

**REQUEST FOR PROPOSAL (RFP)**

**Play to Learn Project**

**Sesame Workshop**

**Title of the Consultancy**

Hiring an agency for conducting a Formative Research on *SW’s Video (AV) blocks*

Release Date: December 03, 2020

Agency Briefing Session: December 08, 2020 on 3.30PM (Virtual)

Proposal Submission Deadline: December 13, 2020

## ABOUT SESAME WORKSHOP

Sesame Workshop is a nonprofit organization on a mission that keeps us focused, passionate, and moving forward to help kids grow smarter, stronger, and kinder, and do everything possible to meet their needs in more than 150 countries. In last 50 years, across 150 countries and generations of children, Sesame Workshop has created culturally relevant educational content that addresses the toughest challenges facing children around the world. Sesame’s engaging Muppets have the unique ability to impart both simple and difficult lessons, always from a child’s perspective. Sesame Workshop has been leading the Play to Learn project in Bangladesh in partnership with BRAC, IRC and NYU. The project aims to develop and promote play based early childhood development interventions to elevate the role of early childhood education and development in humanitarian settings.

Play to Learn content aims to support the holistic development of children affected by conflict-related displacement around the globe. Sesame Workshop understands that 1) children everywhere can benefit from learning through play and 2) children living in refugee camps and host communities face particular challenges related to disrupted schooling, educational quality, and exposure to trauma. As such, Sesame Workshop is creating multimedia and print content that leverage learning through play to provide children with early learning opportunities that consider their immediate realities, as well as their long-term development and wellbeing.

Further information can be found at [www.sesameworkshop.org/](http://www.sesameworkshop.org/) and [www.Sisimpur.org.bd](http://www.sisimpur.org.bd)

## ABOUT THE TASK

A foundational element of the Play to Learn program is the creation of short, five-minute video blocks that can be used in humanitarian and development settings across the globe. These video blocks will deliver skills within the domains of Mathematics; Social-Emotional Learning; Environment; and Child Protection, Health, and Safety. Among many other educational materials of Play to Learn project, the Video Blocks are a set of number of short videos that contain specific messages for children aged from 4-6 years. For the purpose of developing the videos Play to Learn has decided to conduct a formative research for understanding the appeal and comprehension of selected contents for the children and their caregivers. The animatic videos of these video Blocks are going to be the content of Formative Test. Four animatic videos will be used for this Formative test.

For doing so, Sesame Workshop is inviting technical and financial proposal from experienced individuals/agencies/research organizations/universities for conducting a formative research for those selected videos.

## OBJECTIVE OF THE Research

The broad objective of this formative research is to assess *appeal* and *comprehension* of the four AV contents tested among the targeted children. Four (04) audio-visual (AV) segments will be tested. These four AVs are developed in 4 areas a. Environment b. Child Protection c. Health d. Safety for the children aged 4 to 6 yrs.

More precisely, the specific objectives of this Formative test are:

* to assess the *appeal* of *specific* audio-visual Blocks animatic content
* to assess the *comprehension* of key messages of these audio-visual contents

\*The list or title of above contents can be changed or modified if SWB feels necessity.

## Research timeline

The project should be completed within one month from the signing of the contract, expected start date 22 December-end of 31December 2020.

## Study location and sample size:

Data should be collected from two (02) different locations of Cox’s Bazar district, one Urban and Rural areas, preferably CXB Sadar and another Upazila. If the schools remain closed for COVID-19 pandemic, the data collector might need to visit student’s homes to collect data ensuring the accurate safety measures and cautions.

At least **16 children** of pre-primary and grade 01 from two different schools (08 girls and 08 boys) of 02 Upazilas should be selected for the research. The research also expects parents/caregivers and teachers’ perspectives. So at least 08 parents/caregivers and 04 teachers should participate during in-depth interview session. The details are in the following table-

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Study Location** | **Pre-primary Children** | **Grade 01 Children** | **Total children** | **Patents/****Caregivers** | **Teachers** | **Total Adult** |
|  | Girls | Boys | Girls | Boys | Male | Female | Male | Female |
| School 01: Urban | 2 | 2 | 2 | 2 | 8 | 2 | 2 | 1 | 1 | 06 |
| School 02: Rural | 2 | 2 | 2 | 2 | 8 | 2 | 2 | 1 | 1 | 06 |
| **Total** | **4** | **4** | **4** | **4** | **16** | **4** | **4** | **2** | **2** | **12** |

## Technical Guidelines

* Four video blocks will be tested (each 5 minutes of duration)
* Research team consists of a lead researcher, enumerators, and field Supervisor
* 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.
* Children will be shown video in small group settings following proper health and safety measures and cautions; the minimum group will be two (02) in number for per school. Data will be collected at home-based setup considering the COVID- 19
* Laptop, mini projector with screen should be made available in the data collection site for showing specific AV *content of Sesame Workshop.*
* Camera should be made available at the data collection site for video recording during viewing the contents.
* Enumerators should be recruited considering their communication skills with children and previous working experience with children. All enumerators must have the speaking skills of Cox’s Bazar local dialect.

## Tasks and Deliverables

| **Major tasks** | **Deliverables** | **Date** |
| --- | --- | --- |
| 1. Prepare an Action Plan with SW
 | Action Plan |  |
| 1. Translation of Data collection tools from English to Bangla (the tools will be provided by SW)
 | Both appeal & comprehensive questionnaire for children. Semi-structured questionnaire for parents/caregivers & teachers  |  |
| 1. Field-test of the tools
 | Tracked changed instruments with observationsPhotos  |  |
| 1. Finalize Tools after Field test
 | Final tools approved by SW |  |
| 1. Organize and jointly facilitate a 2 days’ training
 | All engaged in the research trained. Training report with signed participants list |  |
| 1. Data collection from the filed
 | 1. Filled in questionnaire of 16 respondents
2. Filled in Eyes on Screen (EOS) sheet for 16 respondents
3. Filled in SES questionnaire of the 12 parents/caregivers & teachers
4. Photos and video recording of data collection
 |  |
| 1. Data entry and tabulation
 | 1. Database in SPSS and/or Goggle data sheets for Eyes on Screen (EOS), Socio Economic Status (SES) and Interview questionnaires
2. Recorded videos and audios
3. Frequency tables for all applicable indicators and synopsis of qualitative indicators
 |  |
| 1. Report writing with data analysis, findings, and recommendations
 | A draft report with preliminary analysis and findings  |  |
| 1. Incorporate feedbacks from SW and finalize the report
 | Final and approved report (Soft and Hard copies) |  |
| 1. Present the findings of the Research
 | Presentation in front of the SW audiencePower point presentation  |  |
| 1. Invoice submission with all expected deliverables
 | Invoice and all relevant deliverables.  |  |

## Proposal Components

SWB is requesting to submit the technical and financial proposal following the below aspects like-

**For technical proposal-**

1. Detailed research design including methodology
2. Individual/agency/organization profile
3. Experience of previous relevant works

**For technical 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).

## Evaluation criteria

Proposals will be evaluated based on the following criteria:

|  |  |
| --- | --- |
| Section  | Weightage  |
| Previous relevant experience | 20% |
| Technical Proposal including Research design & methodology  | 40% |
| Financial proposal/Budget | 40% |
| **Total Weightage**  | **100%** |

## Safety measures

SW 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.

## Research ethics

1. **No harm to kid:** At the very outset of the interview, the enumerators should clarity the purpose of the research to the respondents. The enumerators should be well trained on how to treat and communicate with a child during the interview. They will be instructed not to behave in any inappropriate manner that violates the ethical codes. Maintaining social distancing should be a priority due to the COVID 19 pandemic.
2. **Informed consent and child assent:** The teachers if viewing and interview held in schools and the parents/guardians of children if at home should be informed about the purpose of the research. The purpose of the research must also be clarified to the children in a way they understand, and researchers must obtain children’s verbal assent. Any child who doesn’t not want to participate in the research must be excluded.
3. **Privacy and confidentiality:** The interviews should be conducted on school premises or home-based setup. 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.
4. **Compensation:** Children will be given small tokens of *Sisimpur* stickers and bookmarks as gift.

## Submission of the Research proposal

Interested individuals/agencies are requested to send their expressions of interest with a technical and financial proposal through email with the subject line *Proposal for Formative Research on Sisimpur AV Contents* at info.sisimpur@sesame.org by December 13, 2020 (On or before 11:59 PM). Please mention the subject line of the email as follows

For any further queries please send an email to the same email above with the subject line

*Question on RFP for Formative Research on Sisimpur AV Contents*

An ‘Agency Briefing’ session will be held virtually which will be organized by Sesame Workshop Bangladesh (SWB) on **December 08, 2020 on 3.30PM (Virtual).**

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