



Terms of References (ToR)

Securing Green Transition of the Textile and Readymade Garments Sector in Bangladesh

Implementation
of
Nation-wide Firm Level Primary Surveys
Key Informant Interviews (KIIs)
Focus Group Discussion (FGD)

Centre for Policy Dialogue





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I. Background of the Study

The Centre for Policy Dialogue (CPD) is implementing a programme titled “Securing Green Transition of the Textile and Readymade Garments Sector in Bangladesh”. As part of this programme, the CPD will conduct research based on firm and worker level primary information collected through field survey, KIIs and FGDs and build a firm level extensive database to facilitate the integration of research evidence into policy. Hence, the CPD is seeking to recruit a survey implementation firm (henceforth the Consultancy firm) to implement the survey in Bangladesh.

II. Objectives of the Primary surveys, KIIs and FGDs

- To generate a firm-level database (Including worker and supervisors) on the extent (key barriers and drivers) of green transformation and effect of green technology adoption/ automation on the risk/job opportunity skilled and unskilled labor, particularly women and youth.

III. Firm Level Survey, KIIs and FGDs: Survey, Technique and Coverage

Scope of Work

The selected applicant will collect primary information through field surveys, Key Informants’ Interviews (KIIs), and Focus Group Discussions (FGDs) of a few selected sectors from various regions of Bangladesh. The selected applicant will deliver all activities related to the primary survey, KIIs, and FGDs including data cleaning and processing and preparing a synopsis report of the surveys, KIIs, and FGDs as per following survey plan, technique and coverage.

Firm Level Survey

The programme places significant emphasis on robust data collection through an extensive structured survey questionnaire from randomly selected RMG and Textile factories. The main body of the survey questionnaire is designed to collect information from the senior managers and/or firm owner. Managers and/or owners from a total number of 450- 500 firms (Target) are expected to be interviewed. The unit of analysis is ‘RMG and Textile Factory’, defined as a physical location or place of business with its own management decisions and cost/revenue accounting. The survey aims to reach a national representative sample of firms in each of the two sectors. The size, sectoral and geographic coverage of the surveys are subject to change and the final sample design will be decided through a consultation process. Interviews are expected to be carried out by means of face-to-face surveys using Tabs and Survey CTO (Can suggest alternatives). The questionnaire will be divided into parts to identify and source information from the right respondent(s) for each part of the questionnaire. Some parts of the questionnaire may be better answered by the environment/ compliance/ sustainability manager (on green technology adoption, procurement and green transition), or the supply chain manager (question on procurement/supply chain) or the accountant manager of the factory (basic balance sheet and performance), or human resources manager (questions on jobs/recruitment). In the case of SMEs interviews will most likely be with the owner-manager.

Worker Level Survey

RMG and textile workers will be surveyed along with owners and managers. Around 25-30 workers and 5 supervisors will be selected randomly using a full roster of workers from each factory. Workers and supervisor survey will be conducted in each factory facility using tablet base self-administered survey instruments.

Sampling frame, Sampling and Stratification

A sample frame database will be prepared using all available sources – Business Directory 2013/2019; the member lists of BGMEA and BKMEA, including attempt will be made to collect list of non-member RMG and textile factories to include in the sample frame. The Survey sampling methodology will be designed to generate a representative sample that can substantiate inferences for the entire country. The sampling methodology will be designed to generate the necessary sample sizes per industry to conduct statistically robust analyses with levels of precision at a minimum 7.5% precision for 90% confidence intervals for estimates of population proportions (percentages) of all variables asked as proportions (percentages), at the industry level. The factories will be stratified by sector, size, and location. The sample will be distributed across three (3) size categories based on the number of employees: $5 \leq \text{small} < 20$, $20 \leq \text{medium} < 100$ and $\text{large} \geq 100$. Tentatively, the firms can be distributed over four locations: Dhaka, Chittagong, Rajshahi and Khulna. The final decision of how the sample is determined, and distributed across industries, size categories and locations will be made by the investigators through a consultation process.

Piloting and Finalization of Questionnaire

Before the training and the surveys are launched, piloting of the questionnaires will be done on a selection of 10-15 factories, using CAPI that will also test the data entry system and the CAPI script. In addition, these interviews must be timed to ascertain the length of implementing the questionnaire. Questionnaires will be revised and finalized as necessary based on the pilot survey results, where the need for further revisions and adaptation will transpire, in agreement with the donor.

Contact Development, Screening and Replacement/Substitution

Prior to the Questionnaires used to carry out interviews, a screener questionnaire (the “Screener”) will be used to determine if a factory is eligible to be included in the survey. The Screener is designed to be implemented over the phone. However, for those cases where phone communication is not feasible, the only other option is to contact in person.

CAPI Equipment and Software

As indicated earlier, the data will be electronically collected using tablet computers running on an Android platform and it will be uploaded to a server daily allowing for remote quality control and tracking study team. Hardware and software to be used are mentioned below: We propose to use SurveyCTO (can suggest alternatives) for conducting this survey.

Implementation manual and Training of Trainers, Enumerators and Survey Managers

A survey implementation manual will be developed and associated adjustments to the implementation manual and training program for interviewers and field operators along with survey trainers and managers will be made upon completion of the adjustments to the instruments.

Key Informant Interviews (KIIs)

At least 60 Key Informant Interviews (KIIs) will be conducted in over four locations: Dhaka, Chittagong, Rajshahi and Khulna with industry professionals in corporate social responsibility (CSR), environmental protectionist, sustainable development and compliance managers/officers and ecology-friendly performance officers.

Focus Group Discussions (FGDs)

Eight (8) Focus Group Discussions (FGDs) will be conducted in over four locations: Dhaka, Chittagong, Rajshahi and Khulna with key actors, influencers, workers, managers and key industry association members.

IV. Survey Fieldwork

The survey firm is responsible for writing, getting approval of, and sending letters and/or e-mails, making phone calls, setting appointments, visiting in-person, and otherwise making attempts to secure high levels of participation. Fieldwork is needed to complete the interviews, substantial effort and resources should be allocated to the preparation and logistics before the fieldwork begins. The survey firm will be required to work with local business associations and similar institutions to ensure broad-based participation in the survey, to guarantee access to the senior managers, and to maximize participation and response rates to each question. The CPD can help provide support such as official letters from the Government/business association in case it may increase firms' participation. The survey firm is expected to collect and verify phone number, address and email addresses of all interviewed factories, whenever available. Verification can be done by sending a follow-up thank you email. In the case of bounce-backs or invalid emails, the survey firm is expected to provide corrected email addresses. GPS coordinates of the interviewed factories needs to be collected.

V. Interview completion

This is determined by the CPD study team by taking into consideration the number of completed interviews and the quality and comprehensiveness of the data gathered from these interviews. For a survey to be complete, the large majority of the relevant information, including the accounting data, must be obtained and entered into the data base. No questions should be left blank except the ones skipped due to correctly applied skip patterns. The integrity and accuracy of the data are vital. The Consultant will establish procedures to check the quality of the interviews. At least ten percent (10%) of the completed interviews will be back checked by telephone by the Consultant; the proportion of callbacks will also depend on the quality control feedback provided by CPD. Managers of the survey will randomly check enumerators and accompany interviewers on some interviews. Representatives of CPD may accompany survey teams to monitor effectiveness, ensure quality and check for progress in the field.

VI. Data Entry, Format and Sharing

The survey firm will also provide the collected data at five predefined stages during the data gathering/entry process for consistency check and quality control. The first set will be delivered after ten percent (10%) of the total number of interviews have been completed and entered into a data base. The second set will be delivered after twenty-five percent (25%) of the total number of interviews has been completed. The third set will be delivered after fifty percent (50%) of the

total number of interviews has been completed. The fourth set will be delivered after seventy-five percent (75%) of the total number of interviews has been completed. The final set will be delivered after completion of one hundred percent (100%) of the interviews. The survey data will be delivered to the CPD in STATA electronic format.

VII. Data Quality and Non-Participation

In order to ensure data quality and consistency, a survey data quality control procedure is in place. The first checking of the data will be completed and documented by the Consultant

- There are no errors in variables codes, questionnaire flow, skip patterns, number of missing values, etc.
- There is no “double counting
- Monitoring of collected data
- Flagging implausible data
- There are no errors in data’s logical consistency or outliers
- Checking for speedster data, straight-line answers, etc.

In addition, information will be kept on the sampling frame as regards the status of all the firms, so that we can distinguish between firms that have: (i) been contacted and refused, (ii) been contacted and accepted; (iii) been contacted but without a conclusive response; (iv) been contacted and not appropriate (out of business, not eligible, never answer the phone etc.), and (v) not been contacted at all.

VIII. Deliverables

The selected applicant will collect primary information through field surveys, Key Informants’ Interviews (KIIs), and Focus Group Discussions (FGDs) of a few selected sectors from various regions of Bangladesh. The selected applicant will deliver all activities related to the primary survey, KIIs, and FGDs including data cleaning and processing and preparing a synopsis report of the surveys, KIIs, and FGDs.

Specific deliverables will be as follows:

- Identify and select geographical areas, groups/individuals for undertaking the primary survey, KIIs and FGDs in collaboration with the CPD study team;
- Assemble appropriate sampling frames, propose sampling strategy, must be approved by the CPD. The survey firm will also report the design weights and the ex-post weights adjusted by non-eligibility in the sampling frame and include them in the final data set.
- Provide tables with the universe population figures. The tables will summarize the total number of factories that are in a specified location, size, and industry
- Provide the finalized codebook and questionnaire manual (Including Translations)
- Engage qualified enumerators for conducting the primary surveys, KIIs, and FGDs.
- Conduct training of the enumerators based on the questionnaires prepared by CPD;
- Supervise and monitor enumerators in order to ensure quality and standard of data to be collected by the enumerators;
- Conduct pilots the surveys on 10-15 companies prior to launching the surveys.
- Provide weekly Data Quality and Non-Participation and Progress Reports that include summary of data quality, response rates differentiating between refusals and problems with the sampling frame in a format
- Provide the survey data to the CPD in appropriate format as per data sharing mentioned above

- Undertake repeat survey by the enumerators if necessary, in order to ensure accuracy and authenticity of data to be collected by the enumerators;
- Provide regular Staffing Reports noting any changes in staffing
- Design the structure of data entry by using appropriate software as suggested by the CPD study team;
- Compile and do the entry of the survey data as per the design frame and software suggested by the CPD study team;
- Undertake coding and cleaning of the data after data entry.
- Take necessary measures to ensure the accuracy of data entries and apply appropriate scrutiny tools for corrections of data as required;
- Provide the CPD with a clean labelled database comprised of a total of all completed interviews in separate database files for each industry surveyed. The database will be in the STATA electronic database format. The database will contain all variables included in the questionnaires, following the codes included in them. Each factory should have a unique numeric identifier including the location information of each interviewed firm: name, address, GPS coordinates, phone number, fax number, email/web address, name of the person interviewed and his/her position and year of service in the organization, title in the firm. Each firm will have a unique alpha code identifier.
- Prepare a synopsis report based on the primary surveys, KIIs, and FGDs conducted as per the outline provided by CPD and provide quality control feedback.
- Prepare a technical report, in English, on the data describing all codes, sampling biases introduced in the survey implementation and other pertinent information for researchers. The report will cover observations/experiences arising from the survey and the methodology employed. Any data changed or removed in the “cleaning” process other than through clarification with the responding establishment will also be reported.

IX. Confidentiality and Data Ownership

The survey firm will ensure security and confidentiality of the completed questionnaires and safeguard the confidentiality and privacy of the collected information. The survey firm will protect the confidentiality of establishments and individuals participating in the survey at all stages. All data is confidential and the property of the CPD.

X. Timeline

The timeline for completing the aforementioned deliverables will be from 1th March 2022 to 30th July 2022.

Timeline of Deliverables

Task	Est. Completion Date
Sample frames are built and tested	March 05, 2022
Translation of all survey materials	March 10, 2022
CAPI script building	March 15, 2019
Questionnaire pilot and finalization	March 20, 2019
Enumerator Training and other Preparatory Work	March 25, 2019
Interview and data collection started	March 26, 2022
10% data collected	April 07, 2022
Observations, Monitoring and Quality Report	April 10, 2022
50% data collected	May 10, 2022

75% data collected	May 30, 2022
100% data collected	June 20, 2022
Final Cleaned Dataset Delivered	June 30, 2022
Final implementation (Synopsis) reports	June 5, 2022
Final Technical Report with Data tables	June 20, 2022

XI. Eligibility (For Technical Evaluation)

The applicant will have:

- At least 5 years of professional experience in academic, development and action research, analysis;
- At least 3 years' experience in conducting similar types of surveys applying similar methods;
- The applicant needs to have clear understanding on the issues of the research and communication ability with the participants of the survey;
- The applicant needs to have adequate number of qualified human resources;
- The applicant needs to have adequate number of *Tablets or Smart Phones (compatible to operate required applications and fully functional)* in order to collect accurate information;
- At least three (3) similar type of completed work in the development field, mentioning the survey quantity and value;
- The applicant requires to declare that he/ she/ the firm does not have any conflicting interest / affiliation with CPD or CPD employees in any means;
- The applicant should have competence in drafting reports in English.

XII. APPLICATION REQUIREMENT

The applicant must submit the following documents alongside a Technical Proposal along with the survey implementation strategy and a GANTT CHART and Financial Proposal (including VAT and TAX) separately:

- Maximum 2-page profile highlighting primary survey and KII related assignment along with client name, contract person and contact details;
- CV of the Lead Consultant (who will lead the assignment) – Maximum 2 page highlighting related assignment completed, role in the completed assignment;
- Other Team members (who will be involved in the assignment) one paragraph short CV highlighting related assignment completed and role;
- Firm's/Individual's TIN and VAT registration etc. (required only for firm);
- Technical Proposal (maximum three to four pages) according to the ToR, task to be accomplished as well as draft survey design and plan;
- Bank solvency certificate.

Financial Proposal: The financial proposal should provide as per following format for services rendered.

Line item	Unit	Per unit cost	Total cost
Consultant (s)			
Supervisor			
Enumerators			
Training of the enumerators			

Transportation for intercity (survey purpose travel)			
Per diem (accommodation, food, incidentals etc.)			
Digital logistics (use of tab, internet etc.)			
Others, e.g. Hand sanitizer, masks and other health kit for COVID-19			
Overhead (only in case of a firm; max 10%)			
TOTAL			

XIII. FINANCE-RELATED SPECIAL NOTES

- All payments for the vendor will be made through Account Payee Cheques/Bank transfer in favour of the vendor.
- CPD will deduct TDS from the billed amount as per Section 52AA, Income Tax Ordinance 1984.
- The vendor will need to provide CPD Mushak-6.3 with the bill at 15% rate, as per Statutory Regulatory Order (SRO) 149/20.
- CPD will deduct 15% VAT from the billed amount, as per VAT laws
- The vendor will need to produce original invoices/bills for each delivery made under ToR within this contract period.

XIV. HEALTH MEASURES

There are health risks in conducting such surveys during the ongoing COVID-19 pandemic. Hence, strictly following health guidelines is mandatory to avoid the risk of spread of the virus.

In view of the situation, the following information should be shared along with the proposal from potential applicants:

- The organisation's health policy;
- Specify if the applying organisation has a group health insurance or not. If yes, please share the relevant documents;
- Each individual affiliated with the applicant firm/individual in conducting these primary surveys and KIIs, should have a minimum coverage of BDT 2 lac group or personal life insurance;
- In case of individual applicant for the task, health insurance will be needed along with the application;
- If the individual applicant engages other human resources for the primary survey or the KIIs, health insurance of those human resources will also be needed;
- Outline the health protocol that will be observed during travelling of the consultant(s) and also for participants travelling to survey venues.
- Elaboration of how these health guidelines will be implemented;
- CPD will not be liable for any health hazard and/or accident of the consultants and/or participants of the primary surveys.

Hard copies of the proposal can be sent to CPD office.

Address:

Centre for Policy Dialogue (CPD)



House-40/C, Road-11 (new)
Dhanmondi, Dhaka-1209, Bangladesh

Or, email your proposals to:
cpd.quotation@gmail.com

Contact:

For further information on Study Related (Technical) Issues (Contact by 10, February 2022):

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Application closing date: 22 February 2022