

## Terms of Reference - Annual Survey

---

### 1. Background

iDE is an international NGO with over 30 years of experience in designing and delivering market-based anti-poverty programs in 11 countries. We are a world leader in making markets work for the poor as well as the longest established market development specialist NGO in Bangladesh. iDE believes that markets can be a powerful force for improving smallholder prosperity by creating income and livelihood opportunities for poor rural households. iDE Bangladesh currently has eight projects in agricultural markets, water, sanitation and hygiene (WASH), and access to finance with a focus on women's economic empowerment and climate-smart technologies.

### 2. Programme Overview:

The Women's Economic Empowerment through Strengthening Market Systems (WEESMS) programme is a five-year (2016-2021) initiative funded by the Embassy of Sweden, designed to increase women's participation in the labour market in rural and peri-urban Bangladesh, with a significant focus on reducing gender inequality in the country's entrepreneurship ecosystem. The programme is being implemented through a partnership of iDE Bangladesh and The Asia Foundation across nine districts under the Khulna and Rangpur divisions of Bangladesh. During its inception phase, the programme conducted thorough market research to narrow down its focus from over hundreds of industries to specifically the sub-sectors of home textiles and jute diversified products, and, processed and packaged foods.

The three outcomes of the WEESMS programme are:

Outcome 1: Increased number of women entrepreneurs and the growth of women-oriented/ led businesses (SMEs) in target sectors

Outcome 2: Improved women's access to formal and informal productive employment opportunities in target sectors

Outcome 3: Increased retention rates of women in the labour market in target sectors

### 3. Programme Context

WEESMS is a market-led initiative that seeks to provide improved income and employment opportunities to rural women through the development and upgrading small and medium enterprises (SMEs) in women-led or owned entrepreneurs. The programme is being implemented in 12 Upazilas in 8 districts under 2 divisions. The following table details the programme's geographical areas by division, districts and upazilla level.

Division	District	Upazilla
Khulna	Khulna	Khulna Metropolitan
		Batiaghata
	Kushtia	Kushtia Sadar
		Kumarkhali
Jessore	Jessore Sadar	
Satkhira	Satkhira Sadar	
Rangpur	Rangpur	Rangpur Sadar
		Mithapukur
	Nilphamari	Saidpur
	Kurigram	Kurigram Sadar
		Ulipur
Thakurgaon	Baliadangi	

The WEESMS programme is currently working with both women-led/owned and women-oriented SMEs using the technical approaches of Women Economic Empowerment (WEE) and inclusive business - Making Markets work for the Poor (M4P). In order to support the revenue growth of these SME's, the programme has been engaging in various intervention areas such as capacity building, market linkages, marketing strategy, business, and financial management, improving gender sensitized workplace, policy advocacy, etc. Through these interventions, the programme expects the growth of the SMEs in the two targeted sectors. In addition, the programme has also supported SMEs to promote gender equal norms and promote elements of decent work facilities at the workplace. Prior to its implementation, the programme has established baselines covering socio-economic and demographic information of both women led-owned SMEs, women-oriented SMEs and employees, business profile of SMEs, number of employees, dropout rate, workplace condition, access to finance, and gender equity indicators.

In 2018, the programme has directly provided various business development services to a total of 200 Women-led/owned SMEs<sup>1</sup> through partnerships with 4 organizations. In addition, it has also supported 30 Women-oriented SMEs<sup>2</sup> to improve elements of decent work facilities at the workplace. The programme has been collecting quantitative data of the outputs through its Information Management System (MIS) regularly. WEESMS has considered outcome monitoring, as one of the most important MRM (Monitoring and Results Measurement) activities to assess the outcomes of the programme and review the approaches both quantitatively and qualitatively. Thus, the programme has planned to carry out the study on an annual basis in both the targeted sectors with the aim to assess the progress at outputs and outcome levels against the programme interventions during the programme period. The programme also foresees the annual survey results to review the implementation of the strategy and guide the course correction if needed to achieve the expected outcomes of the programme.

Hence, this TOR has been developed to facilitate interested firms to submit the proposals to carry out the annual survey. The study is expected to review the progress achieved in 2018, as against the established baseline for sector-specific, decent work, gender equity, and socio-economic indicators.

<sup>1</sup> Women-led SMEs refers to those SMEs either owned or led by a woman in targeted sectors in targeted regions.

<sup>2</sup> Women-Oriented SMEs refers to those SMEs which are owned by a male but more than 50 percent of the employees are female.

#### 4. SME Information by Sector and Geographical Areas

Below table shows the distribution of SMEs by district and sector.

Division	District	Women-Led SMEs			Women Oriented SMEs		
		JDP and HT	PPF	Total	JDP and HT	PPF	Total
Khulna	Khulna	55	25	80	10	1	11
	Kushtia	10	0	10	3	0	3
Rangpur	Rangpur	76	2	78	13	1	14
	Saidpur	29	3	32	3	0	3
Total		170	30	200	28	2	30

#### 5. Objective of the Annual Survey

The overall objective of this survey is to assess the impact among the SMEs in the targeted sectors as a result of the WEESMS supported interventions and provide quantitative and qualitative interpretations on the specific indicators baseline. The survey will further produce credible information to improve the programme's intervention to get the targeted outcomes during the programme implementation. In particular, the study will strive to achieve the following objectives:

- To measure the positive and/or negative changes/outcomes taking place on relevant indicators at the SME/employee/household/ community level;
- To provide timely performance information so that corrective actions may be taken to implement the programme activities if required;

Note: Key indicators will be shared with the selected firm upon signing of the contract.

#### Study Methodology

This is the proposed and brief methodology. However, we would appreciate more efficient and detailed methodology from the consultant. The study should follow mix-method (qualitative and quantitative) approach. A combination of but not limited to (sample) enterprise surveys, key informant interviews, and focus group discussion is required. The survey will cover all the information based on the outcome indicators of the programme which are already designed in programme monitoring and evaluation matrix. The study will make use of the following steps:

#### Secondary data collection

The study will include a desk-based review of relevant programme documents such as Market Assessment report, Logical framework, programme Implementation Manual, baseline study reports, intervention strategies, and action plans, gender and social inclusion strategies and action plans, and programme progress reports etc. Other secondary literature but not limited to sectoral growth reports and Policy Documents.

#### Primary data collection

The consultant will collect primary data through appropriate quantitative and qualitative methods such as focus group discussions, in-depth interviews, key informant interviews, and semi-structured questionnaires from SME owners, Employees, their families, Gender advocates and other relevant stakeholders such as programme partners, community members, etc. The interviewers are expected to visit workplaces and residence of the SME owners.

## Sample

The study will cover all the 230 SMEs in targeted 2 sectors. The study will also collect information from a representative sample of employees of those SMEs.

### 6. Responsibilities of the Firm

- Collect relevant programme documents from WEESMS, clarify ToR and prepare a work plan with a timeline
- Develop a methodology including a sampling plan and key questions to be answered
- Develop data collection tools in consultation with WEESMS
- Collect, clean data and preparation of the transcript
- Share data analysis plan with WEESMS
- Analyze data and key findings presentation to the WEESMS team
- Develop a table of content and prepare a draft report
- Incorporate WEESMS's feedback on the draft report and provide a Final version

### 7. Responsibilities of the WEESMS Programme

- Provide programme documents and approve the work plan
- Support to finalize methodology
- Review and approve data collection tools
- Supervise data collection, cleaning, and data transcription
- Review and approve the data analysis plan
- Supervise data collection and arrange presentation on analyzed data
- Approve table of contents and provide feedback on the draft report
- Approve the final report

### 8. Tentative task schedule

WEESMS requires the assignment to be completed by 30 May 2019. The following table gives the deliverables along with the deadlines. The deadlines can be adjusted upon mutual consent.

Indicative Work Plan								
Activities	April				May			
	W1	W2	W3	W4	W5	W6	W7	W8
Contract signed								
Work plan and methodology submitted and approved								
Prepare, review and approve data collection tools								
Pilot testing of the questionnaire								
Data collection								
Data entry, processing, and management								
Data analysis and presentation of findings								
Submission of draft report								
Feedback incorporation and submission of final report								

## 9. Deliverables and Schedule of Payment

The financial proposal (format attached) should include expert and data enumerator's fees and expenses (including travel costs, accommodation & food expenses, etc.). The payment will be made in three installments as follows:

S.N.	Deliverables	Installment Value
1.	Approved Work plan	40% of the Total Contract Value
2.	Data analysis and presentation of preliminary findings	30% of the Total Contract Value
3.	Final dataset and transcripts	30% of the Total Contract Value
4.	Final report	

Note: Government VAT and tax regulation will be applied, and these costs must be included in the financial proposal.

The following terms and conditions will apply:

- The payment will be made through account payee cheque/ wire transfer (account name, number, type, bank name, and branch name is required for wire transfer);
- Government VAT and tax regulation will be applied and iDE Bangladesh will deduct all relevant VAT and Tax at source as per GoB rule;
- VAT Registration Certificate, TIN and Trade License must be submitted before the agreement is signed;
- In case of failure to deliver the final product in due time, iDE Bangladesh will deduct .05% of the total agreement amount for each day of delay in submitting the report beyond the closing date of the agreement;
- The selected firm will abide by other terms and conditions of iDE Bangladesh.

### Guidelines for submission of the proposal

These guidelines shall ensure uniformity of proposals submitted by all applicants and transparency of the evaluation process.

#### A. Eligibility Criteria

Eligible applicants are research organizations with an appropriate setup (fully equipped with physical facilities and competent team members) to conduct this task. The applicant must meet the following criteria.

- Minimum 5 years of experience of conducting surveys and impact assessments of donor-funded projects applying both qualitative and quantitative methodologies
- Demonstrated experience with market system research/study/survey/impact assessment, especially focusing on Women's Economic Empowerment (WEE) and M4P approach;
- Proven experience of conducting project progress tracking studies with special focus on the gender-responsive market-based interventions in a rural setting;
- Strong understanding of Women's Economic Empowerment and women's equal opportunities, power dynamics of WEE (agency, structure, and relations), decent work facilities at the workplace, employment generation and retention of women employees in the

rural setting

## B. of the technical proposal

The language of the proposal should be English. The proposal must be submitted in PDF format, maximum of 8 pages (not sheets) excluding Cover Page, Abbreviations, Glossary, Table of Content, Additional Documents, and Annexes. Page size A4;

S.N.	Content of the Proposal	Maximum possible points	Suggested number of pages
<b>The main part of the proposal</b>			
1	Background/organizational profile of the applicant	-	0.5
2	Track record of earlier similar studies (the title of study and few lines to nature of the study, the date of the study was conducted, the name of the client). Recommendations resulting from such work may be included in the Annex.	10	1
3	Team composition and abbreviated CVs of core members of the study team	10	1
4	Description of understanding of the task at hand	20	1
5	Proposed methodology to undertake the study to fulfill the objective	30	2.5
6	Timeline/milestones to conduct the assessment in a Gantt Chart	10	1
7	The budget must be structured as follows: a) Personnel days with professional fees for each staff assigned b) Support services (materials, communications, etc.) c) Travel, Accommodation d) VAT and TAX Person-days as per Government rules	20	1
<b>Total score for the proposal</b>		<b>100</b>	
<b>Additional Documents that must be submitted</b>			
8	-A certificate proving the legal entity of the applicant (e.g. trade license, NGO bureau registration, joint stock registration); -Tax identification number (TIN); -VAT registration number (if applicable);	--	As required
<b>Annex</b>			
9	Annexes may be included for further clarification. However, for evaluation, only the main part of the proposal will be taken.		As desired

## C. The Content of the financial proposal

Financial Proposal						
Name of the Organization					Date:	
Address						
SL	Items	No. of Persons	Unit(Day)	BDT per day or unit	Total Amount (BDT)	Remarks
A	Remuneration					
A1	Team Leader					
A2	Study Co-ordinator					
A3						
A4						
A5						
A6						
A7						
Sub Total						
B	Travel and Accommodation					
B1	Two-way travel					
B2	Accommodation					
B3						
B4						
B5						
B6						
Sub Total						
C	Support Services					
C1	Training venue					
C2	Training food					
C3	Print and stationary					
C4	Data entry					
C5						
Sub Total						
	VAT (15%)					
Grand Total						
In Words						

Interested firms are asked to submit their Technical and Financial Proposal to **bangladesh.procurement@ideglobal.org**. Please write "Annual Survey for WEESMS Programme" in the subject line. The proposals should be submitted by **5 pm BDT on Tuesday 26 March 2019**. We are only able to consider electronic submissions. Only shortlisted firms will be contacted and invited for a technical discussion.