

THE PRICE PANDEMIC: DRIVERS AND IMPACTS OF INFLATION IN BANGLADESH

Terms of Reference (TOR) for Implementation of A Market Survey across Bangladesh



**Generating Knowledge, Giving Voice
Challenging Injustice**

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1. CONTEXT

High and rising prices of essential food commodities and inflation have always been a challenge for Bangladesh, especially in recent years. In July 2025, general inflation accounted for 8.55 per cent, with food inflation reaching as high as 7.56 per cent (Bangladesh Bank, 2025). In Bangladesh, food inflation is a significant contributor to the country's overall inflation. Food prices increased due to several factors, including regional pricing differences, growing dependence on imports, the dominance of cartels, the presence of middlemen, and the hoarding of agricultural commodities. While demand-side constraints play an integral role in contributing to inflationary pressures, supply-side challenges are more important in explaining the persistently high food prices. For most agricultural commodities, primary constraints include hoarding practices, the dominance of commission agents or warehouse operators, inadequate pest management and agricultural practices, high input costs, subpar storage and transportation facilities, and unpredictable weather, all of which affect the overall supply. In addition, the supply chain of agricultural commodities, especially onions, potatoes, and brinjal, is affected by post-harvest losses. For Rui fish, market intermediaries and unregulated auctions substantially drive-up prices while reducing the efficiency of the chain.

However, the rice market is notably complex, with a wide range of varieties. The Centre for Policy Dialogue (CPD) had previously conducted an exploratory observational field visit to gather a preliminary insight into the constraints present in the supply chain of rice, particularly medium-Paijam rice, aiming to develop a notion of the key factors contributing to price volatility. There are numerous market agents with overlapping roles present in the rice supply chain. Warehouse operators or auto rice millers are observed to have significant dominance over the market prices. As a result, rice farmers often receive unfair prices while consumers are faced with unreasonable premium prices, resulting in their reduced affordability.

Food inflation is closely linked to poverty and inequality, disproportionately affecting low-income households whose purchasing power declines as real incomes erode. Rising food prices, therefore, increase the likelihood that vulnerable populations will fall below the poverty line (Abdullah et al., 2015). Despite Bangladesh's recovery from the economic shocks of the COVID-19 pandemic, approximately 30 per cent of its population continues to experience food insecurity (Karim & Yasmin, 2023). Furthermore, one of the most immediate consequences of inflation is the reduction of household real income. Additionally, fluctuations in relative prices resulting from inflation can lead to inefficiencies and inequities within the economy.

Considering this, CPD is undertaking a study titled "The Price Pandemic: Drivers and Impacts of Inflation in Bangladesh." This study aims to understand the causes of high and rising prices of essential commodities, disaggregate the supply-side causes of a few selected products, and formulate significant policy tools that may address the challenges caused by inflation.

As part of the study, CPD will conduct a market survey and use the data collected to build an extensive database that will facilitate the integration of research evidence into policy. The market survey will provide data on the supply-side constraints that add to the growing inflation in Bangladesh's commodity market. Hence, CPD is seeking to recruit a survey implementation firm (henceforth the Survey Firm) to implement the survey in the Dhaka division. The selected applicant will collect primary information through field surveys of selected markets in the Dhaka division. The selected applicant will deliver all activities related to the primary survey, strictly complying with all the guidelines outlined within this Terms of Reference (TOR) document.

The study significantly emphasises robust data collection through an extensive structured questionnaire from randomly selected marketplaces. The survey questionnaire aims to elicit information from various market agents about the current supply chain and price structure of essential commodities. Interviews are expected to be carried out in Bangla using face-to-face

surveys using an internet-connected and global positioning system (GPS), which is enabled by Android tablets running SurveyCTO or Kobo Toolbox.

2. OBJECTIVES OF THE SURVEY

The survey will have the following objectives:

1. To understand the role of shortage in the supply of essential commodities in increasing prices
2. To understand the extent to which collusion, extortion, monopoly power, hoarding, and stockpiling are responsible for the increase in the price level.
3. To evaluate the contribution of unusual events, such as natural disasters, disease epidemics, and wars, to the increase in price level.
4. To assess the supply chain of the essential commodity market.
5. To understand the role of intermediaries in the commodity market.

The data collected through this survey may facilitate the identification of the underlying factors contributing to food inflation, as well as its overall impact, thereby providing valuable insights for developing effective policy measures to address the challenges of growing inflation. CPD will utilise the outputs of this survey as inputs to produce knowledge products, such as research papers, policy briefs, and infographics, and undertake diverse outreach and dissemination activities, such as multi-stakeholder public dialogues. The empirical evidence generated through this survey will inform the development of evidence-based policy, ultimately leading to a roadmap to reduce unpredictability and frequent fluctuations in the prices of essential commodities.

3. SAMPLING STRATEGY

The study will adopt a primary data collection approach to investigate the dynamics of inflation in Bangladesh through a structured market survey. Among the selected markets, the study will conduct a supply chain analysis of 10 essential commodities listed in Table 1.

Table 1: List of products to be surveyed

Product name	Variety
Rice	Medium (Paijam)
Pulses	Lentil (Musur)
Onions	Onion (Native)
Potato	Potato
Green Chilli	Green Chilli
Brinjal	Brinjal
Egg	Hen egg (Firm)
Beef	Beef
Fish	Rhui
Chicken	Hen (Broiler/Sonali, Live)

Source: BBS

The analysis of the primary data collected from the market survey will help to map the flow of each commodity along the supply chain—from the procurement of raw materials to the point of final delivery—while examining the roles and interactions of producers, intermediaries, and distributors. An example of the onion supply chain is illustrated in Figure 1 for reference. The surveyors will employ a backward tracing method, beginning with the end market transaction at the retailer stage and systematically identifying the preceding actors in the supply chain. This iterative process will continue until the point of origin is reached, particularly the farmer or primary producer of the commodity. A simple random sampling strategy will be applied, whereby 10 markets will be randomly selected from a sampling frame of 37 marketplaces in the Dhaka

division, as identified by the Bangladesh Bureau of Statistics (BBS). The sampling frame includes both rural and urban marketplaces, ensuring representation of diverse market contexts within the division (Table 2). While the survey will commence in markets within the Dhaka division, the backward tracing process may necessitate travel to other divisions, depending on the geographic location of upstream actors in the supply chain.

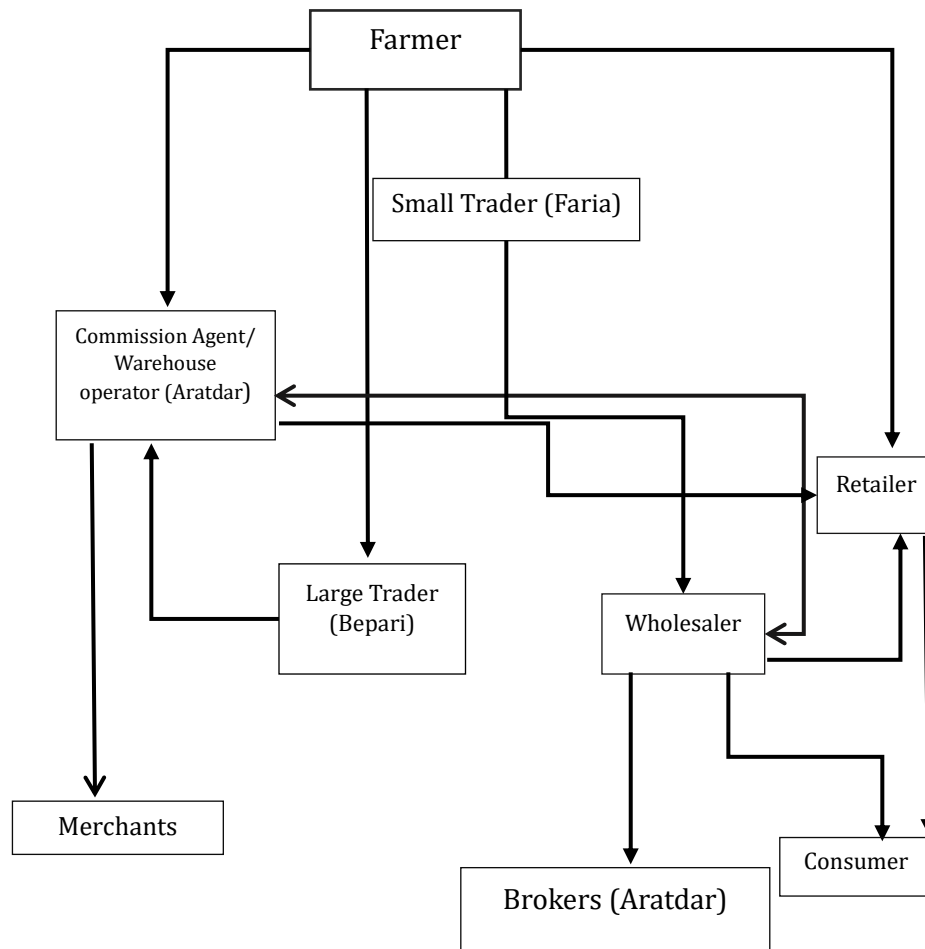
Table 2: District-wise distribution of marketplaces

District	Number of marketplaces in the urban areas	Number of marketplaces in the rural areas	Total number of marketplaces
Dhaka	12	1	13
Rajbari	1	1	2
Munshiganj	1	1	2
Shariatpur	1	1	2
Madaripur	1	1	2
Narsingdi	1	1	2
Naryanganj	1	1	2
Gazipur	1	1	2
Kishoreganj	1	1	2
Gopalganj	1	1	2
Manikganj	1	1	2
Tangail	1	1	2
Faridpur	1	1	2
Total	24	13	37

Source: BBS

Enumerators must visit all designated markets and collect the required number of responses for all selected 10 commodities. The target population is expected to be almost entirely Bangla-speaking, so the Survey Firm must ensure that all enumerators are Bangladeshi nationals whose first language is Bangla.

Figure 1: Supply Chain for Onion



Source: CPD's illustration based on (Mila et al., 2022) and (Adnan et al., 2014).

All responses collected as part of this survey must strictly adhere to the aforementioned sampling strategy to be considered valid. Any responses collected in contradiction or violation of the aforementioned sampling strategy will not be accepted and must be replaced with valid responses by the Survey Firm at no additional cost to CPD within a timeframe provided by CPD. CPD will constantly monitor the date, start time, end time, and GPS coordinates of each response collected by the enumerators in real time to ensure appropriate compliance with the prescribed sampling strategy. CPD reserves the right to send observers to accompany the enumerators of the Survey Firm on all or any of the days or locations of the data collection on a zero-day notice to ensure appropriate compliance with the prescribed sampling strategy. The enumerators of the Survey Firm will be obliged to accommodate and cooperate with any observers sent by CPD.

4. SCOPE AND NATURE OF WORK

The Survey Firm will collect primary information using pre-designed questionnaires through field surveys of markets, which will be selected according to a sampling strategy prescribed by CPD. The Survey Firm is responsible for writing, getting approval of, and sending letters and/or emails, 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 market agents to ensure broad-based participation in the survey, guarantee respondents' access, and maximise participation and

response rates to each question. The Survey Firm is expected to collect and verify all available phone numbers of the interviewed markets. GPS coordinates of the interviewed markets need to be collected. Data entry start and end times must be recorded for every individual entry for the survey.

Indicative responsibilities of the Survey Firm may include, but are not limited to:

- **Translate questionnaires:** The Survey Firm will prepare a Bangla translation of the questionnaire based on the English version that CPD prepared.
- **Provide tables with universe population figures:** The Survey Firm will generate tables summarising the total number of market agents interviewed from each market, denoted by each district.
- **Finalise codebook and questionnaire manual:** The Survey Firm must provide a separate finalised codebook and questionnaire manual (including translation) for the survey. The questionnaire manual should describe how each question will be implemented in the field and provide any necessary guidance or clarification to assist the enumerator in obtaining accurate responses from the respondents.
- **Plan field survey implementation:** The Survey Firm will devise implementation plans and train personnel to execute the sample design as per the sample frame. The Survey Firm will prepare a Survey Implementation Field Manual, which will be shared with the CPD Research Team before the start of the survey.
- **Train field workers:** The Survey Firm will recruit and adequately train a suitable number of field workers to ensure timely survey completion by the predetermined schedule. The Survey Firm shall be responsible for recruiting, training, assigning, fielding, equipping, supervising, and compensating all enumerators required to conduct the survey.
- **Pilot and field test the questionnaire:** The primary responsibility for piloting and field testing the questionnaire will be assigned to the Survey Firm. Following the administration of the pilot survey and field test, the questionnaire shall undergo revision to correct any errors identified.
- **Develop an electronic version of the survey questionnaire in the CAPI software:** The Survey Firm must develop the electronic version of the survey questionnaire in the CAPI software, which may be SurveyCTO. The survey questionnaire should be available in the CAPI software in both Bangla and English. The electronic version of the survey questionnaire in the CAPI software should include all necessary clarifications, guidelines, and tips to assist the enumerators in collecting accurate market responses.
- **Collect data:** The Survey Firm will be responsible for collecting data from the relevant supply chain actors, starting with retailers and systematically tracing upstream to producers. Although data collection will initially commence in the markets of the Dhaka division, this iterative back-tracing approach may necessitate enumerator travel to multiple other divisions across Bangladesh. Failure to collect valid responses from markets within the CPD timeline will constitute a breach of contract and may result in a financial penalty or termination of the contractual agreement with the Survey Firm.
- **Enter data:** The data obtained from the study must be entered into the data entry software selected for the project to identify and correct any potential errors in the program, data entry, or coding. The Survey Firm will design the data entry structure using the appropriate software, as suggested by CPD. The Survey Firm will compile and enter the survey data per the design frame and software suggested by CPD. The Survey Firm will record all survey data simultaneously during the data collection process.
- **Code and clean the data:** The Survey Firm will undertake coding and cleaning of the data after data entry. The Survey Firm will create a system for entering data that includes checks for missing values, values outside of acceptable limits, irregular responses, and response rates, and generate reports detailing these issues. The Survey Firm will be responsible for data cleaning, data verification, coding open-ended questions, database management, tabulation of plans, developing the data entry manual, training data entry operators, and conducting data

quality checks. The Survey Firm will take necessary measures to ensure the accuracy of data entries and apply appropriate scrutiny tools for data corrections as required.

- **Manage field operations:** The Survey Firm shall assume responsibility for all field operations, including logistical arrangements for data collection and securing respondents' consent. The Survey Firm will establish communication with local officials to describe the project and secure community approval for the survey if required. The Survey Firm will acquire maps, lists, and other public documents as needed.
- **Collect date, start time, and end time:** The Survey Firm must gather the date, start time, and end time for every response collected for this survey. The date, start, and end time should be collected automatically through software and not manually entered. Responses that lack a date, start time, or end time will not be considered valid responses. Responses collected before the determined start date or after the determined end date of the survey will not be considered valid. Responses completed within an unusually short duration of time will not be regarded as valid responses. All invalid responses must be replaced with valid responses by the Survey Firm at no additional cost to CPD within a timeframe specified by CPD.
- **Collect GPS coordinates:** The Survey Firm must gather GPS coordinates for every marketplace in the sample. The GPS data should be gathered using Android tablets with GPS functionality. The Survey Firm must maintain uninterrupted internet connectivity for all tablets employed in the survey to facilitate remote and instantaneous online monitoring of the survey by CPD. Responses that lack GPS coordinates or involve GPS coordinates indicating locations contrary to the sampling strategy or overall methodology of the survey will be deemed invalid and, therefore, excluded from consideration. All invalid responses must be replaced with valid responses by the Survey Firm at no additional cost to CPD within a timeframe specified by CPD.
- **Submit data to CPD Research Team:** The Survey Firm will provide CPD with a clean labelled database comprising all completed interviews in separate database files for each market agent surveyed. Datasets must be complete and labelled with variable and value labels. The database should be available in both STATA and CSV formats and should include both module-wise and merged files. The database will contain all variables included in the questionnaires, following the codes included in them. Each market agent should have a unique identifier, including the location information of each interviewed market, name, address, GPS coordinates, phone number, name of the person interviewed, and their role in the marketplace.
- **Prepare weekly progress reports:** The Survey Firm will prepare Weekly Fieldwork Progress Reports. The reports will account for the number of surveys completed, the issues faced during the process, and the measures taken to address them. Such reports should also describe replacement markets and the rationale behind their necessity.
- **Provide regular staffing reports:** The Survey Firm must inform CPD in writing whenever there are any changes in the office staff or field staff working on the survey. Any newly recruited staff member must meet the eligibility requirements outlined in this TOR and undergo training before engagement with the survey work. Ideally, the Survey Firm should ensure that the team of supervisors, enumerators, and field workers who attend training sessions with CPD before the survey starts is the same team that will administer the survey questionnaire in the field.
- **Ensure single-visit data collection:** It is recommended that market surveys be carried out in a single visit to the market. In certain circumstances, such as when participants are unavailable or coding errors require confirmation, it may be necessary to revisit the marketplace multiple times. However, this practice should not be considered the standard procedure.
- **Ensure valid responses:** The Survey Firm will undertake repeat surveys, if necessary, to ensure the accuracy and authenticity of data to be collected by the enumerators. All responses deemed invalid by CPD must be replaced with valid responses by the Survey Firm at no additional cost to CPD within a timeframe specified by CPD.

- **Prepare a brief statistical synopsis report:** The Survey Firm must perform preliminary data analysis, including generating maps, frequency distributions, percentage tabulations, and cross-tabulations, on significant survey variables and their associations and generate a synopsis report of the data in English as per the outline provided by CPD and provide quality control feedback. This synopsis report must be submitted upon collecting 50 per cent of the data from market agents.
- **Prepare a brief technical report:** The Survey Firm must provide a technical report in English on the data describing all codes, any sampling biases introduced in the survey implementation and other pertinent information for researchers as per the outline provided by CPD. The report will cover observations and experiences gathered from the survey, as well as the methodology employed. Any data changed or removed during the “cleaning” process, other than through clarification with the responding market agent, should also be reported. This technical report must be submitted upon collecting 100 per cent of the data from the market agents.
- **Abide by CPD policies:** The Survey Firm must abide by all pertinent CPD policies, including, inter alia, the Procurement Policy; Policy on all Forms of Anti-Fraud, Anti-corruption, and Anti Bribery; Policy on Sexual Harassment Complaint and Redress¹; Safeguarding Policy²; Integrity Policy; Ethics Policy; Health, Safety, and Environment Policy; Equality, Diversity, and Inclusion Policy; and Code of Conduct Policy. CPD will share all of its policies with the shortlisted Survey Firm and will only enter into a contractual agreement after receiving confirmation of policy compliance from the Survey Firm.

Indicative responsibilities of survey supervisors may include, but are not limited to:

- Clearly outline the tasks and obligations of each enumerator.
- Assist enumerators in obtaining access to markets, as needed.
- Guarantee the provision of comprehensive logistical assistance and any necessary materials to the enumerators
- Ensure that the tablets used for data collection are always connected to the internet and have GPS or location sensors enabled.
- Perform spot checks and callbacks to ensure that designated enumerators do their jobs properly as they gather data.
- Ensure that the enumerators administer the survey questionnaire only to the markets that were initially selected according to the sampling strategy.
- Propose alternative options for non-participation.
- Evaluate the standard of the enumerators' performance and the accuracy of the data obtained from each implemented questionnaire.
- Verify that enumerators did not ignore anomalies and question skip logic by checking finished surveys before approving them for data submission to CPD.
- Conduct random inspections and follow up with market agents involved with the survey.
- Ensure that enumerators receive comments on the survey's quality assurance and methodology requirements.
- Coordinate with the CPD Research Team, keeping them apprised of the latest survey status and providing weekly updates on its development.
- Abide by all pertinent CPD policies, including, inter alia, Procurement Policy; Policy on all Forms of Anti-Fraud, Anti-corruption, and Anti Bribery; Policy on Sexual Harassment Complaint and Redress; Safeguarding Policy; Integrity Policy; Ethics Policy; Health, Safety, and Environment Policy; Equality, Diversity, and Inclusion Policy; and Code of Conduct Policy.

Indicative responsibilities of survey enumerators may include, but are not limited to:

¹ <https://cpd.org.bd/resources/2022/03/Sexual-Harrsment-Complaint-Redress-Policy.pdf>

² <https://cpd.org.bd/resources/2022/03/Safeguarding-Policy.pdf>

- Treat all respondents respectfully and professionally, regardless of their background, beliefs, or opinions.
- Obtain informed consent from all respondents before collecting personal or sensitive information.
- Allow all respondents to decline to participate in the survey or withdraw their consent after starting the survey interview and encountering questions they do not want to answer.
- Be transparent about the survey's purpose, the data collection process, and the intended use of the data.
- Avoid any form of harassment or intimidation towards respondents.
- Refrain from offering, asking, or accepting any money, food, drinks, gifts, hospitality, rewards, or any other benefits that could affect either the respondent or the enumerator's impartiality, influence an operational decision or lead to the improper performance of the enumerator's official duty.
- Be punctual and respectful of the respondents' time by arriving on time for the survey and not taking longer than necessary to complete the interview.
- Visit the designated markets to ensure their active participation in the study.
- Perform in-person interviews with the chosen markets.
- Precisely document the responses and appropriately code the questionnaires.
- Guarantee the completeness and precision of all responses and conduct accuracy verifications on the completed responses.
- Make sure that the completed survey response data is secure and safe.
- Maintain the privacy and confidentiality of all respondents and their responses, and do not share any personal information with unauthorised parties.
- Avoid any biases or assumptions while conducting the survey and ensure that all questions are objective and unbiased.
- Seek feedback from respondents on the survey process to improve future surveys.
- Ensure that the tablets used for data collection are always connected to the internet and have GPS or location sensors enabled.
- Submit the questionnaires to the respective supervisors upon completion.
- Abide by all pertinent CPD policies, including, inter alia, Procurement Policy; Policy on all Forms of Anti-Fraud, Anti-corruption, and Anti Bribery; Policy on Sexual Harassment Complaint and Redress; Safeguarding Policy; Integrity Policy; Ethics Policy; Health, Safety, and Environment Policy; Equality, Diversity, and Inclusion Policy; and Code of Conduct Policy.

5. PILOTING AND FIELD TESTING

The survey questionnaires will undergo piloting and field testing before being deployed in the actual survey. The pilot will enable the CPD Research Team to scrutinise the data gathered and detect potential inaccuracies in the questionnaire programming, including verifying whether the instrument that has been programmed exhibits a proper sequence and adheres to the appropriate skip logic patterns, checking whether the dataset contains any incomplete fields, and conducting comprehensive data quality checks. The piloting will be performed using the same CAPI that will be used in the actual survey. The pilot participants may include the CPD Research Team, the Survey Firm enumerator team, and other staff and employees of CPD and the Survey Firm. The pilot will be timed to ascertain the approximate time required for the survey interview. All comments, feedback, and queries from the pilot will be noted for future reference. The pilot will take place at the CPD Office.

After the successful completion of the pilot and subsequent training of the enumerators by the CPD Research Team, the survey questionnaire will be field-tested. The enumerators will go to the field and conduct practice or trial survey interviews using the questionnaire via a CAPI running on internet-connected and GPS-enabled Android tablets. For the market survey, a field test will be conducted on a market not selected during the random sampling process. Representatives

from CPD may accompany the Survey Firm's enumerators during the field test. The CPD Research Team may update or revise the survey questionnaire based on the insights and experiences gained from the pilot and field tests. The field testing of the survey questionnaire will have the following objectives:

- **Refine the questionnaire:** Identify any problems with the questions, instructions, or response options to refine and improve the questionnaire before administering it to the larger sample.
- **Test for clarity:** Ensure the questions are clear, concise, and easy to understand. Use plain language, avoid jargon, and define any technical terms used in the questionnaire.
- **Test for relevance:** Ensure the questions are relevant and important to the respondents. Avoid asking questions that are too personal, irrelevant, or too sensitive.
- **Test for consistency:** Ensure the questions are consistent and do not lead to conflicting answers. Use clear and consistent instructions for response options.
- **Test for completeness:** Ensure that the questionnaire is comprehensive and covers all the necessary areas of the research objectives.
- **Test for length:** Ensure that the questionnaire is not too long and does not require too much time to complete. This will help to reduce the risk of respondent fatigue and ensure higher response rates.
- **Collect feedback:** Collect feedback from respondents and field staff on the questionnaire's design, instructions, and response options. This will help to identify any areas for improvement and make necessary adjustments.

6. SURVEY INTERVIEW COMPLETION AND VALID RESPONSE

The CPD Research Team will determine survey interview completion by considering the quality and comprehensiveness of the data gathered from these interviews. For a survey interview to be complete, most of the relevant information must be obtained and entered into the database. No questions should be left blank, except those skipped due to correctly applied skip patterns. The integrity and accuracy of the data are vital. The Survey Firm will establish procedures to check the quality of the interviews. At least thirty per cent (30%) of the completed interviews will be back-checked by telephone by the Survey Firm; the proportion of callbacks will also depend on the quality control feedback provided by CPD. Survey supervisors 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.

The Survey Firm must collect accurate and reliable data from respondents representing the population being studied. Any particular response collected from the field by the enumerators of the Survey Firm will be considered a valid response if:

- Date, start time, and end time are recorded, and the survey interview was conducted on a date within the agreed timeline.
- The survey interview was not conducted or completed within an unusually short period.
- The survey interview does not constitute straight-line responses, where the respondent has always selected one particular response to every question.
- GPS coordinates are recorded, and the survey interview was conducted at a market which is meant to be selected if the random selection is carried out following the sampling strategy prescribed by CPD.
- An actual market agent appropriately answers all required questions, and there is no indication that any or all of the answers were made up by the enumerator or any other member of the Survey Firm or generated with artificial intelligence (AI) algorithms or computer bots.

- All answers are complete and meaningful and not composed of arbitrary numbers, letters, or symbols or suggestive of something which is practically infeasible or physically impossible.

7. DATA ENTRY, FORMAT, AND SHARING

The Survey Firm will also provide the collected data at five predefined stages during the data collection, gathering, and entry process for consistency checks and quality control. The first set will be delivered after 10 per cent of the total interviews have been completed and entered into a database. The second set will be delivered after 25 per cent of the total interviews have been completed. The third set will be delivered after 50 per cent of the total interviews have been completed. The fourth set will be delivered after 75 per cent of the total interviews have been completed. The final set will be delivered once 100 per cent of the interviews have been completed. The survey data will be delivered to the CPD in CSV and STATA electronic formats, both as module-wise files and merged files that include all modules.

8. DATA QUALITY CONTROLS

To ensure that the data collected is of high quality and can be used to produce accurate and reliable results for CPD, the Survey Firm should implement stringent quality control measures throughout the survey process, including sampling, questionnaire implementation, data collection, data entry, data cleaning, and data analysis. The Survey Firm must ensure that the sampling strategy prescribed by CPD is strictly followed by all enumerators for all responses collected as part of this survey. The Survey Firm should adequately train its enumerators to clearly explain all questions to respondents and promptly clarify any ambiguity or confusion. The enumerators should also be appropriately trained to collect data accurately and consistently using standardised data collection procedures and internet-connected and GPS-enabled Android tablets. The Survey Firm should use automated data entry systems to minimise errors during data entry. Additionally, the Survey Firm should validate data entry by comparing data entered by different data entry clerks or automated systems. The Survey Firm should perform data cleaning to identify and correct data errors, including missing data, outliers, inconsistencies, errors in variable codes, mistakes in questionnaire flow or skip logic patterns, double counting, implausible answers, speedster data, and straight-line answers. The Survey Firm should store all collected data securely to protect the confidentiality of respondents and regularly back up the data to ensure it is protected against technical failures in data storage devices.

The Survey Firm must document all survey procedures, including sampling methodology, questionnaire implementation, data collection procedures, data entry procedures, data cleaning procedures, and data analysis procedures. In addition, information should be kept on the sampling frame as regards the status of all the market agents so that CPD can distinguish between market agents 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 (not eligible, never answer the phone etc.), and (v) not been contacted at all.

9. NON-PARTICIPATION REDUCTION STRATEGY

The Survey Firm should effectively manage non-participation and minimise the potential impact of non-participation on the survey results by ensuring the following:

- **Try to minimise non-participation:** Before conducting the survey, inform the participants about the importance of their participation and assure them of the confidentiality of their

responses. This can increase their willingness to participate and reduce non-participation rates.

- **Document non-participation:** Track the reasons for non-participation, such as refusal to participate, inability to contact the respondent, or not being available. This documentation can inform future survey efforts.
- **Conduct non-response analysis:** Analyse the characteristics of non-respondents and compare them with the characteristics of respondents. This analysis can help identify any patterns or biases in the non-participation rates and adjust them in the analysis.
- **Report non-participation rates:** Report non-participation rates and the reasons for non-participation in the survey report. This can help provide transparency and enable readers to assess the representativeness of the survey results.

10. DELIVERABLES AND TIMELINE

The selected applicant will submit all the deliverables related to the survey to the CPD Research Team. The specific deliverables of the Survey Firm and their corresponding deadlines for submission will be as follows:

Table 3: Deliverables and corresponding deadlines

Deliverables	Deadline for data submission
Electronic version of the survey questionnaire translated into Bangla and entered into the CAPI software, including a finalised codebook and questionnaire manual	26 October 2025
Survey Implementation Field Manual containing the sampling frame, universe population tables, procedures for entering, coding, cleaning, and submitting data, field operations management logistical plans, field staffing structure, fieldwork plan, quality control mechanisms, and timeline for completion of each data collection milestone and survey deliverable	28 October 2025
Enumerator Training Manual and Code of Conduct for Enumerators	28 October 2025
Training of enumerators	29 October 2025
Four weekly progress reports	To be submitted on the Sunday of each week
Piloting and field testing	30 October 2025 – 31 October 2025
Launch of field survey	2 November 2025
10 per cent of the data collected from the field consisted of valid responses from market agents	5 November 2025
25 per cent of data collected from the field consisting of valid responses from market agents	10 November 2025
50 per cent of data collected from the field consisting of valid responses from market agents	16 November 2025
Brief statistical synopsis report in English	17 November 2025
75 per cent of data collected from the field consisted of valid responses from market agents	23 November 2025
100 per cent of the data collected from the field consisted of valid responses from market agents	27 November 2025
Replacing invalid responses	28 November 2025 – 29 November 2025
Brief technical report in English	1 December 2025
Final deadline for submission of all deliverables	1 December 2025

Source: CPD

11. CONFIDENTIALITY REPORT AND DATA OWNERSHIP

The Survey Firm will ensure the security and confidentiality of the completed questionnaire 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 times. Data confidentiality is crucial for maintaining the privacy and security of survey respondents. The Survey Firm will be responsible for ensuring that respondents' personal information is protected and kept confidential. The Survey Firm should take appropriate measures to ensure that the data collected during the survey is stored securely. This includes encrypting data, restricting access to data, and using secure servers to store data. Access to survey data should be limited to authorised personnel only. The Survey Firm should establish strict access controls and provide access to data only to those who need it to complete the survey, reach milestones, or submit deliverables.

All data is confidential and the exclusive intellectual property of CPD. CPD will own the survey data collected by the Survey Firm. This includes both the raw data and any processed data. The Survey Firm may only use the survey data to conduct the survey and produce the final report. The Survey Firm may not use the data for any purpose other than as specified in this agreement or share the data with any third party without the explicit permission of CPD. The Survey Firm should specify how long they plan to retain the survey data and how they will securely destroy it once the retention period is over. This can help ensure that unauthorised individuals do not misuse or access the data. The Survey Firm should provide regular progress reports to CPD on the survey process, including how data is stored and secured, as well as any incidents of data breaches or unauthorised access.

12. ELIGIBILITY CRITERIA

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

- At least 10 years of professional experience in academic, development and action research and analysis.
- At least 5 years of professional experience in conducting similar types of surveys applying similar methods.
- A clear understanding of the research issues and communication ability with the survey participants.
- Adequate number of qualified human resources who will be capable of deploying the survey questionnaire, successfully collecting the required number of valid responses within the specified timeline, and submitting all deliverables to CPD
- Adequate number of internet-connected GPS-enabled Android tablets (compatible with required operating applications and fully functional) to collect accurate information;
- Expertise in survey design and methodology, including developing appropriate survey instruments, sample designs, and data collection protocols.
- Expertise in data management and analysis, including data processing, cleaning, and analysis.
- Capacity to manage field operations, including recruiting and training field staff, conducting pilot and field tests, and managing logistics.
- A robust quality control mechanism is in place that ensures that the data collected is accurate and reliable.
- At least three (3) similar types of completed work in the development field, mentioning the survey quantity and value.

- No conflict of interest or affiliation with CPD or any CPD employee by any means³.
- Competence in producing high-quality reports in English.

15. TECHNICAL EVALUATION

A technical committee will conduct the technical evaluation, using well-defined selection criteria and sub-criteria to evaluate the applicants, as shown in Table 4.

Table 4: Technical evaluation criteria, sub-criteria, and scoring

No.	Selection Criteria	Sub Criteria	Scoring Rules	Scoring Value (in %)
1	Demonstrated knowledge and experience	1.1. Strong capacity and experience in implementing large market surveys in Bangladesh, especially concerning essential food products.	<ul style="list-style-type: none"> • Number of market surveys conducted in Bangladesh. • Evidence of an established network of enumerators, field coordinators, supervisors, data managers and editors in Bangladesh. 	15
		1.2. Strong capacity and experience in using CAPI software for electronic template development, data collection and management.	<ul style="list-style-type: none"> • Number of CAPI surveys conducted • Number of surveys conducted with CAPI software that meets the technical requirements of the TOR (e.g. SurveyCTO). • Experience in developing CAPI questionnaires using software that meets technical requirements. • Firms that list CAPI software but do not specify the software used or the technical capacity of the software (e.g. ability to constrain ranges, enforce skip patterns, pre-load baseline data) will not receive points. 	15
		1.3. Strong protocol for data management.	<p>A strong protocol for data management that includes, but is not limited to:</p> <ul style="list-style-type: none"> • A server updated in real-time that can be accessed by the research team with no restrictions. • Strong protocol to address the research team's feedback on data quality. • Strong experience in using the SurveyCTO server for data management. • Strong experience in using STATA for managing data. 	7.5

³ The applicant must explicitly declare it has no conflict of interest or affiliation with CPD or any CPD employee in any means.

No.	Selection Criteria	Sub Criteria	Scoring Rules	Scoring Value (in %)
		1.4. Strong data quality checks.	A strong data quality check should include but not be limited to; <ul style="list-style-type: none"> • Protocol for running high-frequency checks. • Protocol for spot-checks along with a minimum percentage of market agents for random re-visits. • Procedures for addressing data inconsistencies and data quality issues observed by the research team. • Procedures for field data backup. 	7.5
	Subtotal			45
2	Infrastructural capacity	2.1. Capacity to provide Android tablets with all the required accessories, and an effective plan for replacement in the event of loss or damage of equipment.	<ul style="list-style-type: none"> • Concrete plan to supply enough tablets. • Plan for insurance/replacement of devices in case of field damage. • Plan for backups in case of electricity shortages or lack of data connectivity. 	10
		2.2. Strong strategy to find previous respondents. This includes a clear procedure for tracking down previous respondents, as well as the ability to provide GPS devices.	<ul style="list-style-type: none"> • Provide the clearest and strongest strategy for tracking previous respondents. • Capacity to provide GPS devices. • Experience in successfully tracking respondents in previous surveys (e.g. demonstrated low rate of attrition in previous contract for follow-up survey). 	10
	Sub total			20
3	Time frame for implementation (work plan)	3.1. Strong strategy for completing the work on time.	<ul style="list-style-type: none"> • Proposed timeline that meets requirements. • Proposed number of field staff (i.e. supervisors and enumerators) consistent with expectations of the number of interviews to be completed daily and matching the proposed timeline. 	10
		3.2. Time needed to commence the survey.	<ul style="list-style-type: none"> • Confirm that the firm is available to start work at the preferred start date of the contract. 	2.5
		3.3. Time needed to complete the survey.	<ul style="list-style-type: none"> • Confirm the firm plans to complete the work within the required period 	2.5
	Sub total			15
4	Level of experience	4.1. Curriculum vitae & references with particular emphasis on strength of experience in macroeconomics, microeconomics, statistics, econometrics, agricultural economics and previous experience in impact evaluation.	<ul style="list-style-type: none"> • Educational background and work experience align with the requirements for this contract • Follow up with references for the most similar assignment. 	10

No.	Selection Criteria	Sub Criteria	Scoring Rules	Scoring Value (in %)
		4.2. Record of satisfactory and timely delivery of similar assignments.	<ul style="list-style-type: none"> Follow up with references for the most similar assignment. 	10
	Sub total			20
	Total			100

Source: Adapted from publicly available open-source information (World Bank, 2023).

16. FINANCIAL EVALUATION

Only applications shortlisted from the technical evaluation will be considered for financial evaluation. Before the start of the financial evaluation, the completeness and authenticity of all supporting documents submitted as part of the application will be assessed. Detection of fake, false, or forged documents will lead to disqualification and a permanent ban from future CPD procurement opportunities. Assuming all other factors are held constant, the most cost-effective application will be awarded the survey contract.

17. 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. ***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 personal information, names, addresses, company names, company addresses, corporate logos, or other identifying details.*** Applicants must submit a *blind application* consisting of the following:

1. Completely plain Technical Proposal, without any personal information, names, addresses, company names, company addresses, corporate logo, or other identifying details
2. Financial Proposal
3. All other required supporting documents

Technical Proposal: The technical proposal should align with the task to be accomplished as outlined in the TOR. The technical proposal should:

- Demonstrate a good understanding of the task according to the TOR.
- Provide draft survey design and plan.
- Outline detailed work plan (GANTT chart).
- Describe the list of tasks to be carried out by the applicant.
- Mention the total number of Trainers, Enumerators and Survey Managers currently employed by the firm/individual, along with the gender distribution.
- Mention the total number of internet-connected and GPS-enabled Android tablets (compatible with the required operating applications and fully functional) currently in possession of the firm/individual.
- 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** in the Technical Proposal.

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

Table 5: Template for financial proposal

Line item	Unit	Per unit cost	Total cost
Consultant (s)			
Supervisor			
Enumerators			
Training of the enumerators			
Transportation (survey purpose travel only, including travel to other divisions or districts as required)			
Per diem (accommodation, food, incidentals, etc.)			
Digital logistics (use of tablets, internet, etc.)			
Overhead (only in case of a firm; maximum 10 per cent)			
Any other relevant costs			
TOTAL			

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

- Maximum 2-page company profile highlighting previous survey-related assignments, client name, contact person and contact details.
- CV and photocopy of the Lead Consultant's National ID (who will lead the assignment)—a maximum of two pages highlighting related assignments completed and the role played 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 a photocopy of National ID.
- For a *firm*: Registration certificate, trade license of business, Tax Identification Number (TIN) and Value Added Tax (VAT) registration certificate; for an *individual consultant*: e-TIN, National ID
- Bank solvency certificate.

20. 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.

21. 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 a 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 only the financial proposal. The third zip file should include 'all other required documents mentioned above'. Without meeting this condition, no proposal will be considered for review.**

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

For further information, please contact:

SM Khalid, Senior Dialogue Associate, CPD

E-mail: khalid@cpd.org.bd

Centre for Policy Dialogue (CPD)

House-40/C, Road-11 (new) Dhanmondi, Dhaka-1209, Bangladesh
Phone: (+88 02) 55001185

The following person can clarify any queries regarding the TOR-

Afrin Mahbub

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Centre for Policy Dialogue (CPD)

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

Application closing date: 9 October 2025, Bangladesh Standard Time

Only shortlisted applicants will be informed of a decision and subsequently called to visit the CPD Office with their full survey team and deliver a presentation within 72 hours of receiving notice.

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