

**Sesame Workshop Bangladesh**

**REQUEST FOR PROPOSAL (RFP)**

**Title of the Consultancy**

Formative Research on *Sisimpur* Audio-Visual (AV) Content to Assess the Acceptance of Diverse Gender Representation in Children’s Media

**Release Date: February 5, 2023**

**Agency Briefing Session: February 13, 2023 (3.30PM at SWB office)**

**Proposal Submission Deadline: February 21, 2023**

# 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.sesameworkshop.org/](http://www.sesameworkshop.org/)

# ABOUT THE RFP

Sesame Workshop Bangladesh has planned to conduct formative research on *Sisimpur’s* audio-visual episode(s) featuring third gender as special guest appearance in context of Bangladesh. This research will cover at least three different districts in Bangladesh representing both urban and rural communities. For doing so, SWB is inviting technical and financial proposal from experienced agencies/ research organizations/ universities for conducting the formative research on *Sisimpur* AV content. The detailed Scope of Work (SoW) is given below.

# Scope of work

## OBJECTIVES OF THE STUDY

The broad objective of this study is to better understand the *appeal, relevance,* and *comprehension* of *Sisimpur* episode(s) tested among targeted parents/caregivers, their children and the teachers, as well as their in-depth thoughts on diverse gender representation in children’s media. More precisely, the specific objectives of this research are:

* to assess *appeal* and acceptance of third gender in of *Sisimpur* episode(s)
* to assess *relevance* and acceptance of third gender in *Sisimpur* episode(s)
* to assess *comprehension* of the key message in *Sisimpur* episode(s)
* to perceive in-depth thoughts from parents/caregivers and teachers on diverse gender representation in children’s media

##  METHODOLOGY

### Study location:

Data should be collected from three different districts in Bangladesh considering both urban and rural communities. School could be one of the preferable places for data collection. The research agency, in consultation with SWB, will select the appropriative location for data collection. Alongside, the agency will ensure all sort of consents from local authorities before the data collection starts.

### Design and research methods:

SWB is proposing the research design that will have basically two parts of it which are as follows-

* Part 1: Viewing session-
	+ *Who:* Focus group viewing sessions with minimum 5 parents/caregiver-child dyads in at least 3 different districts in Bangladesh with mix of gender, representing both urban and rural communities. The agency could increase the number of dyads during sampling.
	+ *What:* Whole episode viewing of relevant episode(s), followed by individual dyad interviews.
	+ *Why:* Given that scene where the celebrity shares that she is third gender is small piece of a full episode, SWB want to see what organically emerges in an interview with both children and parents after a full episode viewing.
	+ *How:* Enumerators should observe the children during content viewing and the parent observation in this session as well, and then conduct post-viewing interviews with them.
* Part 2: Focus group discussions-
	+ *Who:* Focus group discussions with parents and caregivers of children ages between 4 to 7 and schoolteachers who regularly watch *Sisimpur* in at least 3 different districts in Bangladesh, representing both urban and rural communities. This should be a totally different sample from the above group who have already participated in part 1. This should be just focus group, with adults viewing and discussing all together.
	+ *What:* A focus group moderator should start with broader questions about representation of diverse identities in media, particularly children’s media. Moderator then shows participants the specific scene with the celebrity who identifies as third gender and facilitates a post-viewing discussion on parents’ receptivity and thoughts of diverse gender representation in *Sisimpur* (or children’s TV broadly).
	+ *Why:* There is a chance that because the segment of third gender is so short that in the one-off viewing sessions, parents may not fully process the segment in question during the viewing sessions. This structure allows to both zoom out and zoom in to hear from a diverse set of parents and caregivers whose kids know and watch *Sisimpur*. This also allows to ask questions that are bigger than just questions about the segment in question and could provide useful insights into future approaches.
	+ *How:* Adult focus group discussions with a trained moderator and notetakers. Ideal scenario would be a focus group facility with two-way mirror. All sessions would need at least to include audio recordings of the conversations.

Considering the above descriptions of two parts, the agency should design the particular strategy/approach in the technical proposal with a clear direction.

Before the interview starts, a successful ice breaking or rapport building session is extremely required separately for getting authentic data from respondents, and thus **a** **complete ice breaking session plan** is also requested to mention in the technical proposal.

### Sampling and sample size:

The agency is requested to propose a standard sample size based on two parts of research design as well as geographic areas in their technical proposal. The respondent will be selected purposively considering gender and place of residence. For both cases (children, parents/caregivers, and teachers) of sampling, the research team will have full access to increase the number of samples if necessary, considering the significant level of research findings.

***Note:*** *‘If there are any specific change arise from Sesame Workshop in terms of research design particularly for sampling and sample sizes, those should be adjusted and accepted by research agency’*

### Research Ethics

1. **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.
2. **Informed consent and respondent assent:** The participant will be informed about the purpose of the research. The purpose of the research will also be clarified to respondents in a way they understand, and researchers will obtain child verbal assent. Any respondent who did not want to participate in the research will be excluded.
3. **Privacy and confidentiality:** None other than the research team will have access to the data.
4. **Compensation:** Participants will be given small tokens of *Sisimpur* stickers and bookmarks as gift.

# 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 preferably in Dhaka ensuring a healthy environment.
* The training for enumerators will be held followed a mock in actual setting and with final instruments.
* Research agency will consider same ratio of respondents during sampling like 50% female & 50% male.
* Agency will manage Laptop/TV/Mini Projector for showing AV episode(s) of *Sisimpur*.
* Agency will manage all sort of logistics to arrange the two-way mirror during focus group discussion.
* Agency will ensure camera(s) with high resolution for recording videos and taking photographs during *Sisimpur* viewing and entire data collection period.
* Agency will make sure the audio recording devices during research to avoid data missing.
* Research team from hired agency/organization will consist of the following:
	+ Lead researcher (Dedicated)
	+ Data enumerators and moderator
	+ Field managers
	+ Team leader
* Enumerators should be recruited considering their communication skills with children and adults and previous working experience on research. 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 formative research.

# RESEARCH TIMELINE

The proposal should plan to complete the research report by **May 2023**. The agency must submit the possible dates in the technical proposal following below template. In need, the agency will have access to include/add more activities in the template. The possible date of contract award is **March 6, 2023.**

| **Activities** | **Timeline**  |
| --- | --- |
| Inception meeting with SW & research agency |  |
| Instrument development as 1st draft by agency |  |
| Instrument review by SW |  |
| Incorporate feedback by agency and share them to SW as 2nd draft |  |
| Instrument finalization before training  |  |
| Training of enumerators |  |
| Questionnaire field testing & data collection  |  |
| Data entry and cleaning  |  |
| Data analysis & Reporting  |  |
| 1st draft of research report submission to SW |  |
| Feedback incorporation to research report |  |
| Final report & PPT submission to SW  |  |
| Research findings sharing with SW using PPT  |  |
| Final report submission  |  |
| All deliverables submission  |  |

# 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.

# 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.

# Proposal Components

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

**For Technical Proposal-**

1. Understanding of the project
2. Detailed research design and methodology
3. Detailed research report framework
4. Agency/organization profile
5. Experience of previous relevant works

**For Financial Proposal-**

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

\*\* The total budget must not exceed ***1,200,000 BDT* including VAT.** For Financial proposal, the **Microsoft Excel** is only acceptable.

# 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 interview questionnaires | 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  | 1. Filled-in questionnaire of all respondents
2. Filled in Eyes on Screen (EOS) sheet for all respondents
3. Filled in SES questionnaire of all parents & teachers
 | 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 questionnaires2. Frequency tables for all applicable indicators and synopsis of qualitative indicators3. Recorded videos & audios | Database in SPSS and/or Google SheetsDatabase 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 SW & SWBPower 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/Pen drive** |  |

\*\* For the above-mentioned deliverables, minor changes may appear if SWB feels necessity.

# Evaluation criteria

Proposal will be evaluated based on the following criteria:

|  |  |
| --- | --- |
| **Section** | **Weightage** |
| Chapter 1: Understanding of the project | 10% |
| Chapter 2: Detailed research design and methodology | 30% |
|  Chapter 3: Detailed research report framework  | 15% |
|  Chapter 4: Agency profile & experience of previous relevant work  | 15% |
| Budget | 30% |
| **Total Weightage** | **100%** |

# Deadline

The proposal should be submitted by **February 21, 2023 (On or Before 11:59 PM).** Only digital copies of proposal are well accepted for assessment/evaluation.

# Point of Contact

Name: Apurba Shikder

Designation: Manager- Program Monitoring & Research

Phone: +8801919466828

Email: Apurba.Shikder@sesame.org

# How to submit the proposal

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

**Email subject line should be the following-**

* For Clarification of Question- *Question on RFP for Formative Research on Sisimpur AV Content to Assess the Acceptance of Diverse Gender*
* For Proposal Submission- *Proposal for Formative Research on Sisimpur AV Content to Assess the Acceptance of Diverse Gender*

**SWB Office Address**

House 85 (Level-2), Road 03, Block F, Banani, Dhaka- 1213, Bangladesh

Tel: +8802 02-222270670/222270671

# 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.