



Sesame Workshop Bangladesh

REQUEST FOR PROPOSAL (RFP)

Title of the Consultancy

Baseline and Endline Study to Evaluate the Project Performance

Project Name

Promoting Safe Internet for Children

Release Date: December 18, 2023

Agency Briefing Session: December 20, 2023, at 3.30PM (SWB Office)

Proposal Submission Deadline: December 30, 2023

1 ABOUT SESAME WORKSHOP BANGLADESH

Sesame Workshop Bangladesh (SWB) is the proud producer of *Sisimpur*, the local version of world-famous kids' television program Sesame Street in Bangladesh. 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, caregivers, 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 has become the most famous television program for kids as well as their caregivers. SWB is the Bangladeshi branch office of the Sesame Workshop, based in New York.

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

2 ABOUT THE RFP

In collaboration with Internet Society Foundation, Sesame Workshop Bangladesh has started a project named 'Promoting Safe Internet for Children' to promote online safety and equip children and their parents/caregivers to identify potential online threats and ways to tackle them if they come to face such threats. This project will facilitate a safer online environment for children and support access to quality content on Early Childhood Education for children in Bangladesh.

Sesame Workshop Bangladesh will work in 100 schools in the Mymensingh region to test this model. These schools received computers with internet access from the Bangladesh Telecommunication Regulatory Commission (BTRC), the government regulatory entity responsible for internet safety and regulations in Bangladesh and a strategic partner of Sesame Workshop Bangladesh. Over the two-year program period, Sesame Workshop Bangladesh will conduct the following activities:

- Conduct teacher professional development around basic internet skills and internet safety best practices; this will help drive the sustainability of messaging as teachers will be able to use these skills and messaging (and Sesame content) in classrooms for years to come
- Leverage Sesame Workshop's extensive library of content, including new content funded by the Internet Society Foundation around internet safety and STEM, to create more engaging classroom experiences and encourage use of the internet among students (supported by access to computer hardware in the classroom)
- Enhance the existing internet safety guidelines (developed under current grant) using a more inclusive approach by creating an audio-visual companion that can be used by caregivers and providers with a range of abilities and literacy levels.
- Conduct community activations, featuring *Sisimpur* characters, to increase awareness of the importance of safe internet use and best practices.

This program has been designed with sustainability and scale in mind. First, this project and Sesame Workshop's partnership with Internet Society Foundation aligns with the Government of Bangladesh's vision of "Digital Bangladesh", where Bangladesh is transformed into a technologically advanced and digitally empowered nation. Further, under the existing partnership with the Internet Society Foundation, Sesame Workshop has established a strong relationship with BTRC. While establishing this relationship was not included in the original scope of the project, Sesame Workshop Bangladesh

now views it as critical for the sustainability and scale of the approach and content being developed. BTRC has an existing financial commitment to 650 schools in Bangladesh with a long-term plan to reach 5,000 government schools with access to internet; this critical internet infrastructure is essential to support integration and use of Sesame Workshop Bangladesh's content. Lastly, this project can also be a pathway to explore distance learning tools for children who do not have access to school or where school has been disrupted (either by global pandemic, natural disaster, or otherwise).

This study will serve as a reference for the Curriculum and Content Specialists to planning and designing Sisimpur contents for children and parents on safe internet issues. For doing so, Sesame Workshop Bangladesh is inviting proposals from experienced individual consultants or research organizations for performing the Baseline and Endline study as specified in this RFP. While the report is finalized, the consultant/research agency will be assigned to present the research findings and insights to **the Seminar/Workshop** organized by Sesame Workshop Bangladesh in **February 2023**.

3 OBJECTIVE OF THE STUDY

The major objectives of the study are-

1. To explore the knowledge and practices of digital devices and internet usage among students, parents, and teachers
2. To explore the knowledge and practices about safe internet usage among students, parents, and teachers
3. To identify the benefit of using internet for learning purposes among students, parents, and teachers

4 SCOPE OF WORK

The scope of work will preferably encompass the following aspects for both Baseline and Endline study separately, without being limited to:

- Review relevant literatures and project documents to get a better understanding of the study and intended results.
- Develop and finalize Baseline & Endline study report to separate phase and share with Sesame Workshop Bangladesh/Sesame Workshop New York for their feedback and incorporate the recommendations/feedbacks.
- Prepare the study brief and presentation for Baseline & Endline study in consultation with Sesame Workshop Bangladesh/Sesame Workshop New York.
- Regular communication with the key contact person(s) of Sesame Workshop Bangladesh throughout the assignment period.
- Present the key findings and insights of the final study to the Seminar/Workshop and document the feedback/recommendations received from the seminar/workshop and incorporate them as well.

5 METHODOLOGY

5.1 Study location:

Data will be collected from two (04) different Districts of which are Mymensingh, Sherpur, Jamalpur and Netrokona. The data collector will collect data from selected respondents of mentioned districts according to the convenience of target group.

5.2 Sampling:

In each phase of the study, a number of respondents of selected schools from mentioned areas should be considered during sampling. The research agency will propose the number of schools and respondents considering the minimum requirement to be valid as representative of the project coverage. The study will be conducted with students from who just completed the Grade II. In consultation with SWB, 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 close to the project location of Mymensingh division.

5.3 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, 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.

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

5.4 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.

6 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 Mymensingh.
- Equal ratio of respondents is preferred during research like 50% girls & 50% boys.

- Camera(s) with good resolution for the research documentation during entire data collection period and audio recording devices.
- Make sure the audio recording devices during in-depth interview to avoid data missing.
- Research team from hired agency/organization will consist of the following:
 - Minimum 01 lead researcher (Dedicated)
 - Minimum 10 enumerators
 - Minimum 04 field managers/supervisors
 - 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 proper safety protocols during Baseline and Endline study.

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

7 RESEARCH TIMELINE

The proposal should plan to complete Baseline study by 1st week of March 2024, and Endline by September 2024. The agency is requested to submit the possible dates following the below template. If need, the agency can include/add more activities in the template. A detail timeline is mentioning below, but the deadline can be changed by both parties' negotiation-

Activities	Timeline	
	Baseline Study	Endline Study
Inception Meeting with SWB & Research Agency		
Instrument Development as 1 st Draft by Agency		
Instrument Review by SWB		
Incorporate Feedback by Agency and Share them to SWB as 2 nd Draft		
Instrument finalization before training		
Training of enumerators		
Questionnaire field testing & Data collection		
Data entry		
Data analysis & Reporting		
Draft report		
Research findings sharing with SWB using PPT		
Final report		
All deliverables		

8 PROPOSAL COMPONENTS

The proposal must 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. Detailed research report framework and timeline

- d. Agency/organization profile
- e. 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 agency must submit the budget for TWO (02) phases (Baseline & Endline) separately following the above line items (ex: budget summary & detail Budget).** The total budget study will not exceed more than **900,000 BDT including VAT & Tax for TWO phases.** For Financial proposal, the **Microsoft Excel** format is suggested.

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 necessary.

10 EVALUATION CRITERIA

Proposal will be evaluated based on the following criteria:

Section	Weightage
Chapter 1: Understanding of the project	10%
Chapter 2: Research design & methodology in detail	30%
Chapter 3: Research report framework and timeline	15%
Chapter 4: Organization profile and previous relevant working experience	15%
Budget	30%
Total Weightage	100%

11 NEGOTIATIONS

While the proposals are evaluated, Sesame Workshop Bangladesh may enter negotiation with one or more than one consultant/research agency for final selection. If negotiations fail, Sesame Workshop Bangladesh will invite consultant/research agency whose proposal received and was the next highest score to negotiate the contract.

12 AGREEMENT AWARD

The consultant/research agency will start to conduct the assignment immediately after signing the contract.

13 DISCLAIMER

Sesame Workshop Bangladesh reserves all rights to accept or reject any or all proposals without assigning any reason.

14 DEADLINE

The proposal should be submitted **by December 30, 2023 (On or before 11:59 PM)**. Only digital copies of proposal are well accepted for assessment/evaluation.

15 POINT OF CONTACT

Anannya Chakma

Project Officer- Promoting Safe Internet for Children

Email: Anannya.chakma@sesame.org

16 HOW TO SUBMIT THE PROPOSAL

Submit proposal via email to Mr. Mozammel Khokon at Mozammel.Khokon@sesame.org

Email subject line should contain: *“Proposal for Baseline and Endline Research of Promoting Safe Internet for Children Project”*

SWB Office Address

Sesame Workshop Bangladesh

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

Banani, Dhaka- 1213, Bangladesh

Tel: +8802 02-222270670/222270671

17 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.