



Sesame Workshop Bangladesh

REQUEST FOR PROPOSAL (RFP)

Title of the Consultancy

Baseline and Endline Study to Evaluate Grade II Completed Students' Performance

Project Name

USAID's Promoting Education for Early Learners Activity

Release Date: January 6, 2022

Agency Briefing Session: January 10, 2022, at 3.30PM (SWB Office)

Proposal Submission Deadline: January 22, 2022

1 ABOUT SESAME WORKSHOP BANGLADESH

Sesame Workshop Bangladesh (SWB), the country office of Sesame Workshop, produces *Sisimpur*, the local version of world-famous kids' television program Sesame Street in Bangladesh. *Sisimpur* has been made possible in Bangladesh with the generous support from USAID. The TV show has been airing since 2005 with a view to making early childhood education delightful and enjoyable for Bangladeshi kids. This program has been developed to address educational needs of kids between the ages of 3 and 8. Along with the kids, parents, care givers and teachers are involved in *Sisimpur* through different school and community-based intervention. SWB undertakes different school and community-based intervention to reinforce the messages aired through TV program. It develops and distributes school based educational materials, train teachers, monitors classroom activities and provides technical assistance for using them in the classroom along with community engagement and outreach programs. Since its inception, *Sisimpur* has been a tremendous success in Bangladesh and within a very short time, it became the most famous television program for kids as well as their caregivers.

Further information can be found at www.Sisimpur.org.bd and www.sesameworkshop.org/

2 ABOUT THE RFP

To improve the learning outcomes of marginalized children, Sesame Workshop Bangladesh (SWB) has planned to start a new project titled 'USAID's Promoting Education for Early Learners Activity' in two sub-districts named Kulaura and Rajnagar of Moulvibazar district. This project will cover 100+ non-government primary schools run by NGOs, Tea Gardens, Foundations and Societies from where SWB will reach around 12,000+ students of early grades out of which about 4,000+ grade II students. For achieving the project objective, Sesame Workshop will deliver a holistic, multi-media initiative to reach marginalized children in Bangladesh, specifically children with disabilities¹ and girls, with engaging educational content through school and community-based interventions and teacher training.

To measure the improved learning outcomes, Sesame Workshop Bangladesh will conduct a Baseline and Endline study of **Grade II** students in the project intervention schools and control schools to help quantify progress over the life of the program.

The Baseline study will be conducted by January to March 2022 in selected project schools vs. control schools, and the Endline study will be conducted by January to March 2024 in the same selected schools. For doing so, Sesame Workshop Bangladesh is inviting a technical and financial proposals from experienced agencies/research organizations/ universities for conducting both Baseline and Endline research. The detailed Scope of Work (SoW) is given below.

¹ Wear glasses, use crutch/wheelchair/stick, use hearing aids and children with autism etc.

3 SCOPE OF WORK

3.1 OBJECTIVES OF THE STUDY

The broad objective of this evaluation is to assess/measure the improved reading/literacy, numeracy, and socio-emotional learning of children (who have completed grade II academic study in primary schools), particularly those from marginalized² groups, with the school intervention of the project (e.g., teacher training, teaching-learning materials, story books, awareness contents etc.) over the life of the program.

More precisely, the specific objectives are:

- To evaluate the average score of grade II students in learning assessment disaggregated by sex
- To assess the reading skill (Bangla) and math skill of grade II students
- To understand the diversity, equity, and Inclusion in classroom settings
- To measure the retention rate of enrolled girls, children with disabilities and marginalized children throughout the project period
- To assess the effectiveness of Sisimpur storybooks/contents distributed by following the indicators like-
 - Preference of Sisimpur books by the children
 - Sisimpur character's recognition by the children
 - How these books contribute to children's reading/literacy skills

3.2 METHODOLOGY

3.2.1 Study location:

Data will be collected from two (02) different upazila of Moulvibazar district which are Kulaura and Rajnagar. The data collector will collect data from selected children in a separate room of respective schools (in school off time) or in a secured quiet place.

3.2.2 Sampling:

In each phase of the study, a number of grade II students from a number of selected schools should be selected for this research. The research agency will propose the number of schools and students considering the minimum requirement to be valid as representative of the project coverage. The study will be conducted with students who just completed the Grade II. In consultation with SWB and RDRS, the research agency will choose the survey schools from the total number of schools under this project. Alongside, the control schools will be selected from same geographical areas closed to the project location of Kulaura and Rajnagar.

² Tea garden communities, Fisheries, Nomadic group, ethnic group, Handicraft community, Carpenters, Cobbler, Blacksmith and Potter community and so on.

The list of project school and proposed respondent-

Study Location	Total Students	Boys	Girls	Children with Disabilities	Children from Marginalized Families
Number of School from Kulaura	0	0	0	0	0
Number of School from Rajnagar	0	0	0	0	0
Grand Total	0	0	0	0	0

*Numbers will be filled out by the research agency.

3.2.3 Design and research methods

SWB is requesting to outline the standard design & research methodology into the technical proposal. The sampling procedure must consider demographic variables such as socio-economic status, and child age, gender, and place of residence. The researcher will be responsible for identifying internationally validated measures and adapting them for this evaluation if necessary. The research agency must include the sampling strategy, including sample size justification, data collection plan, data analysis and triangulation plan that outlines how data will be analyzed to draw conclusions about the project's impact. Apart from this, the agency will ensure the precision, validity and reliability of data by following the standard mechanism.

- Data Source might be from-
 - Classroom's annual exam result
 - Observation of subject based result of students
 - Observation of overall result of students
 - Classroom observation followed by reflective discussion/interview with teachers

Before the interview starts, a successful ice breaking or rapport building session (typically 10-15 minutes) is extremely required for getting authentic data from children, and thus a **complete ice breaking session plan** for children is also requested to mention in the technical proposal.

3.2.4 Research Ethics

- A. No harm to kid:** At the very outset of the interview, the purpose of the research will be clarified to the enumerators. They will be well trained on how to treat a child during the interview. They will be instructed not to behave in any unseemly manner that violates the ethical codes.
- B. Informed consent and child assent:** The school authorities/teachers as the guardian of kids at school will be informed about the purpose of the research. The purpose of the research will also be clarified to kids in a way they understand, and researchers will obtain child verbal assent. Any child who did not want to participate in the research will be excluded.
- C. Privacy and confidentiality:** The interviews will be conducted on school premises. Each child will be interviewed in separate places so that conversation between a child

and the enumerator cannot be heard by the other kids. None other than the research team will have access to the data.

- D. Compensation:** Kids will be given small tokens of Sisimpur stickers and bookmarks as gift.

4 TECHNICAL SPECIFICATION

- Two days training for enumerators, managers, and agency to be conducted jointly by SWB and the research agency. The agency shall organize the training in a suitable venue either in Dhaka or Moulvibazar.
- Consider same ratio of respondents during research like 50% girls & 50% boys.
- Follow grade two curriculum during research design [National curriculum might be changed based on year]
- Consider National Student Assessment (NSA), Bangladesh during research design and instrument development
- Camera(s) with good resolution for the research documentation during entire data collection period and audio recording devices.
- Research team from hired agency/organization will consist of the following:
 - Minimum 10 enumerators
 - Minimum 04 field managers
 - Minimum 01 team leader
- Enumerators should be recruited considering their communication skills with children and previous working experience with children. All enumerators must have the speaking skills of local dialect in that particular area.
- The POC (point of contact) on behalf of selected agency will directly communicate with SWB's representative for any sort of discussion and decision during the project interim period.
- The agency will strictly follow the SWB's child protection policy and COVID safety protocols during Baseline and Endline study.

** The above specifications will remain same during the **Endline study**.

5 RESEARCH TIMELINE

The proposal should plan for Baseline study by January to March 2022, and Endline by January to March 2024. A detail timeline is mentioning below, but the deadline can be changed by both parties' negotiation-

Activities	Timeline	
	Baseline Study	Endline Study
Training of enumerators	February 14 to 15, 2022	February 13 to 14, 2024
Questionnaire field testing	February 16, 2022	N/A
Data collection	February 20 to 24, 2022	February 18 to 22, 2024
Data entry & analysis	February 25 to March 3, 2022	February 25 to March 3, 2024

Activities	Timeline	
	Baseline Study	Endline Study
1 st draft of research report	March 12, 2022	March 12, 2024
Final report & PPT submission	March 27, 2022	March 27, 2024
SWNY's feedbacks Incorporation and finalization	March 31, 2022	March 31, 2024
Findings sharing through PPT	April 5, 2022	April 8, 2024

6 SAFETY MEASURES

SWB requires adequate and detailed safety and security measures to be included in the research protocol of the Technical Proposal. The Technical Proposal should also include separate measures and strategies for children and adults as appropriate.

7 BRANDING AND MARKING

- Sisimpur, its characters and associated contents is under copy-right of Sesame Workshop. The research agency shall maintain full confidentiality about Sisimpur content, brand, and intellectual property (IP). No third-party use of the brand, characters and texts is allowed.
- Agency should maintain all branding instructions provided by SWB.

8 PROPOSAL COMPONENTS

The proposal should submit both technical and financial plan following the below aspects like-

For Technical Proposal-

- a. Understanding of the project
- b. Detailed research design and methodology
- c. Agency/organization profile
- d. Experience of previous relevant works

For Financial Proposal-

1. Budget summary for *Baseline study* (Four budget heads- **training, data collection, data entry, analysis and report writing**)
2. Budget summary for *Endline study* (Four budget heads- **training, data collection, data entry, analysis and report writing**)
3. Detail budget for *Baseline study* with unit and unit rate (detailing out four above major heads)
4. Detail budget for *Endline study* with unit and unit rate (detailing out four above major heads)
5. Legal documents (including individual, agency or organization's registration paper/NID, Tax/TIN certificate, VAT certificate and bank detail).

** For Financial proposal, the **Microsoft Excel** is preferable.

9 DELIVERABLES

The deliverables of the project are below-

Major tasks	Deliverables	Reporting	MOV
Prepare an Action Plan with SWB	Action Plan	Softcopy (English version)	Approved plan by SWB
Data collection instruments	All questionnaires of children	Softcopy (Both Bangla & English version)	Quality assurance & Approved questionnaires form SWB
Pre-test of instruments	Tracked changed instruments with observations	Softcopy (Both Bangla & English version)	Photos from field test & Approved questionnaires from SWB
Organize and jointly facilitate the enumerator training	All engaged in the research trained & incorporate changes in the training	Training report	Training photo & Signed participant list
Data collection from the filed	Filled-in questionnaires of all respondents	Filled in hardcopy questionnaires	Filled-in questionnaires & Photo of data collection
Data entry and tabulation	1. Database in SPSS and/or Goggle data sheets for Socio Economic Status (SES) and Interview questionnaires 2. Frequency tables for all applicable indicators and synopsis of qualitative indicators 3. Recorded videos & audios	Database in SPSS and/or Google Sheets Database and transcripts/ synopsis	Data quality assurance
Report writing with data analysis, findings, and recommendations	A draft report with preliminary analysis and findings	Softcopy (English version)	Approved draft report by SWB
Incorporate feedbacks from SWNY and finalize the report	Final and approved report	Soft and Hard copies (English version)	Approved final report by SWB
Present the findings of the Research	Presentation in front of the SWB, SWNY & USAID audience Power point presentation	Softcopy (PowerPoint)	Quality Assurance & Approved presentation by SWB
Invoice submission with all expected deliverables	Invoice and all relevant deliverables	Softcopy by Hard Drive	

** The above-mentioned deliverables will remain same during Endline study. But minor changes can appear if SWB feels necessities.

10 EVALUATION CRITERIA

Proposal will be evaluated based on the following criteria:

Section	Weightage
Chapter 1: Understanding of the project	10%
Chapter 2: Previous relevant working experience	10%
Chapter 3: Research design & methodology	50%
Budget	30%
Total Weightage	100%

11 DEADLINE

The proposal should be submitted by **January 22, 2022 (On or before 11:59 PM)**. Only digital copies of proposal are well accepted for assessment/evaluation.

An 'Agency Briefing' session will be held on **January 10, 2022 (03.30PM - 04:30PM)** at [SWB Office](#).

12 POINT OF CONTACT

Name: Apurba Shikder

Designation: Manager- Program & Research

Phone: +8801919466828

Email: Apurba.Shikder@sesame.org

13 HOW TO SUBMIT THE PROPOSAL

Please submit your technical and financial proposals with legal documents via email to Mr. Mozammel Khokon at Mozammel.Khokon@sesame.org

Email subject line should be the following-

- For Clarification of Question- *Question on RFP for Baseline & Endline Study to Evaluate Grade II Completed Students' Performance*
- For Proposal Submission- *Proposal for Baseline & Endline Study to Evaluate Grade II Completed Students' Performance*

SWB Office Address

2nd Floor, House- 85, Road- 03, Block- F

Banani, Dhaka- 1213, Bangladesh

Tel: +8802 02-222270670/222270671

14 TERMS OF PROPOSAL SUBMISSION

The selected Research Agency will enter into a professional services agreement with Sesame Workshop Bangladesh in accordance with the requirements, terms, and conditions of this RFP, amongst other terms. By submitting a Proposal, Research Agency is acknowledging and agreeing to the following terms and conditions:

Proposal Submission Information

This RFP is not an offer to contract. Sesame Workshop Bangladesh is under no obligation to Research Agency until a written contract is entered into by Sesame Workshop Bangladesh and Research Agency. Sesame Workshop Bangladesh is not obligated to consider or accept any Proposal from a Research Agency even if all requirements stated in the RFP are satisfied by Research Agency. No agreement to pay any compensation shall be implied from Sesame Workshop Bangladesh's consideration of the Proposal or from the failure of Sesame Workshop Bangladesh to respond after receiving the Proposal. Research Agency will retain a copy of its Proposal and Research Agency hereby releases Sesame Workshop Bangladesh from any liability for loss of, or damage to the copy of the Proposal that is submitted to Sesame Workshop Bangladesh.

Original Content in Proposal

Research Agency represents that the content of the Proposal is original with the Research Agency (other than any included materials which are based on or associated with any Sesame Workshop intellectual property) and that no person or entity other than the Research Agency has collaborated in creating the Proposal or has any ownership rights in the Proposal. Research Agency agrees not to sub-contract out any work in connection with its Proposal unless otherwise agreed to, in advance and in writing, by Sesame Workshop Bangladesh.

Confidentiality

Information provided by Sesame Workshop Bangladesh to Research Agency in connection with the RFP process, including the RFP documents, is confidential to Sesame Workshop Bangladesh. Research Agency will not disclose such confidential information to any third party without Sesame Workshop Bangladesh's prior written consent, will use such confidential information solely to respond to the RFP, and will take all reasonable measures to maintain the confidentiality of the confidential information.

Valid Offer Period

The budget and all other terms and conditions stated in your Proposal must remain valid for 90 days from the date of delivery of the Proposal to Sesame Workshop Bangladesh.

Intellectual Property Rights

Research Agency acknowledges that the proposal will be based on Sesame Workshop Bangladesh's intellectual property, and that Sesame Workshop Bangladesh has developed, is currently developing and will continue to develop materials similar to those described in this RFP. Research Agency acknowledges that Sesame Workshop Bangladesh, in good faith, will have the sole discretion to determine whether any materials developed by Sesame Workshop Bangladesh are similar to any elements contained in the Proposal, whether such elements are truly novel, whether Sesame Workshop's materials are created as a result of the Proposal, and whether any future compensation is due to Research Agency. Neither Sesame Workshop Bangladesh's consideration of the Proposal, nor any subsequent negotiations between Sesame Workshop Bangladesh and Research Agency shall be deemed an admission by Sesame Workshop of the novelty or originality of any ideas contained in the Proposal, or of the priority of Research Agency's Proposal over other submissions.

Research Agency acknowledges that Sesame Workshop Bangladesh has or may have had access to and/or may independently create or may have created materials and ideas which may be similar or identical to the Proposal and Research Agency agrees that it will not be entitled to any compensation if Sesame Workshop Bangladesh uses any such similar or identical material which may have been independently created by Sesame Workshop Bangladesh or may have come from other independent sources.

For the sake of clarity, all intellectual property and related materials provided to Research Agency by Sesame Workshop Bangladesh shall remain the sole and exclusive property of Sesame Workshop Bangladesh and no license is granted to Research Agency other than as may be necessary for Research Agency to prepare and submit its Proposal hereunder. Research Agency understands and agrees that Sesame Workshop Bangladesh is entitled to use any part of the Proposal which is not concrete or does not itself constitute protectable and/or copyrightable property without compensation to Research Agency.

Right of Rejection

Sesame Workshop Bangladesh reserves the right to accept or reject any or all responses to this RFP and to enter into discussions and/or negotiations with one or more Research Agencies at the same time. Additionally, Sesame Workshop Bangladesh reserves the right to amend or withdraw this RFP in whole or in part, at any time prior to entering a contract with a Research Agency. Expenses incurred in the preparation of Proposals in response to this RFP are the Research Agency's sole responsibility.

Work-Made-For-Hire

Any contract to be entered into between Sesame Workshop Bangladesh and a Research Agency will be for work provided solely as work-made-for-hire, with ownership and all rights belonging to Sesame Workshop Bangladesh.