



Sesame Workshop Bangladesh

TERMS OF REFERENCE (TOR)

Title of the Consultancy

Performance evaluation of *Sisimpur* storybooks distributed in the government Primary School

Project

USAID's Early Childhood Development Mass Media Activity, *Sisimpur*

Date: 19th August 2019

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. 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 interventions. 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. *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.

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

2 ABOUT THE TOR

Sesame Workshop Bangladesh started the production on brand new 40 storybooks for pre-primary to grade three children in Bangladesh. These new books are going to be distributed among 146 government schools and madrasas in Ukhia and Kutubdia sub-districts of Cox's Bazar district. As part of the distribution and to investigate the appeal and comprehension of the books we are planning to conduct a performance evaluation of the storybooks in two (02) cohorts. The 1st cohort of the study will be conducted by mid-October, 2019 on 20 storybooks among selected 10 schools and the 2nd cohort will be conducted by mid-September, 2020 on rest 20 storybooks in the same schools. For doing so, Sesame Workshop Bangladesh is inviting a technical and financial proposals from experienced agencies/research organizations/universities for conducting the research. The detailed Scope of Work (SoW) is given below.

3 SCOPE OF WORK

3.1 CONTENT TO BE TESTED

Twenty (20) storybooks developed by Sisimpur featuring Sisimpur characters are distributed in 10 schools, 10 copies of each title in the month of August and another twenty (20) storybooks will distributed by June 2020. The storybooks we distributed can be labeled in two categories - Reading to Children and Reading by Children. First, 'Reading to Children' books are developed for pre-primary and grade 1 students; the idea behind is that these children are yet to be independent reader. So, the expectation is teachers will read this kind of

storybooks. Second, ‘Reading by Children’ books are developed for grade two and grade three. The underlying assumption is that these students are age-specific independent reader. They can read based on their capacity achieved so far. So, they will read these books to themselves with or without help from teachers/caregivers.

3.2 OBJECTIVES OF THE STUDY

The broad objective of this evaluation is to understand the engagement of the children with Sisimpur story books/contents. More precisely, the specific objectives are:

- To assess *appeal* of Sisimpur storybooks distributed by following the indicators like-
 - Preference of Sisimpur books by the children
 - Sisimpur character’s recognition by the children
- To assess *comprehension* of key messages related to the selected contents or storybooks
 - Different questions on selected books will be classified for identifying the key messages from selected kids.
- To explore teachers’ impression about the delivered content
 - Through IDIs

Table 1: Distribution of selected storybooks to be tested by book category and grade

Grade	Books Category and Number of Books per grade	
	Read to Children	Read by Children
Pre-primary	1	0
Grade 1	1	0
Grade 2	0	1
Grade 3	0	1

Note: The 2nd cohort of study will be conducted by same method. Four storybooks from rest 20 books will be tested here.

3.3 METHODOLOGY

3.3.1 Study location:

Data will be collected from 10 government schools of Cox’s Bazar district. Data will be collected in a separate room of the school (in school off time) or in a quiet place.

3.3.2 Sampling and sample size:

In each cohort of the study, minimum **80** kids aged between 3-8 years (*40 male children and 40 female children; 08 children from four grades per school*) will participate in the research. They will be selected purposively considering age and gender, place of residence. The details are in the following table-

Table 2: School name, location and total number of children of selected school

Location and type of school	Number of students							
	Pre-primary		Grade-01		Grade-02		Grade-03	
	Boys	Girls	Boys	Girls	Boys	Girls	Boys	Girls
Rajapalong GPS, Ukhia, CXB	27	28	52	50	58	58	64	52
Moddho Rajapalong GPS, Ukhia, CXB	28	16	30	27	29	25	31	40
Sonapara GPS, Ukhia, CXB	17	31	64	72	86	73	69	100
Rajapalong Mohsin Ali GPS, Ukhia, CXB	19	15	23	28	41	39	44	36
10 no. Sonaichory GPS, Ukhia, CXB	25	25	56	66	68	58	70	70
Rohuller Deba GPS, Ukhia, CXB	11	14	13	9	23	12	23	25
Goyalmara GPS, Ukhia, CXB	21	32	38	39	36	46	36	32
Natun Para J. A. Chowdhury GPS, Ukhia, CXB	37	34	25	41	43	34	42	29
Uttar Pukuria GPS, Ukhia, CXB	24	21	32	30	32	30	32	33
Jaliapalong GPS, Ukhia, CXB	29	23	63	54	46	46	48	40

In addition, twenty (20) in-depth interviews will be conducted with twenty (20) teachers among selected 10 schools for understanding pros and cons of delivered content in depth. They will be selected in consultation with Head teacher of each school.

3.3.3 Design and research methods

SWB is requesting to include the design & research methodology part into the technical proposal. The strategy/approach will be prepared by following categories separately:

- For children
- For teachers

3.4 RESEARCH ETHICS

- 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.
- 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.
- 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 SPECIFICATIONS

- Two days training for enumerators, managers and agency to be conducted jointly by SWB and the agency. The agency shall organize the training in a suitable venue either in Dhaka or Cox's Bazar.
- Data collection from 10 schools (Minimum 80 kids & 20 teachers among the 10 schools);
- Same ratio of respondents during research like 50% male & 50% female; and
- Camera(s) with good resolution for documenting children's expression during entire data collection period and 6 audio recording devices
- Research team from hired individual/agency/organization will consist of the following:
 - 08 enumerators (***All enumerators must be familiar with CXB dialect***)
 - 03 field managers
 - 01 team leader

**The above specifications will remain same during the 2nd cohort of study.

5 DELIVERABLES

The deliverables of the project are below-

Major tasks	Deliverables	Reporting	MOV
Data collection instruments	Both appeal & comprehensive questionnaire for kids; Semi-structured questionnaire for teachers	Softcopy (Both Bangla & English version)	Quality Assurance & Approved questionnaire form SWB
Pre-test of instruments	Tracked changed instruments with observations	Softcopy (Both Bangla & English version)	Photos from field test & Approved questionnaire form SWB
Training	Training of 08 enumerators, 03 field managers, 01 team lead and incorporate changes in the	Training report	Training photo and participant list
Data collection	<ol style="list-style-type: none"> 1. Filled-in interview questionnaire SES questionnaires of 80 kids 2. Ten In-depth Interviews (IDIs) 	Filled in hardcopy questionnaires	Filled-in Questionnaires and Photo of data collection
Data entry and tabulation	<ol style="list-style-type: none"> 1. Database in SPSS and/or Goggle data sheets for Socio Economic Status (SES) and Interview questionnaires 2. High quality verbatim transcripts for all qualitative data (IDIs) in English 3. Recorded videos and audios 	Database in SPSS and/or Google Sheets Database and transcripts	Data Quality Assurance
Analysis	Qualitative data analysis, descriptive and inferential analysis of quantitative data	Analysis with scripts (SPSS or SATA) and coded transcripts	
Report writing	Final report	Final Report in MS word	Approved Report by SWB

** The above mentioned deliverables will remain same during 2nd cohort of study. But some minor changes can appear if SWB feels the necessities.

6 PROJECT TIMELINE

As mentioned, a two-day training for enumerators will be held during each cohort of study followed by a mock in actual setting and with final instruments. Specific dates are given below:

Activities	Timeline	
	<i>Cohort 1 of study</i>	<i>Cohort 2 of study</i>
Training of enumerators	23-24 th of Oct, 2019	16-17 th of Sep, 2020
Questionnaire field testing & Data collection	26-31 st of Oct, 2019	19-24 th of Sep, 2020
Data entry	01-08 th of Nov, 2019	25-30 th of Sep, 2020
Data analysis & Reporting	20 th of Nov, 2019 (1 st Draft)	08 th of Oct, 2020 (1 st Draft)
Final report	26 th of Nov, 2019	15 th of Oct, 2020

7 PROPOSAL COMPONENTS

The Technical & Financial proposal should be submitted both in an excel file. The file should have eight separate sheets for the following eight sections.

- 5.2.1 Understanding of the project (inside a text box)
- 5.2.2 Individual/agency/organization profile & previous two works (inside a text box)
- 5.2.3 Detailed research design & methodology (inside a text box)
- 5.2.4 Budget summary for 1st cohort (four budget heads- **training, data collection, data entry, analysis and report writing**)
- 5.2.5 Budget summary for 2nd cohort (four budget heads- **training, data collection, data entry, analysis and report writing**)
- 5.2.6 Detail budget for 1st cohort with unit and unit rate (detailing out four above major heads)
- 5.2.7 Detail budget for 2nd cohort with unit and unit rate (detailing out four above major heads)
- 5.2.8 Legal documents (including agency or organization's registration paper/NID, Tax/TIN certificate, VAT certificate and bank detail).

8 EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria:

Section	Weightage
Understanding of the project	10%
Previous relevant experience	10%
Research design & methodology	40%
Budget	40%
Total Weightage	100%

9 DEADLINE

The proposal should be submitted by **COB 2nd of September, 2019.**

An 'Ask your question' session will be organized at Sesame Workshop Bangladesh office on **26th of August, 2019 at 02:30PM.**

10 POINT OF CONTACT FOR TECHNICAL PURPOSES

Name: Apurba Shikder

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11 HOW TO SUBMIT THE PROPOSAL

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

Email subject line should be the following-

For clarification question - Question on ToR for conducting performance evaluation on *Sisimpur* storybooks

For proposal Submission - Proposal for conducting performance evaluation on *Sisimpur* storybooks

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