips)

Time management: this involves working with someone to help them identify how they can best manage their time in order to prioritize a healthy behavior (e.g. physical activity as a family).

Perception about nutritious food intake: Despite increased trend of food consumption over the years, Bangladesh has been facing challenge in lessening gaps between the food intake for a person in a day and the minimum requirement for balanced nutrition from diet food. Studies showed that compared to 1991-92, food consumption rate of a person has increased more than 12.5 percent at national level, 13.5 percent at rural and 5 percent at urban in 2010. The national survey data also indicated that the rate of food consumption has significantly risen in rural area; increased at a rate of 3.86, 2.35, 7.77 and 3.94 in percentage for the years of 1995-96, 2000, 2005 and 2010 respectively. Whereas, those figures were 3.81, 0.78, 6.95 and 12.84 in percentage for the corresponding years at national level. However, the increasing trends of food intake could not ensure the balanced nutrition of this country. The study found that the total food consumption was still 11.70 percent lower than the minimum requirement of balanced nutrition. Moreover, the gap between the indicators was much higher in rural area compared to urban and national level during the last five survey periods (1991 to 2010).

Nudging: Nudging is a technique rooted in behavioral science for subtly influencing people's decisions, here specifically, on food choices. It is a form of libertarian paternalism – libertarian in the sense that it preserves autonomy, but paternalistic because an external choice architect defines the desired outcome. A nudge is a policy implemented by a choice architect and only qualifies as a nudge when it can be labelled as a form of libertarian paternalism.

A nudge policy is libertarian in the sense that it preserves individual's freedom of choice, and it is paternalistic in the sense that a choice architect (either a public or private party) defines what choice options are beneficial. Any health policy that is neither a mandate nor involves economic incentives, but predictably influences an individuals' choice behavior, and is cheap and easy to avoid/ignore, counts as a nudge. For example, Putting the fruit at eye level counts as a nudge; Banning junk food does not.

Nudging is embraced by policymakers and behavioral scientists as a promising new way for promoting population health. Food choices are difficult choices as junk food options are highly palatable and preferred (offering immediate reward versus an uncertain possibility for a long-term adverse health outcome), and nutrition information on food products is often comprehensive and hence relies heavily on consumer understanding, background knowledge on nutrition, and health consciousness. In light of these considerations and the ongoing obesity epidemic, RMTP PMU would presumably agree that when it comes to promoting healthy food choices and intake, nudging is required.

Conceptual boundary of the study: Food behavior change communication is a multi-factorial issue. Lots of factors affecting one's decision to choose a food. Thus, this study shall be confined to the area where whether there is specific strategy to ease the procedure of altering or changing people's food choice decisions.

Gender and youth: The Government, IFAD, and PKSF place great importance on supporting women to participate in the mainstream of social and economic life, particularly poor women, women-headed households, and young women. The predominance of women in microfinance program is well-established, and has improved women's access to finance, interaction with markets as producers, sellers, consumers, and status as family decision-makers. Out of the total project participants, 55% will be women (48% for Component-1 and 80% for Component -2). The 11.24% will be youth aged 18-35 years (as defined by the Government of Bangladesh). The project is following specific targets relating to gender



and youth inclusion in its log frame. This special study will also follow the proportion of gender and youth coverage.

Through covering the above-mentioned aspects, the study will try to assess food environment influencing people's food choices and finding solutions to improve food behavior with dynamic techniques, especially nudging.

6. Services and Facilities to be provided by PKSF:

PKSF, along with a selected partner organization will supply all necessary documents and information for designing an appropriate questionnaire to cover all project indicators including Project Design Report (PDR), Project Implementation Manual (PIM), area demography, list of microenterprises etc.

7. Services and Facilities to be provided by the individual consultant:

Geo-referencing of the respondent should be applied by the consultant to track the respondent in future. All analyses related to the assignment should be preserved and supplied with the report by the consultant so that any information could be verified as and when necessary.

8. Approach, Methodology and Sample size determination:

8.1 Approaches:

The study will involve both quantitative and qualitative approaches.

8.2 Methods of the study, data collection and sources of information:

The researchers will provide information in the following chart:

Sl. No.	Approach	Information collection method	Tools	Source of Information
1.	Quantitative	Survey	Structured questionnaire	Primary data from households
		Literature review		
2.	Qualitative	FGD	Checklist	Participants
		KII	Checklist	Implementer, Other relevant stakeholders
		Field observations	Researcher's note	Participants, Implementers, Other relevant stakeholders

8.3 Sample size determination of project participants:

Though the RMTP project area is the whole country, for this special study, only a selected portion of project area will be the study area. A total of 78 sub-projects of RMTP are in operation throughout the country through about 47 partner organizations. These sub-projects are basically from three sub-sectors of agriculture: Meat and Dairy, Horticulture and Fisheries. Presumably, the primary sample size would be 1000, however, the individual consultant shall propose an acceptable analytical view of the sample size that covers both rural and urban people. In addition, the sampled population shall be representative of both RMTP program in specific and also the country in general. Upon discussion with the project management unit of PKSF, the individual consultant shall ensure representation of sub-sectors, gender, age group and geographical location in determining the sample size.

The households interviewed in the survey will be preserved, so that the same households can be interviewed for another later-stage surveys to constitute the panel dataset. The individual consultant will also collect GPS data of households interviewed.

9. Quantitative data and findings of the study:

The individual consultant will mainly collect quantitative data from the selected sample. The consultant will also collect information on other indicators as appropriate and agreed upon with the program.

10. Qualitative data source:



The individual consultant will employ Key Informant Interview (KII), Focus Group Discussion (FGD) and individual in-depth interviews for collecting qualitative data.

11. Questionnaire:

The individual consultant will prepare a questionnaire for the Study following the core and specific objectives of the study. The questionnaire will be finalized in consultation with PKSf.

12. Analysis technique:

The consultant will employ any commonly used analysis software such as SPSS, STATA to analyze child nutrition status and other demographic data. However, some specific software program model specially designed for analyzing food security data such as 'Fill the Nutrition gap' would be necessary.

13. Duration of the study and schedule of the reports:

The total time duration of the assignment will be 120 days. A detailed implementation plan will be agreed upon in consultation with the program, however, it is anticipated that the inception report should be submitted within 15 days upon signing the contract. The draft report of the study should be submitted by the individual consultant within 90 days, and presentation on the draft report should be given at PKSf/PO within 105 days after signing the agreement.

The individual consultant should finalize the study report by incorporating comments and queries of PKSf/PO. The final report of study should be submitted within 120 days from the date of agreement signing.

14. Reports and deliverables:

The individual consultant should provide the following deliverables:

- i) **An inception report** with a detailed work plan, schedule (Gantt chart) in line with the time limit mentioned in this ToR and a detailed questionnaire for interviewing respondents. The inception report should elaborate on the proposed schedule of tasks, activities and deliverables, and designate a team member with lead responsibility for the study. The inception report will also contain a detailed sample determination method, sampling frame and sample size with a detailed study methodology. The inception report will also include an outline of contents of the final report, the training plan for enumerators, data quality control measures.
- ii) **A detailed determination of sample size and sampling frame** using statistical tools and formula.
- iii) **Survey questionnaire** to capture all required data and information of the study.
- iv) **Study (five copies) with data analysis and findings** provided to PKSf before the presentation.
- v) **Draft report and study presentation.** The individual consultant will have to give a presentation at PKSf/PO on the draft report highlighting major findings. Comments obtained from the presentation shall be addressed properly in the final report.
- vi) **The final report** of the study should be written in common English. The final report should have the reflections of the comments made by the PKSf officials on the draft report. The hard copies of all filled up questionnaires must be submitted along with the final report. The report should include the list of respondents with their contact details. Five copies of the final report (hardcopy) and a soft copy with cleaned datasets in a CD/DVD must be submitted to PKSf.
- vii) **Findings brief.** The individual consultant should provide a brief of the findings corresponding to the objectives of the study that can be widely circulated. The brief of the study could be within three pages.

15. Qualification and Experience of Individual Consultant:

- a. **Education Qualification:** The consultant should have minimum master degree in Nutrition/ Food science/ Communication/ Behavioral Economics/ Business Administration/Economics or any another relevant subject.
- b. **Experience:**
 - i. The consultant must have at least 10 years of communication or behavioral change related professional experience, including 5 years of experience in Research.



- ii. He/she should have minimum 5 publications related to nutrition or communication research in international journals or books.
 - iii. He/she should have adequate knowledge and engagement or experience in implementing projects and policy document preparation on nutrition/behavioral science/ organic/ agroecological/ nudging.
 - iv. The consultant with a leading role in above-mentioned areas at the national/regional/international level will be given priority for this assignment.
- c. **Computer Skills:** The consultant should have necessary computer skill required for this assignment
 - d. **Language:** Excellent writing and oral communication in English is required.

16. Client's input and counterpart personnel:

- **Facilities provided by client:** The client will provide relevant documents and other related facilities to perform the assignment.
- **Counterpart personnel:** The client will engage an official to support the consultant to implement the assignment.

17. Institutional arrangement:

The consultant will report to the Additional Managing Director-2, PKSf regarding the scope of services, deliverables and other assignment related issues.

18. Consultant (National) Selection Process:

a. The consultant will be selected conforming to the Individual Consultant Selection (ICS) method guided by the Public Procurement Rules-2008 of the Government of Bangladesh. The type of contract is lump-sum.

19. Mode of Payment:

Payment to the consultant will be based on the invoice submitted to the PKSf. Applicable VAT and income tax as per Govt. rules will be deducted at sources. Payments will be made based on the following percentages and milestones:

- a. **1st Payment (10% of total contract value):** The 1st payment will be made upon submission and acceptance of the inception report by PKSf.
- b. **2nd Payment (40% of total contract value):** The 2nd payment will be made upon submission and acceptance of the draft report by PKSf.
- c. **Final Payment (50% of total contract value):** The final payment will be made upon acceptance of the final report by PKSf.



Section 3. Application Forms

Form 3A: Application Submission Form

Form 3B: CV of the Applicant

Form 3C: Remuneration and Reimbursable



Form 3A. Application Submission

[Location: dd/mm/yy]

To:

[Name]

[Address of Client]

Dear Sirs:

I am hereby submitting my Application to provide the consulting Services for [Insert title of assignment] in strict accordance with your Request for Application dated [dd/mm/yy].

I declare that I was not associated, nor have been associated in the past, directly or indirectly, with a Consultant or any other entity that has prepared the design, specifications and others documents in accordance with Clause 5.

I further declare that I have not been declared ineligible by the Government of Bangladesh on charges of engaging in corrupt, fraudulent, collusive or coercive practices in accordance with Clause 4.

I undertake, if I am selected, to commence the consulting Services for the assignment not later than the date indicated in Clause 12.1.

I understand that you are not bound to accept any Application that you may receive.

I remain,

Yours sincerely,

Signature

Print name

Address:

Tel:

Attachment:



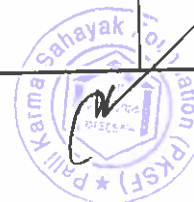
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Form 3B. Curriculum Vitae (CV) of the Applicant

1. NAME OF THE APPLICANT	:
2. PRESENT ADDRESS	:
3. PERMANENT ADDRESS	:
4. PRESENT WORKING ADDRESS & DESIGNATION, IF EMPLOYED	:
5. CELL NUMBER, TELEPHONE NUMBER, E-MAIL & POSTAL ADDRESS	:
6. DATE OF BIRTH	:
7. NID NUMBER	:
8. NATIONALITY	:
9. MEMBERSHIP IN PROFESSIONAL SOCIETIES	:
10. EDUCATION <i>[mention only university degrees and any other specialized education].</i>	:
11. OTHER TRAINING <i>[indicate significant training which is pertinent to the proposed tasks/assignment].</i>	:
12. ENGLISH LANGUAGES & DEGREE OF PROFICIENCY (Speaking, Reading & Writing)	:
13. EXPERIENCE DURING THE LAST 10 YEARS	:

a) General experiences:

Sl.	Name of the assignment/study	Contract Duration	Major tasks	Completion date with necessary documents	Remarks (on-going and others)



b) Experiences related to this assignment:

Sl.	Name of the assignment/study	Contract Duration	Major tasks	Completion date with necessary documents	Remarks (on-going and others)

Note: Relevant experience includes research experience and adequate knowledge and engagement or experience in implementing projects and policy document preparation on nutrition/behavioural science/ organic/ agroecological/ nudging.

- 15 DESCRIBE OWN CAPABILITY TO HANDLE THIS ASSIGNMENT :
- 16 LIST OF THE PUBLICATIONS (IF ANY) DURING THE LAST 10 YEARS :
17. COMPUTER SKILL :

CERTIFICATION

[Do not amend this Certification].

I, the undersigned, certify that (i) I was not a former employee of the Client immediately before the submission of this proposal, and (ii) to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience. I understand that any wilful misstatement described herein may lead to my disqualification or dismissal, if engaged.

Signature			
Print name			
Date of Signing			
dd / mm / yyyy			



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Form 3C. Indicative Remuneration & Expenses

The Consultant should provide an indication of the remuneration as per the format shown below. This will not be used for evaluation of the Consultant's Application but solely for the purposes of Application Negotiations to be held as stated in **Clause 9.1. Finally, after negotiation Remuneration & Reimbursable will be part of fixed lump-sum amount as per agreed deliverable in the contract.**

(1) Consultant's Remuneration

Rate (per month / day / hour in Tk)	Time (No. month / day / hour)	Total (Tk)

Note: A month consists of 30 calendar days.

(2) Reimbursable (as applicable)

	Rate per unit	Total unit	Total Amount (Tk)
(a) Per Diem Allowance			
(b) Air Travel Costs			
(c) Other Travel Costs (state mode of travel)			
(d) Communication charges			
(e) Reproduction of Reports			
(f) Other Expenses (<i>to be listed</i>)			
		Sub-total	

Total (1 + 2) in figures and words:	
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Section 4. Contract Forms

4.1 Contract Agreement (Lump Sum based)

THIS CONTRACT ("the Contract") is entered into this day of [dd/mm/yy], by and between [insert name of Client] ("the Procuring Entity") having its office at [insert address of Client], and [insert name of Consultant] ("the Consultant") having his/her address at [insert address of Consultant].

WHEREAS, the Client wishes to have the Consultant performing the Services hereinafter referred to, and
WHEREAS, the Consultant is willing to perform these Services,
NOW THEREFORE THE PARTIES hereby agree as follows:

General

1. Services
 - 1.1 The Consultant shall perform the Services specified in Annex A (*Description of Services*), which are made an integral part of the Contract.
2. Duration
 - 2.1 The Consultant shall perform the Services during the period commencing from [dd/mm/yy] and continuing until [dd/mm/yy], or any other period as may be subsequently agreed by the parties in writing.
3. Corrupt, Fraudulent, Collusive or Coercive Practices
 - 3.1 The Government requires that Client, as well as Applicants, shall observe the highest standard of ethics during the implementation of procurement proceedings and the execution of Contracts under public funds.
 - 3.2 The Government defines corrupt, fraudulent, collusive or coercive practices, for the purposes of this provision, in the **Sub-Clause 3.5**
 - 3.3 Should any corrupt, fraudulent, collusive or coercive practice of any kind come to the knowledge of the Client, it shall, in the first place, allow the Applicant to provide an explanation and shall, take actions only when a satisfactory explanation is not received.
 - 3.4 If the Client at any time determines that the Applicant has, directly or through an agent, engaged in corrupt, fraudulent, collusive or coercive practices in competing for, or in executing, a Contract under public funds., the Client shall:
 - (a) exclude the Applicant from participation in the procurement proceedings concerned or reject an Application for award; and
 - (b) declare the Applicant ineligible, either indefinitely or for a stated period of time, from participation in procurement proceedings under public funds.



3.5 The Government defines, for the purposes of this provision, the terms set forth below as follows:

“corrupt practice” means offering, giving or promising to give, receiving, or soliciting either directly or indirectly, to any officer or employee of a Client or other public or private authority or individual, a gratuity in any form; employment or any other thing or service of value as an inducement with respect to an act or decision or method followed by a Client in connection with a Procurement proceeding or Contract execution;

“fraudulent practice” means the misrepresentation or omission of facts in order to influence a decision to be taken in a Procurement proceeding or Contract execution;

“collusive practice” means a scheme or arrangement between two (2) or more Persons, with or without the knowledge of the Client, that is designed to arbitrarily reduce the number of Tenders submitted or fix Tender prices at artificial, non-competitive levels, thereby denying a Client the benefits of competitive price arising from genuine and open competition; or

“coercive practice” means harming or threatening to harm, directly or indirectly, Persons or their property to influence a decision to be taken in the Procurement proceeding or the execution of a Contract, and this will include creating obstructions in the normal submission process used for Tenders, Applications, Proposals or Quotations.

- | | | | |
|----|------------------------------|-----|--|
| 4. | Applicable Law | 4.1 | The Contract shall be governed by and interpreted in accordance with the laws of the People’s Republic of Bangladesh |
| 5. | Governing Language | 5.1 | The language governing the Contract shall be English, however for day to day communications in writing both Bangla and English may be used. |
| 6. | Modification of Contract | 6.1 | The Contract shall only be modified by agreement in writing between the Client and the Consultant. |
| 7. | Ownership of Material | 7.1 | Any studies, reports or other material, graphic, software or otherwise, prepared by the Consultant for the Client under the Contract shall belong to and remain the property of the Client. |
| | | 7.2 | The Consultant may, with the prior written approval of the Client, retain a copy of such documents and software, but shall not use them for purposes unrelated to the Contract. |
| 8. | Relation between the Parties | 8.1 | Nothing contained in the Contract shall be construed as establishing or creating any relationship other than that of independent Consultant between the Client and the Consultant. |
| 9. | Contractual Ethics | 9.1 | No fees, gratuities, rebates, gifts, commissions or other payments, other than those shown in the Contract, shall have been given or received in connection with the selection process or in the contract execution. |

Payments to the Consultant

- | | | | |
|-----|----------------------------------|------|--|
| 10. | Ceiling Amount or Contract Price | 10.1 | The Client shall pay the Consultant for the Services rendered pursuant to ‘Description of Services’ ‘a ceiling amount or contract price not to exceed Tk |
|-----|----------------------------------|------|--|



[insert amount], which includes remuneration and reimbursable expenses as set forth in Clauses 10.2. These amounts have been established based on the understanding that it includes all of the Consultant's costs as well as any tax obligation that may be imposed on the Consultant.

- 10.2 The composition of the Remuneration and Reimbursable which make up the ceiling amount or contract price are detailed in **Annex B**
11. Lump-Sum Payment 11.1 The Total payment due to the Consultant shall not exceed the Contract Price which is an all inclusive fixed lump-sum covering all costs (**Remuneration & Reimbursable**) required to carry out the services described in **Annex A**
12. Payment Conditions 12.1 **Currency:** Payments shall be made in Bangladesh Taka.
- 12.2 **Payments:** Payments in respect of the Services shall be made in line with outputs according to the Consultant's Reporting Obligations & Payment schedule as specified in **Annex C**
- 12.3 The Consultant shall submit an Invoice at the periods specified in **Annex C** after fulfilling the reporting obligations and payments shall be made by the Client within fifteen (15) calendar days of receipt of the invoice.
- 12.4 **Final Payment:** The final payment shall be made only after the final report shall have been submitted by the Consultant and approved as satisfactory to the Client. If the Client notifies any deficiencies in the Services or the final report, the Consultant shall promptly make any necessary corrections, to the satisfaction of the Client.

Obligations of the Consultant

13. Medical Arrangements 13.1 The Consultant shall, before commencement of the Services furnish the Client with a medical report providing evidence satisfactory to the Client that the Consultant is in good health and is not subject to any physical or mental disability which may interfere with his/her performance of the Services.
14. Performance Standard 14.1 The Consultant undertakes to perform the Services with the highest standards of professional and ethical competence and integrity.
15. Contract Administration 15.1 **Client's Representative:** The Client's representative, as indicated in Annex A, shall be responsible for the coordination of all activities under the Contract.
- 15.2 **Reports:** During the course of the assignment, the Consultant shall submit to the Procuring Entity reports as listed in **Annex C**, which shall be type-written or computer composed, and will constitute the basis for the payments to be made under Clause 12.



16. Confidentiality 16.1 The Consultant shall not, during the term of the Contract or within two years after its expiration, disclose any proprietary or confidential information relating to the Services, the Contract or the Client's business operations without the prior written consent of the Client.
17. Consultant's Liabilities 17.1 The Consultant shall continue to cooperate with the Client after the termination of the Contract, to such reasonable extent as may be necessary to clarify or explain any reports or recommendations made by the Consultant.
- 17.2 The Consultant shall report immediately to the Client any circumstances or events which might reasonably be expected to hinder or prejudice the performance of the Services.
18. Consultant not to be Engaged in Certain Activities 18.1 The Consultant agrees that, during the term of the Contract and after its termination, the Consultant shall be disqualified from providing goods, works or services (other than any continuation of the Services under the Contract) for any project resulting from or closely related to the Services.

Obligations of the Client

19. Services, Facilities and Property 19.1 The Client shall, free of any charge to the Consultant, make available for the purpose of carrying out the assignment data, local services, personnel, and facilities indicated in Annex A.

Termination and Settlement of Disputes

20. Termination 20.1 **By the Client**
The Client may terminate the Contract by not less than twenty-eight (28) days written notice to the Consultant, Such notice to be given after the occurrence of any event necessitating such termination.
- 20.2 **By the Consultant**
The Consultant may terminate the Contract, by not less than twenty eight (28) days written notice to the Client, if the Client fails to pay any monies due to the Consultant pursuant to the Contract.
21. Dispute Resolution 21.1 **Amicable Settlement**
The Client and the Consultant shall use their best efforts to settle amicably all disputes arising out of or in connection with this Contract or its interpretation.
- 21.2 **Arbitration**
If the dispute cannot be settled the same may be settled through arbitration in accordance with the Arbitration Act 2001 of Bangladesh as at present in force. The place of Arbitration shall be in Dhaka.



IN WITNESS WHEREOF the parties hereto have signed this agreement the day and year first above written.

FOR THE CLIENT

FOR THE CONSULTANT

Signature

Signature

Print Name & Position:

Print Name:

The following documents forming the integral part of this contract shall be interpreted in the following order of priority:

(a) The Form of contract

Annex A: Description of Services

Annex B: Cost Estimates of Services and Schedule of Rates

Annex C: Consultant's Reporting Obligations



ANNEX A: As per negotiated TOR



ANNEX B: Cost- Lump Sum



Handwritten mark or signature.

ANNEX C: Consultant's reporting Obligations & Payment Schedule

As per negotiated TOR

