

Terms of References (ToR)

For Conducting the Survey as part of the study titled
Women in the Agriculture Sector of Bangladesh: How do they contribute
and what is the value?

Undertaken by

Centre for Policy Dialogue (CPD), Dhaka, Bangladesh

27 August 2025



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for

Conducting the Survey as part of the study titled “Women in the Agriculture Sector of Bangladesh; *How do they contribute and what is the value?*”

1. Background and Rationality of the Study

Agriculture is one of the key sectors contributing to economic growth, poverty reduction, and employment generation in Bangladesh. Agriculture sector contributes 11.37 per cent to the national GDP and accounts for 44.43 per cent of total employment (BBS, 2024). Notably, women constitute a substantial proportion of the agricultural labour force, representing approximately 57.70 per cent of total employment in the sector (BBS, 2024; Glazebrook et al., 2020).

In the agriculture sector, women are engaged from sowing to harvesting, as well as in livestock rearing, food processing. They work as cultivators, assistants to male cultivators and agricultural workers. But despite their significant contribution to the sector, their work often remains invisible and is not acknowledged in official economic valuations (Sarker, 2020). It is often treated as an extension of their unpaid household work. Especially, in rural areas, women are considered as unpaid family workers, spending 3.1 hours per day on farm work in addition to their household activities. They are even excluded from the buying and selling of the final product that they help produce undermining their financial decision making, hence reducing economic independence (Manusher Jonno Foundation [MJF], 2020).

Women working in the agricultural sector already face several barriers, including social norms and customary laws depriving them from access to land, livestock, work, education, extension services, financial support, and modern technology. This gender gap restricts their productivity and burdens the agricultural sector and economy. These disparities are reflected in Bangladesh's Women's Empowerment in Agriculture Index (WEAI) score of 0.66 with a 5DE score indicating that 75 per cent of women are not empowered and a GPI score indicating that 61.22 per cent of women do not have gender parity (Biswas et al., 2022; MJF, 2020).

Majority of this inequality arises from how work is officially classified, as only paid work is considered visible work. Even though agricultural work consumes sizeable portion of women's time and energy, without formal recognition in measures like GDP, this significant work remains invisible, resulting in undervaluation of women's contribution, lack of institutional support, and persistent gender inequality (Biswas et al., 2022). This exclusion manipulates our views on economic productivity and further deteriorates marginalisation of women who conduct this work. Therefore, valuation of women's unpaid work in the agricultural sector is more than just a statistical adjustment, it is a right step towards gender equality and sustainable development. Formal recognition, would economically empower women, increase their visibility in labour statistics, strengthen their social independence, and give them greater control over their time and resource allocation.

Several studies have already confirmed that women's contribution to GDP increases exponentially when unpaid work is accounted. For instance, in Nepal, accounting for unpaid work, women's share of household income increased significantly from 27 per cent to 56 per cent in 2006 (Shrestha et al., 2008). Similarly, in India, women's unpaid work is estimated to be equivalent to about 61 per cent of GDP (Choudhary, 2009). Another study showed that women's

unpaid household work was equivalent to 76.8 per cent of GDP in FY2013-14 in Bangladesh based on the replacement cost method, and 87.2 per cent based on the willingness-to-accept method. Khatun, et al. (2015) found that women, on an average, spent about 7.7 hours on non-SNA work daily, three times more than men.

Typically, women's unpaid work consists of domestic chores, community volunteering, caregiving, and subsistence farming. While a growing body of research has already covered valuation of women's unpaid work in other domains both in local and global context (Khatun et al., 2015; Raihan et al., 2016; Sen et al., 2022 among others) none of them have exclusively focused on women's unpaid work in agriculture and its valuation.

2. Objectives of the Study

Firstly, the core objective of this study is to estimate the economic value women generate through unpaid agricultural work in Bangladesh, with an opportunity to explore their formal recognition in the national income. Secondly, the study will identify the supporting factors for recognising women's unpaid work in the agricultural sector. Thirdly, the study aims to explore whether the use of modern technologies, particularly digital tools, enhances women's agency in agricultural production as well as household decision-making. Finally, the study aims to assess whether access to critical resources such as land ownership, digital technology, knowledge, and agricultural credit strengthens women's empowerment, especially in domains related to production decisions, income use, and leadership.

3. Geographic Focus

As part of the study, a primary household survey will be conducted across 8 administrative divisions in Bangladesh. A two-stage stratified cluster sampling method will be used in this survey to ensure accurate and policy-relevant insights.

Based on the proposed survey design, in the first stage, Primary Sampling Units (PSUs) are selected based on Enumeration Areas (EAs) under the sampling frame derived from the second zonal operation of the Population and Housing Census 2022 by the Bangladesh Bureau of Statistics (BBS, 2023). Each EA serves as an operational PSU in this survey. In the second stage, households will randomly be selected within each selected PSU for interview. The data will be collected for each member aged 15 years and above from the selected households from the interview.

4. Methodology

The study will follow a mixed-method approach, using both qualitative and quantitative tools and techniques. All qualitative and quantitative data should be collected through the assessment and disaggregation by region, area, age, sex, and additional relevant domains. This will include collecting:

Quantitative data: A total of 2000 households will be surveyed across Bangladesh. Sampling for the household survey will be designed to be nationally representative and also representative at urban and rural levels. As mentioned above, the survey should use the Population and Housing Census 2022 frame. Again, a two-stage stratified cluster sampling method will be followed to ensure the national representation. The consultants are requested to propose a robust sampling

method in their proposal. The sampling method will be finalised after consultation with selected survey firm.

Qualitative data: The survey firm should use qualitative approaches and tools, such as Focus Group Discussions (FGDs), Key Informant Interviews (KIIs), and case studies to understand women's perceptions regarding the unpaid work, their access to critical resources and digital tools, and their decision-making ability at the household level.

A total of 16 FGDs (tentative) will be conducted in 8 division to explore the socio-economic drivers of unpaid agricultural work, specially focusing on the women and understanding the underlying factors for recognising women's contributions that outline the experiences of unpaid women workers at the ground level. FGDs will be conducted with relevant stakeholders where they will discuss the shared experiences and challenges that women face in relation to unpaid agricultural work, which might be cultural and social barriers, access to resources or something completely different from what is usually expected in similar contexts.

Additionally, around 32 KIIs (tentative) will be conducted with a set of relevant stakeholders, including agricultural officers, women's rights activists, community leaders, representatives of Local Government Institutions (LGIs) and Civil Society Organisations (CSOs), and those who are involved in gender and agricultural issues. KIIs will be conducted to extract detailed information from individual stakeholders with specialised knowledge and understanding of the problems that may not reflected in the FGDs.

5. Data Quality Control

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

- a. There are no errors in variables codes, questionnaire flow, skip patterns, number of missing values, etc.
- b. There is no "double counting"
- c. Monitoring of collected data
- d. Flagging implausible data
- e. There are no errors in data's logical consistency or outliers
- f. Checking for straight-line answers, etc.

Ethical Consideration: The survey will be guided by the following ethical considerations:

- a. Safeguarding – demonstrating the highest standards of behaviour towards respondents
- b. Sensitive – to gender rights, inclusion, and cultural contexts
- c. Openness – of information given to the highest possible degree to all involved parties
- d. Confidentiality and data protection - measures will be put in place to protect the identity of all participants and any other information that may put them or others at risk.
- e. It is expected that informed consent will be used where possible.

6. Scope of Work and Deliverables

- a. Assist the CPD study team in finalising questionnaire for the household survey using Computer-Assisted Personal Interviews (CAPI).
- b. Design the structure of data entry by using appropriate software as suggested by the CPD study team. CPD study team will provide necessary instructions in view of facilitating appropriate entry mechanism of the survey data.

- c. Prepare a manual which will compile necessary instructions for conducting the survey.
- d. Take necessary measures for pre-testing survey at the places suggested by CPD study team.
- e. Distribute responsibilities among enumerators and supervisors as per the sample areas selected in the sampling framework.
- f. Conduct survey as per the sample suggested by CPD study team.
- g. Take necessary measures for supervision and monitoring of enumerators in order to ensure quality and standard of data to be collected by the enumerators.
- h. Undertake repeat survey by the enumerators, if necessary, in order to ensure accuracy and authenticity of data to be collected by the enumerators.
- i. Be liable for incorporation of the instructions and entry of survey data.
- j. Compile the survey data of the respondents as per the design frame and software suggested by the CPD Study Team.
- k. Coding and cleaning of the survey data.
- l. Take precautionary measures to ensure entry of data in a corrected form.
- m. After entry of data in the database, take necessary measures to ensure the accuracy of data entries and apply appropriate scrutiny tools for corrections as required.
- n. Submit two reports for the two sets of FGDs and KIIs in the prescribed formats provided by the study team.
- o. Share all raw data upon request in desired format.

7. Timeline

The timeline for completing the aforementioned deliverables will be from 21 September 2025 to 30 December 2025.

The assigned activities will take place from 18 September 2025 to 30 December 2025.

Activity Schedule by Timeline

Activities	Date of the Event
To design a plan of activities and contract agreement	September 18
Development of Computer-Aided Survey Form in Kobo/Survey CTO	September 21-25
Preparing manual and conducting training on enumerators	September 28-29
Starting field survey	October 1
Collection of 20 per cent data	October 12
Collection of 50 per cent data	November 6
Collection of 80 per cent data	November 27
Collection of 100 per cent data	December 10
Delivery of final cleaned dataset	December 18
Final implementation (Synopsis) reports	December 24
Final technical report with data tables	December 30
Final FGD and KII reports	December 30

8. Eligibility Criteria

The applicant should have the necessary skills and expertise to conduct the survey effectively, which include, inter alia:

- a. At least 10 years of professional experience in academic, development and action research, analysis
- b. At least 5 years of professional experience in conducting similar types of surveys applying similar methods

- c. A clear understanding on the issues of the research and communication ability with the participants of the survey
- d. Adequate number of qualified human resources who will be capable of deploying the survey questionnaire, successfully collect the required number of valid responses within the specified timeline, and submit all deliverables to CPD
- e. Adequate number of internet-connected GPS-enabled Android tablets (compatible to operate required applications and fully functional) in order to collect accurate information
- f. Expertise in survey design and methodology, including the ability to develop appropriate survey instruments, sample designs, and data collection protocols
- g. Expertise in data management and analysis, including data processing, cleaning, and analysis
- h. Capacity to manage field operations, including recruiting and training field staff, conducting pilot and field test, and managing logistics
- i. A robust quality control mechanism in place that ensures that the data collected is accurate and reliable
- j. At least three (3) similar type of completed work in the development field, mentioning the sample size
- k. No conflict of interest or affiliation with CPD or any CPD employee in any means
- l. Competence in producing high-quality reports in English

9. Assessment Criteria

CPD's procurement committee will evaluate the technical and financial proposals separately based on the following criteria—

Assessment Criteria of the Proposal

Criteria	Allocated Marks
Understanding of the ToR and its coherence with the field plan and data collection process (do not copy-paste from this document to the technical proposal)	10
Prior experience in conducting similar kinds of surveys	10
Qualification of consultant	10
Sound field plan and data collection within the stipulated timeline	20
Sound data cleaning, quality control, and data encoding plan	15
Financial proposal	35
Total marks	100

10. Application Requirement

All applications submitted in response to this ToR will be evaluated using a **double-blind process**, meaning that the members of the Technical Committee will not know the names or identities of the applicants and the applicants will not know the names or identities of the members of the Technical Committee. In order to facilitate this double-blind process, all applicants are requested to ensure that their Technical Proposal does not contain any information that could identify them, such as any personal information, names, addresses, company names, company addresses, corporate logo, or other identifying details. Applicants must submit a *blind application* consisting of:

- a. Completely plain Technical Proposal, without any personal information, names, addresses, company names, company addresses, corporate logo, or other identifying details

- b. Financial Proposal
- c. All other required supporting documents

Technical Proposal: The technical proposal (seven pages) should be in accordance with the ToR tasks to be accomplished. The technical proposal should:

- a. Demonstrate good understanding of the task to be accomplished according to the ToR.
- b. Provide draft survey design and plan.
- c. Outline detailed workplan (GANTT chart).
- d. Describe the list of tasks to be carried out by the applicant.
- e. Describe the quality control plan
- f. Mention of the total number of Trainers, Enumerators and Survey Managers currently employed by the firm/individual, along with the gender distribution.
- g. Mention of the total number of internet-connected and GPS-enabled Android tablets (compatible to operate required applications and fully functional) currently in possession of the firm/individual.
- h. Ensure that any identifiable information (name, company name, address, company address, corporate logo, or any other identifying details) regarding the applicant (firm/individual) is **NOT INCLUDED** and in the Technical Proposal

The technical proposal should include the following sections:

- a. Background and context analysis (2 page maximum)
- b. Objective of the study (1/2 page maximum)
- c. Methodology for conducting the survey with geographic focus (1 page maximum)
- d. Plan for data quality control (1 page maximum)
- e. Proposed timeline to conduct the survey (1/2 page maximum)
- f. Previous experience in similar kinds of assignment (should mention about the assignment name, methodology, duration, number of samples, and client name in a table) (2 pages maximum)

To facilitate a quick evaluation, bidders are requested to keep their proposals within the suggested page limit.

The technical proposal should be submitted in a separate zip file ensuring that any identifiable information (name, company name, address, company address, corporate logo, or any other identifying details) regarding the applicant (firm/individual) is NOT INCLUDED.

Financial Proposal: The financial proposal should provide a budget as per the format shown in Table for services to be rendered by the applicant:

Template for financial proposal

Template for financial proposal Line item	Unit	Per unit cost	Total cost
Consultant (s)			
Supervisor			
Enumerators			
Training of the enumerators			
Intercity Transportation (survey purpose travel only)			
Digital logistics			
Overhead (only in case of a firm; maximum 10 per cent)			

Any other relevant costs			
TOTAL			

Please note that financial proposals will only be assessed if the corresponding technical proposal is shortlisted by the evaluation committee.

Firms are requested to submit the financial proposal separately in a zip file to CPD.

All other required documents: The applicant must submit the following documents separately in a zip file from the Technical Proposal and Financial Proposal.

- Maximum 2-page profile of company highlighting previous survey related assignment along with client name, contract person and contact details.
- CV and photocopy of National ID 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, and photocopy of National ID.
- For a *firm*: Scanned copy of trade license (latest), TIN and VAT registrations (BIN), Annual Tax Acknowledgement receipt (2024-25), Bank Account details, and Bank solvency certificate.
- For an *individual consultant*: TIN certificate, Annual Tax Acknowledgement receipt (2024-25) and National ID

Deadline of submitting the application: **Saturday, 13 September 2025.**

All other required documents should be submitted in a separate zip file.

11. 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 individuals participating in the survey at all stages. All data is confidential and the property of the CPD.

12. Health measures (For Office Check)

CPD will not be liable for any health hazard and/or accident of the primary surveys' consultants and/or participants.

13. Submission and Contact Details

No hard copies are allowed.

Firms are requested to submit three different zip files in the submitting email. The first zip file should include technical proposal ensuring that any identifiable information (name, company name, address, company address, corporate logo, or any other identifying details) regarding the applicant (firm/individual) is NOT INCLUDED. The second zip file should include the financial proposal only. The third zip file should include 'all other required documents mentioned above'. Without meeting this condition, no proposal will be considered for review.

Any queries regarding the ToR can be clarified by the following person-

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All applications should also be emailed to: procurement@cpd.org.bd

For further information on please contact:

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References

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