

**Request for Proposal (RFP) for Monitoring Assessment at the Household level in Chattogram
and Sylhet Division for the
USAID Ujjiban Social and Behavior Change Communication Project**

Ref. No.: CCP/2009/01

Issue Date: 13th September 2020

The Client: Johns Hopkins Center for Communication Programs (CCP)
The identification of the request for proposal is: Ref No: CCP/2009/01 Date of Issue: 13 September 2020
To conduct telephone interviews and share raw data for the “ Monitoring Assessment at the Household level in Chattogram and Sylhet Division for the USAID Ujjiban Social and Behavior Change Communication Project ” Key assignments: Conduct One round of quantitative, rapid telephone interviews (n=2012 per round) with married women of 15-49 years, men (husband of such women), and adolescents 15-19.
The organization shall complete the deliverables as per the ToR timeline .
The Proposal shall be written in the English language.
Financial offer to be in Bangladesh Taka (BDT) and equivalent US dollars (USD) to be mentioned.
Alternative Proposals will not be permitted.
There will be a pre-bid meeting on Tuesday, September 15, 2020 at 11.00 a.m. open for all potential bidders. The meeting will be held via Zoom. Please click on the link below and get connected through Zoom app on Tuesday, September 15, 2020 at 11.00 a.m. Link to meeting: https://us02web.zoom.us/j/9215889520 Meeting ID: 921 588 9520
The Proposal: There should be two completely separate proposals : <ol style="list-style-type: none">i. Technical Proposalii. Financial Proposal

Proposal Submission Time & Procedure:

Technical Proposal:

Please send your Technical Proposal through email as a separate document, and the file name would be “**TECHNICAL PROPOSAL**”.

Financial Proposal:

Please send your Financial Proposal in another separate document, and the file name would be “**FINANCIAL PROPOSAL**”.

The Bid:

Please enclose the **TECHNICAL PROPOSAL** and the **FINANCIAL PROPOSAL** as separate documents, and the subject of the email should be **Monitoring Assessment at the Household level in Chattogram and Sylhet Division for the USAID Ujjiban Social and Behavior Change Communication Project**

Proposal should be submitted to:

Mr. Mehedi Hasan, Grants and Contract Manager, Johns Hopkins CCP,
mehedi.hasan@jhucpbd.com SMC Tower (19th floor), 33 Banani C/A, Dhaka-1213,
Bangladesh

Requesting only soft copy, signed PDF format of the proposal submitted via email at mehedi.hasan@jhuccpbd.com

Separate files clearly named as “Technical Proposal” and “Financial Proposal” must be submitted as attachments via the same email by **20 September 2020; 04:00 p.m.**

Proposals submitted after the deadline will not be considered.

For any query about this RFP, please contact:

Dr. Yasmin Siddiqua

MEL Advisor

Email: yasmin.siddiqua@jhuccpbd.com

General Terms & Conditions:

- a. The bidder shall quote according to the Terms of Reference.
- b. The offer should be valid for completion of data collection by telephone along with data cleaning and report writing, data analysis or the timeline whichever is later.
- c. Income tax (if applicable) will be deducted from invoice/bills as per GoB rules. and VAT Exemption Coupon will be provided by Johns Hopkins Center for Communication Programs instead of VAT Challan.
- d. Payment will be made through Account Payee Cheque or electronic transfer to organization bank account.
- e. The Supplier shall attach the following documents to its proposal / quotation / bid:
 - I. Copy of valid Trade License/RJSC certificate
 - II. Copy of valid TIN Certificate
 - III. Copy of valid VAT Registration

The Johns Hopkins Center for Communication Programs (CCP) is issuing a Request for Proposals (RFP) from qualified research agencies interested in providing services to this project in conducting monitoring assessments for USAID UJJIBAN social and behavior change communications (SBCC) Project in the Division of Sylhet and Chittagong in Bangladesh.

The research agency contract resulting from this competition will run for a period of one year from the date of execution, and may be renewable on an annual basis for additional years, based on performance, resources, and other factors as determined by the Johns Hopkins Center for Communication Programs.

1. Background

The goal of USAID Ujjiban Social and Behavior Change Communication Project (Ujjiban, in short) is to generate demand for and increase the use of high quality, maternal, neonatal, child and adolescent health (MNCAH), family planning (FP), nutrition and tuberculosis (TB) services and adoption of healthy behaviors in Bangladesh. Ujjiban implementation will be through the use of Social and Behavior Change Communication (SBCC) with a focus on Chittagong and Sylhet divisions; and to strengthen the Ministry of Health and Family Welfare's (MoHFW's) SBCC capacity and systems.

In support of its Country Development and Cooperation Strategy (CDCS), USAID has awarded a grant to the Johns Hopkins Center for Communication Program (CCP) to generate demand for and increase the use of high quality MNCAH, FP, nutrition, and TB services in Bangladesh using social and behavior change communication (SBCC). The goal of the Ujjiban project is to increase health care seeking and adoption of healthy behaviors.

Ujjiban will achieve its goal through two overarching objectives:

- a. Increase exposure to and coverage of quality SBCC on key health behaviors, services, and health products, with a focus on Chittagong and Sylhet Divisions.
- b. Strengthen the Government of Bangladesh Ministry of Health and Family Welfare's (MOHFW) ability to plan, develop, implement and evaluate SBCC at the central level and in Chittagong and Sylhet Divisions.

Research Purpose:

Since March 2017, Johns Hopkins Center for Communication Programs-Bangladesh (CCP/Bangladesh) has been implementing the United States Agency for International Development (USAID)-funded Ujjiban Social and Behavior Change Communication (SBCC) Project in Sylhet and Chattogram divisions in Bangladesh. The project uses SBCC to positively influence Bangladeshi people's health and wellbeing, with a specific focus on Chattogram and Sylhet divisions. During this period, the project has focused on 1) capacity and system strengthening in the Ministries of Health

and Family Planning through training and technical assistance, and 2) SBCC activities, including dissemination of messages via multiple media channels as well as innovative social mobilization activities. These activities include, for example, community and national-level radio, interpersonal communication (IPC) training, a television drama, web series, a travel show, Public Service Announcements (PSAs), developing and maintaining social media pages including Facebook and Youtube, a digital billboard, and a branded vehicle campaign. United under the Ujjiban umbrella campaign, these activities were designed to generate demand for and increase the use of high quality maternal, neonatal, child and adolescent health (MNCAH), family planning (FP), nutrition and tuberculosis (TB) services and adoption of healthy behaviors in Bangladesh.

The Ujjiban Project, as part of their performance monitoring, will conduct assessments with three types of participants: married adult women of reproductive age (15-49 years, who are either nulliparous or have at least one child under 5 years of age), adult men (15 years or older, married to adult women of earlier mentioned criteria), and unmarried adolescent boys and girls (15-19 years). These quantitative assessments will be used for programmatic monitoring to assess exposure to program activities, recall of messages, and changes in knowledge, attitudes, and/or behaviors related to MNCAH, FP, nutrition, and TB. Results will be used to inform future programmatic activities and to examine progress over the programmatic period.

The present document forms the RFP through which the project's Monitoring, Evaluation and Learning (MEL) team is inviting well-known research agencies in Bangladesh to submit their Technical and Financial proposals to conduct the monitoring assessments, which is detailed out in the following sections.

Research Objectives:

The objectives of the monitoring assessments are, to:

- Assess reach of intended audiences by project activities and communication messages;
- Assess message recall among intended audiences;
- Monitor changes in knowledge, attitudes, and/or behaviors related to MNCAH, FP, nutrition, and TB

Methodology:

The monitoring assessments will comprise of two rounds, first round to be launched in September 2020 and second round in February 2021. In each round, there will be four modules of questionnaire to be conducted with specific categories of women:

- 1) Module 1 will be conducted with married women (15-49 years, with children under 5 years) and married men (15+ years) and focused on exposure to program activities, recall of messages, and changes in MNCAH-related behaviors;
- 2) Module 2 will be conducted with married women (15-49 years, nulliparous or with children under 5 years) and married men (15+ years) and focused on exposure to program activities, recall of messages, and changes in FP-related behaviors;
- 3) Module 3 will be conducted with married women (15-49 years, nulliparous or with children under 5 years) and married men (15+ years) and focused on exposure to program activities, recall of messages, and changes in nutrition and TB-related knowledge; and

- 4) Module 4 will be conducted with unmarried adolescent girls and boys (15-19 years) and focused on exposure to program activities, recall of messages, and changes in adolescent health and nutrition-related behaviors.

The monitoring assessments will be conducted using short questionnaires, administered by phone, to participants living in two divisions: Chattogram and Sylhet. The participants for the assessment need to be contacted over phone from a list of de-identified phone numbers of individuals living in upazilas from each of the divisions. A successful application will detail the sampling approach and steps taken to randomly select participants from the list and to reach the sample sizes across divisions as outlined below. The final sampling approach will be approved by CCP/Bangladesh prior to the beginning of data collection.

For each module and each round, samples of married women, married men, and unmarried adolescents will be selected without replacement. As a result, married women, married men, and unmarried adolescents will participant in maximum one phone-based interview per round.

The maximum total number of participants in rapid assessments are summarized in the table below.

Round 1		Sylhet	Chattogram	Total
Module 1: MNCH	Married women	168	168	336
	Married men	84	84	168
Module 2: FP	Married women	168	168	336
	Married men	84	84	168
Module 3: Nutrition and TB	Married women	168	168	336
	Married men	84	84	168
Module 4: Adolescent health and nutrition	Unmarried male adolescents	125	125	250
	Unmarried female adolescents	125	125	250
Round total		1006	1006	2012

Round 2		Sylhet	Chattogram	Total
Module 1: MNCH	Married women	168	168	336
	Married men	84	84	168
Module 2: FP	Married women	168	168	336
	Married men	84	84	168
Module 3: Nutrition and TB	Married women	168	168	336
	Married men	84	84	168
Module 4: Adolescent health and nutrition	Unmarried male adolescents	125	125	250
	Unmarried female adolescents	125	125	250
Round total		1006	1006	2012
Total across 2 rounds		2012	2012	4024

Data Collection:

Previous experience in gathering data by telephone is essential. All data will be collected by telephone. The Ujjiban project will provide the translated questionnaire (in Bangla) and will provide training to the data collectors virtually on research ethics, interview techniques, and data collection tools. All data collectors must participate in the virtual training led by the Ujjiban project. This training will include information on ethical interactions with participants as well as information on the project, the monitoring questionnaire, and collecting data via phone. Applications must outline the COVID-19 prevention strategies necessary and how the safety of interviewers will be protected during training and data collection.

Each round of data collection should not take place more than two weeks. On average each interview is expected to take around 30 minutes to complete.

The successful applicant will outline how data will be stored securely (e.g. stored on an encrypted, secure server during data collection by the research agency). Data will be transferred to the Ujjiban Project for storage on an encrypted, secure server (OneDrive). All data collected will be de-identified and will be used exclusively for the purposes of monitoring programmatic activities led by Ujjiban.

CCP will provide the agency a structured questionnaire. Following the training described above, the questionnaire will be pre-tested prior to beginning any data collection.

2. Scope of work and expected outputs:

This Request for Proposal is announced for conducting the monitoring assessment at household level in Chittagong and Sylhet division which will help to assess reach of intended audiences by project activities and communication messages; assess message recall among intended audiences and monitor changes in knowledge, attitudes, and/or behaviors related to MNCAH, FP, nutrition, and TB

Agencies must bid for one round of the assessment. However, CCP reserves the right to award for the round to an agency based on its strengths and experience. The scope of work and deliverables includes:

- Recruit, train, supervise and monitor the data collection team (Telephone Interviewers & Supervisors) during the data gathering period. CCP will lead the training for data collectors.
- Pre-testing data collection tools
- Finalization of data collection tools following pre-testing
- Development of a data collection plan with logistics (Cell phone, charger etc.) and timelines
- Implement rigorous quality assurance processes throughout the research project to ensure robust, error-free and validated data for statistical analysis.
- Enter and clean the data.
- Submit clean data to CCP MEL for their review.
- Submit cleaned and labelled data set, including all variable and value labels, in SPSS to the CCP MEL team.

The selected agency is expected to adhere strictly to CCP's IRB guidelines for both the rounds of the assessment.

Proposal Requirements

All bids should be typewritten and presented in the following format:

Cover letter: A one-page cover letter signed by a responsible official of the bidding agency. The letter should contain the name, mailing address, telephone number and other relevant contact information of the bidder;

Introduction: A brief overview of the assignment as understood by the bidder and a brief statement of the bidder's overall technical approach

Technical Proposal:

Detailed Technical Proposal: A detailed plan for accomplishing the tasks described in the Scope of Work, including a detailed description of the proposed methodology and sampling process

- Plan to address sampling requirements,
- Selection and recruitment process for interviewers,
- Training plan for data collection teams (telephone interviewers and supervisors)
- Outline of the COVID-19 prevention strategies to be taken and how the safety of interviewers will be protected during training and data collection
- Contingency plans such as in case of one interviewer gets dropped due to unavoidable circumstances
- Procedures to ensure rigorous, high quality data,
- Data processing,
- General data management and storage approach, including type of data management software
- A timetable for completion of major activities (including persons responsible for each activity, completion dates and a schedule of delivery), and
- Brief overview of the qualifications and experiences of proposed staff together with each individual's proposed position

Financial Proposal:

Financial proposal and budget justification: A detailed budget (in BDT and USD) and budget justification for completing activities proposed under the technical proposal.

We expect the financial proposal to include (but not limited to):

- Fee for consultant(s), supervisors, interviewers etc.,
- Training and pilot testing costs,
- data collection costs (telephone bill, internet etc),
- Data processing costs,
- Supplies,
- Logistical costs,
- Agency overheads and management fees,
- Any and all applicable taxes, and

- Payment terms

The budget justification should provide a description of how the costs were determined. Points will be awarded for thoroughness of budget as well as reasonableness of cost. As CCP prefers to award a fixed price contract, bidders should ensure that their cost proposal constitutes a firm and reasonable reflection of all costs associated with implementing the proposed program assessment.

Data Quality Assurance:

A clear description of how data quality will be ascertained in each round of the assessment. The proposal should anticipate and suggest solutions to possible stumbling blocks in key phases in the assessment. Enumeration of primary challenges in assuring data quality and proposing solutions to overcome or minimize these challenges will be especially welcomed by the review committee. The review committee will evaluate the contracting agency's ability to name, anticipate, and foresee challenges to data quality in an honest and forthright manner.

The technical proposal, as outlined above (and excluding the cover letter and introduction), should be limited to no more than 10 pages (single-spaced, size 12 font, 1-inch margins). The following items do not count toward the page limit.

The selected research agency will work closely with CCP's Monitoring, Evaluation, and Learning (MEL) team to ensure the highest standards of data integrity and quality assurance processes are followed throughout the research study. Senior members of CCP team will provide guidance and oversight for following areas:

- Review and approval of sampling methodology and the selected samples
- Participation in the process for selecting and training the field staff and monitoring their work
- Review and approval of data quality assurance, processing, and cleaning plans
- Review and approval of the cleaned data set

Research agency need to highlight in the proposal the steps and processes to be followed to ensure highest standards of data integrity and quality assurance for this assessment. A quality assurance plan must be included in the submission. Use of modern technology for real-time and innovative survey monitoring systems will be considered as an advantage for agencies.

Capability statement (maximum three pages) and CVs of key personnel: Background and other relevant information that qualifies the Contracting Agency to undertake such an assignment must be included. The bidder must also indicate the individual staff members to be assigned to the project and include the CVs of key personnel. Of special interest to CCP is the capacity and experience of personnel who have conducted similar studies in the past.

Annexes: Any documents, such as curriculum vitae, or other information, that the bidder feels will assist proposal review team in evaluating the proposal, may be attached as annexes.

References: A list of three former or current clients for whom similar work has been done, together with their addresses, telephone numbers, and name of contact person.

Deadline for submission of technical and financial proposal is September 20, 2020. The

assignment will need to be completed within 3 weeks

3. Rights

Johns Hopkins Center for Communication Programs is the exclusive owner of all data and materials produced from these assessment activities.

4. Qualifications or Specialized Knowledge/Experience Required

- Previous experience in gathering data by telephone is essential since the data will be collected by telephone.
- The agency must have the capacity to complete each round of data collection within two weeks.
- Agency's telephone interviewers must have the skill to conduct each interview (through telephone) within 30 minutes.
- The applicant must outline how data will be stored securely (e.g. stored on an encrypted, secure server during data collection by the research agency).

5. Payment

Agreed fee will be payable within one month of receipt and approval of products by Johns Hopkins Center for Communication Programs.

- Invoice/ receipt must be included with the evidence of deliverables
- Payment will be made in three installments only for work satisfactorily completed and accepted by Johns Hopkins Center for Communication Programs.
- First pay (30 % of the total value of contract) due upon Recruitment of the telephone interviewer, data collection plan with timeline and the training for the interviewers
- Second payment (30% of the total value of the contract) due upon completion of Data collection, submission of initial data for approval from MEL team JHUCCP
- Final payment (40% of the total value of the contract) upon submission of final data and field report .

6. Application Procedure

Interested applicants are required to submit the following:

- Separate technical proposal having the necessary components to show the work and competence of the agency to execute the assignment.
- Separate and clear financial proposal breakdown showing expenses in detail.
- Examples of the research agency's engagement in similar activities earlier.
- The proposals must be submitted in separate email (the technical proposal in one document and the financial proposal in another document) but both documents attached in one

mail. (Hard copies can be requested to submit upon necessity).

- **Proposals received after the deadline will NOT be considered under any circumstances.**
- CCP reserves the right to add or delete information, or otherwise amend the contents of this RFP during the period of preparation of proposals. CCP reserves the right to extend the period specified for presentation of proposals.
- All written responses to this RFP must be submitted electronically through e-mail no later than 12:00 p.m. BST on Sunday, 18 September 2020 to:
Mr. Mehedi Hasan, Grants and Contract Manager, Johns Hopkins CCP, Email: mehedi.hasan@jhuccpbd.com SMC Tower (19th floor), 33 Banani C/A, Dhaka-1213, Bangladesh
- All proposals, once submitted, shall constitute firm offers and may not be retracted for a period of ninety (90) days following their submission. It is understood that bidders assume the cost of preparation and submission of proposals.

7. Evaluation of BIDs and Selection Process

Johns Hopkins Center for Communication Programs may select several production Research Agencies based on this Request for Proposal (RFP). This selection will pre-qualify the research agency to work with Johns Hopkins Center for Communication Programs.

For pre-qualification, a Proposal Review and Selection Team will review and evaluate company submissions and select a yet-to-be-determined number of Research Agencies for pre-qualification.

Prequalified Research Agencies may then be selected by the team to produce/deliver specific services according to task orders that will be issued as per need. These task orders will define the scope of work, timetable, and price (according to prices agreed during pre-qualification) of the products and/or services being requested.

Johns Hopkins Center for Communication Programs will rate proposals based on the following evaluation criteria:

	Criteria	
Technical	1. Concept /Organization of the proposal	a. Clarity and organization of the proposal
		b. Adherence to submission instructions
	2. Quality of technical proposal	a. Detail of the sampling strategy
		b. Inclusion of appropriate quality assurance measures
	3. Experience and qualification	a. Relevant organizational research experience (quantitative research)

		b. Experience with telephone interviews
		c. Experience of proposed lead researcher and study coordinator
	4. Proposed plan of action and timetable	a. Detail of workplan with weekly timeline
		b. Comprehensiveness of implementation plan
Financial	Budget	a. Budget comprehensiveness and alignment with planned work
		b. Quality of budget justification narrative
Total		

Only technical proposals which are complete and receive a minimum of **50** points in the technical evaluation will be considered further for financial evaluation.

A. Notice of Non-binding RFP

Johns Hopkins Center for Communication Programs reserves the right to reject any and all bids received in response to this RFP, and is in no way bound to accept any proposal. Johns Hopkins Center for Communication Programs additionally reserves the right to negotiate the substance of the finalists' proposals, as well as the option of accepting partial components of a proposal, if appropriate.

B. Confidentiality

All information provided as part of this RFP is considered confidential. In the event that any information is inappropriately released Johns Hopkins Center for Communication Programs will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this RFP will be held as strictly confidential, except as otherwise noted.

C. Right to Final Negotiations on the Proposal

Johns Hopkins Center for Communication Programs reserves the right to negotiate on the final costs, and the final scope of work.

a. Recourse

Johns Hopkins Center for Communication Programs reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/outputs are incomplete, not delivered, or for failure to meet deadlines.

9. Validity

Proposals shall remain valid and open for acceptance for 90 days after the closing date.

Unacceptable:

The following proposals will not be considered or accepted:

- Proposals that are received after the proposal closing time at the specified receiving office and/or via email.
- Incomplete proposals.
- Proposals that are not signed.

Completion:

Proposals must be submitted on official letter head of the organization or firm and must be signed by a principal or authorizing signatory of the Research Agency.

It is the applicant's responsibility to understand the requirement and instructions specified by Johns Hopkins Center for Communication Programs. In the event that clarification is necessary, applicants are advised to contact the requesting office, prior to making their submission.