

Terms of References (ToR)

Primary Survey on

**“Ensuring Rights and Competitiveness in Bangladesh's Shrimp
Industry: A HRDD Perspective”**

ToR for Procurement of a Survey Firm



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1. Introduction

1.1 Background

The Centre for Policy Dialogue (CPD) is undertaking a study on Bangladesh's shrimp industry to examine labour conditions, governance challenges, and compliance with emerging international standards across the value chain. As part of this research, CPD plans to conduct a primary survey to gather first-hand evidence from key stakeholders across different stages of the shrimp industry. For this purpose, CPD is seeking to engage a competent survey firm to design and implement field-level data collection.

The study will cover the entire shrimp industry value chain and adopt a comprehensive Human Rights Due Diligence (HRDD) framework. The research will take a solution-oriented approach by assessing corporate preparedness and compliance with emerging international regulatory frameworks, particularly the EU's Corporate Sustainability Due Diligence Directive (CSDDD), with the aim of identifying root causes of labour rights violations and strengthening value chain governance.

1.2 Objective of the Survey

The objective of the survey is to collect comprehensive and relevant data to evaluate the entire value chain of the shrimp industry and to assess economic, labour, social, environmental, and governance conditions across all key stages, from production to processing, distribution, and export

2. Survey Design

Enterprise Survey: The survey will be conducted on the management of all 46 active shrimp processing factories and 30 depots (selected) located in Khulna, Chattogram, and Cox's Bazar.

Worker Survey: A total of 366 workers across all stages of the shrimp value chain (excluding global buyers) will be surveyed to evaluate compliance with labour rights standards.

The sampling frame of the surveys is as follows:

Survey for the Management

Value Chain Actor	Number of Survey	Area
Shrimp Processor	46 Management Survey	Khulna, Chattogram, and Cox's Bazar
Depot	30 Depots Survey	

Survey for the Workers

Category	Number of Workers to be surveyed	Male/Female Ratio	Area
Workers working in Shrimp Processing (Permanent)	92	As per the establishment ratio	Khulna, Chattogram, and Cox's Bazar
Workers working in Shrimp Processing (Contractual)	92	As per the establishment ratio	
Workers working in Shrimp Processing (Third Party Contractual)	92	As per the contractor's ratio	
Workers working in Depot (Permanent)	30	As per the establishment ratio	
Workers working in Depot (Contractual)	30	As per the establishment ratio	

Workers working in Depot (Third Party Contractual)	30	As per the contractor's ratio	
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3. Timeline

The assigned activities must be completed **between the 4th week of January 2026 and the last week of March 2026.**

4. Issues to be Considered

Survey Equipment and Software: The data must be electronically collected using tablet computers running Android and uploaded to a server daily, enabling remote quality control and tracking of the study team. Hardware and software are to be used for organisational convenience. We propose using SurveyCTO or Kobotoolbox to conduct this survey. The survey firm is expected to collect and verify the phone numbers and addresses of all respondents whenever available. GPS coordinates of the interviewed respondents' addresses need to be collected.

Implementation of training for the Survey Team: For survey implementation, training will be provided to interviewers and field officers based on the field survey questionnaire. The selected firm(s) will conduct the training, and CPD will provide any necessary input.

Survey Fieldwork: The survey firm(s) will be responsible for writing, obtaining approval for, 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. However, CPD will issue its cooperation letter if needed.

Survey completion: For a survey to be completed, 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 firm will establish procedures to ensure survey quality. At least ten per cent (10%) of the completed surveys will be backchecked by telephone. Representatives of the Research team may accompany survey teams to monitor effectiveness, ensure quality and check for progress in the field.

Data Entry, Format, and Sharing: The survey firm will grant the Research team access to the database so the researchers can review the data in real time during data collection. The Research team may download the data to check for inconsistencies and advise accordingly. The final data set will be delivered after the completion of 100% of the interviews. The survey data will be delivered to the Research team in Microsoft Excel (including codebook) and STATA electronic format.

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 survey firm—

- There are no errors in variable 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 straight-line answers, etc.

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

- Safeguarding – demonstrating the highest standards of behaviour towards respondents
- Sensitive – to gender rights, inclusion, and cultural contexts
- Openness – of information given to the highest possible degree to all involved parties
- 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.
- It is expected that: Informed consent will be ensured for all the surveys.

5. Deliverables

The selected firm will deliver all activities related to the primary survey, including data cleaning and processing of the surveys.

Specific deliverables will be as follows:

- Undertaking both primary surveys, in collaboration with the CPD study team;
- Provide the finalised codebook and translated questionnaire manual;
- Engage qualified enumerators for conducting the primary surveys;
- Conduct training of the enumerators based on the questionnaires prepared by CPD;
- Supervise and monitor enumerators in order to ensure the quality and standard of data to be collected by the enumerators;
- Conduct a pilot survey on 1-2 areas prior to launching the surveys;
- Provide the survey data to the CPD in an appropriate format as per the data sharing mentioned above;
- Undertake a 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;

6. Evaluation Criteria

The table below outlines the evaluation criteria

Table: Evaluation Criteria

Area(s)	Criteria	Weight
Lot 1		
Technical 1	Understanding of the assignment	5
	Experience in similar projects	20
	Qualification of team lead, data management team	10
	Qualification of enumerators	10
	Survey strategy, time plan and quality of survey tools	20
	Quality of the previous work with CPD*	+/- (5)
Total Technical	Average of Lot 1 and Lot 2 technical proposals (65+65/2)	65 +/- (5)
Financial	Competitive pricing with a reasonable and justifiable financial proposal (in one document covering both Lot 1 and 2)	35
Total		100 +/- (5)

Note: * Previous experience working with CPD will be assessed on a scale of 1 to 5 marks. Firms that have completed prior assignments for CPD with strong performance and positive feedback from CPD researchers will receive higher scores (up to a maximum of 5 marks), while firms with weaker or negative performance feedback will receive lower scores (down to a minimum of 1 mark). Firms with no prior experience working with CPD will be assigned a neutral score within the scale, without advantage or penalty.

7. Submission Procedure

Bidders are requested to submit their proposal via email to procurement@cpd.org.bd by **25 January 2026**. Proposals submitted after this deadline will not be accepted.

When submitting, bidders must use the subject line “**Proposal for Shrimp Study Survey**”.

Proposals must include three separate parts: **Technical Proposal (outlining information mentioned in the evaluation criteria), Financial Proposal, and Supporting Documents**.

Supporting documents must be submitted in a combined zipped folder.

Supporting Documents

For this part, bidders are requested to provide:

- Acknowledgement receipt for the last annual TAX return
- TIN Certificate
- Bank Account details
- Incorporation certificate
- Provide the contact information of the organisation.
- Contact information of the project focal person.
- CVs of the project personnel

8. Finance Related Special Notes

- All payments for the selected vendor will be made through Account Payee Cheque in favour of the selected vendor.
- CPD will deduct TDS from the billed amount as per Section 52A, Income Tax Ordinance 1984.
- Selected vendor will need to provide CPD Mushak-6.3 with the bill at 15% rate, as per Statutory Regulatory Order (SRO) 235.
- The selected vendor must provide Mushak-6.3.
- The selected vendor will need to produce original invoices for each delivery made under each Purchase Order within this contract period

9. Disclaimers

- CPD reserves the right to select or reject any vendor who will drop the proposal for providing the service.
- Any attempt to unlawfully acquire and/or persuade to get the assignment will lead to immediate rejection of the respective service-provider, and CPD may also take legal actions, if required.
- Failure to deliver according to the terms of the contract shall subject the vendor to penalties as will be stipulated in the final contract.
- CPD will not be liable to indemnify any third party in respect for any claims, debt, damage, or demand arising out of this contract.
- CPD will not accept any Liability for the compensation for death, disability or hazards. Which maybe suffered by the Supplier/Supply chain through this contract while supplying CPD, no such claims will be made against CPD.
- If the bidder breaches any term or condition of this agreement (part or all), or the conditions set out in any given Purchase Order/Contract, including, but not limited to, quality of the Goods/Services, Price and Delivery requirements, the buyer shall be entitled to immediately purchases goods/services from any other source/Suppliers, in addition to any remedy available in law or equity.
- Bidders must avoid actions conflicting with CPD's principles or creating real or perceived conflicts of interest and must uphold integrity, independence, and impartiality, refraining from public statements that could harm their relationship with CPD.
- CPD enforces zero tolerance for fraud, corruption, or terrorist financing, requiring vendors and consultants to act with honesty and integrity. Violations may result in disciplinary measures, legal action, and reporting to law enforcement for prosecution.
- CPD may unconditionally terminate any agreement if a supplier violates national labour laws or fails to protect children's rights, including safeguarding them from violence, abuse, exploitation, or harm.
- CPD enforces zero tolerance for sexual exploitation and abuse (SEA) and requires adherence to its Safeguarding Policy by all staff, vendors, and associated personnel.

10. Contact Person

The study will be coordinated by the following person, and any queries regarding the ToR can be clarified by him:

Mr Tamim Ahmed

Senior Research Associate

Email address: **tamim@cpd.org.bd**

Phone: **01834267067** (9.30 AM to 6 PM)

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