



## Statement of Work Seeking a Survey Firm to Conduct Two Unique Surveys in Bangladesh

### I. Abstract

The Center for International Private Enterprise (CIPE) is seeking a survey firm to conduct two unique surveys in Bangladesh to understand the subnational experiences and perceptions of corruption. The survey outputs will highlight specific problems faced at the grassroots level from a policy perspective and document understanding of the effects of corruption on SMEs and households at sub national level, including the nature and scope of corruption experienced during the pandemic response period.

### II. Background

CIPE aims to build the economic, civic, and political foundations on which democracy rests by cultivating public and private demand for democratic, transparent, and accountable governance and protecting the remaining democratic space. In Bangladesh, specifically, CIPE is focusing on increasing demand for democratic governance by empowering and mobilizing the private sector to combat corruption. CIPE will work with local research institute to document and raise awareness on the effects of corruption on households and SMEs, assess private sector's commitment to anti-corruption efforts and mobilize Small and Medium Enterprises (SMEs) to speak with a unified voice in the country's anti-corruption efforts.

In this context, CIPE and its partner, Center for Governance Studies (CGS), intends to conduct two separate surveys. The household survey will have a focus on capturing the perception of corruption during and before the pandemic, while the SME-focused survey will document responses on corruption as experienced by SMEs. The purpose of conducting two separate surveys of households and SMEs is to see whether there is a concurrence of corruption perception by households and SMEs, and what role do households expect SMEs to play in mitigating the effects of corruption.

### III. Purpose

The surveys are envisioned to diagnose the problem and offer actionable information, including but not limited to the forms of corruption, major impediments created by it, most common types of corruption experienced across

the country, and existing behaviour on corruption and how can it be altered. Thus, the purpose of the surveys is to go well beyond confirming that corruption exists and that it is affecting private sector's prospects for growth and contribution to democratic governance in Bangladesh.

Furthermore, studying the political context and power dynamics that generate, support, and sustain corruption, the surveys will gather information on how the operating environment rewards corrupt practices, what factors determine whether these practices are undertaken or avoided, and what specific private sector led approaches and forms of collective action can be adopted to change corporate behaviour and reduce corruption in Bangladesh.

#### IV. About the survey contract

To this end, CIPE will contract a survey firm to conduct two separate surveys in Bangladesh's eight divisions. CIPE's program and evaluation teams, as well as its partner CGS will be closely involved in overseeing the surveys, which may be conducted using the Computer-Assisted Telephone Interviewing (CATI) method.

The **household survey** will be nationally disaggregated by gender and age **covering all eight divisions** of Bangladesh, and selected through random sampling. The sample will include equal numbers of male and female respondents, representing both urban and rural areas in each division among adult population (18 years or more).

The **SME survey** will target SMEs covering both manufacturing and service sectors in Chittagong, Bogra, Dhaka, Narayanganj, Ghazipur, Narsingdi and Manikganj, the major hubs of SMEs in Bangladesh. Together, these regions represent more than 80% of enterprise in the country. SMEs will be selected through stratified random sampling method, based on a developed sample frame.

The contracted survey firm will develop two survey reports, which will provide hard evidence and will serve as a foundation for regional consultations, national events, private sector mobilization and awareness raising efforts.

#### STANDARDS TO BE USED

The consulting individual (or firm) should adopt a consultative and participatory approach while maintaining an independent perspective consistent with OECD DAC and American Evaluation Association standards. CIPE expects all monitoring and evaluation work and products to be based on standards aligned with the American Evaluation Association Guiding Principles for Evaluators including: systematic inquiry; competence; integrity and honesty; respect for people; and responsibilities for general and public welfare as outlined on their website: <http://www.eval.org/p/cm/ld/fid=51> (and attached to this document). As relevant to the specific consultancy, CIPE also expects that the consultant will comply with global human subjects research standards and respect vulnerable and marginalized populations, and as appropriate the following standards: American Association for

Public Opinion Research (AAPOR) (2015) *The Code of Professional Ethics and Practices*. Available online at: [https://www.aapor.org/Standards-Ethics/AAPOR-Code-of-Ethics/AAPOR\\_Code\\_Accepted\\_Version\\_11302015.aspx](https://www.aapor.org/Standards-Ethics/AAPOR-Code-of-Ethics/AAPOR_Code_Accepted_Version_11302015.aspx) and the Gender Practitioners Collaborative (2016). *Minimum Standards for Mainstreaming Gender Equality*. <http://genderstandards.org/>

The survey firm affirms to have read these principles and have no roles or relationships that might pose a real or apparent conflict of interest and agrees to follow them in conducting the surveys.

## V. Objectives and Scope of Work:

The two surveys are being undertaken to provide valuable input on potential specific private sector led approaches that can be adopted to address enablers of corruption, as well as guidance for the next set of project activities and the creation of the future private sector-led Collective Action Against Corruption Alliance (**CAAC Alliance**). The findings of the SMEs and household surveys will facilitate the development of shared understanding of the political context that rewards corrupt practices as well as specific private sector led approaches and forms of collective action that is best suited for Bangladesh in its fight against corruption.

While a survey firm will carry out both surveys, CIPE and CGS will closely monitor and provide feedback into the design of the survey instruments. The questionnaire for the two surveys will be finalized by the firm in consultation with CIPE and CGS. To ensure that COVID-19 control measures do not impede survey implementation, the CATI method may be deployed.

## SURVEY APPROACH / RESPONSIBILITIES

Survey details - In the context of Bangladesh, CIPE defines SMEs as per the National Industrial policy 2016 of Bangladesh. The definition of SMEs, therefore is based on employees employed and fixed assets, which is provided in the table below:

Enterprise Type	Economic Sector	Value of Total Fixed Asset (Taka)	Employment # of workers
Cottage	All Cottage	Less than 10 lakh	Less than 15
Micro Enterprise	Industry	10 - 75 lakh	15 - 30
	Service	Less than 10 lakh	Less than or equal to 15
Small Enterprise	Manufacturing	75 lakh - 15 crore	31 - 120
	Service	10 lakh - 2 crore	16 - 50
Medium Enterprise	Manufacturing	15 - 50 crore	121 - 300
	Service 2	2 - 15 crore	51 - 120

CIPE will contract a survey firm to conduct 2 large-scale surveys that documents and increases understanding of the effects of corruption on SMEs and households at sub national level. CIPE anticipates a completed sample size of 800 to 1200 households for the household survey; and inclusion of 800 to 1200 SMEs.

The household survey will be nationally representative held in Bangladesh's eight divisions and the SME survey will be conducted in selected hubs of SMEs in Bangladesh, mentioned earlier (Chittagong, Bogra, Dhaka, Narayanganj, Gazipur, Narsindi & Manikganj). These will document ordinary citizens' and the SME community's experience with and opinions on corruption. This will help to contextualize local corruption for CIPE and CGS, and begin to build understanding of the levels of corruption experienced by citizens and the business community, and assess reform issues and their levels of support related to reducing corruption, supporting CIPE's aim of determining which forms of collective action would be most applicable and relevant for Bangladesh in future phases of the program.

General Responsibilities of Survey Firm - The successful firm shall be responsible for the survey design and execution, including the following specific tasks:

- Translation, formatting, pretesting, adaptation, and programming of CATI devices;
- Development of a Sampling Plan, to be based a multistage stratified plan; list and explain any geographic or other exclusions; the proposed Sampling Plan will be reviewed by CIPE Evaluation Department, Program team and CIPE's partner organization, and any further changes agreed upon by all parties will be incorporated by the firm;
- Training supervisors and interviewers;
- Arranging and supervising all aspects of fieldwork, including back-checks;
- Entering and processing the survey data, including data cleaning and encoding survey responses;
- Translating the questionnaires/survey responses in English.
- Determining the representativeness of the sample and weighting the data, if necessary;
- Statistical analysis of findings and writing two 8-10 pages analytic reports to place the findings within the local political and other context. Both the reports need to be approved by CIPE, including submission in draft form and then revised based upon CIPE feedback.

Questionnaire- Survey firm will develop questionnaires based on the local context and CIPE and CGS will provide input. CIPE requests translation of the questionnaires in English. Translations will be reviewed and approved by CIPE.

Sample Design- A detailed sampling plan shall be submitted to CIPE prior to conducting the surveys, including a description of the survey coverage, random sample design approach (even if stratified by geography), allocation of the sample, description of the sampling frame, use of replacements, selection within the household or within the SME (e.g., owner or manager), and call-back rules to be employed. It is assumed that the sample will be distributed in proportion to

the population of each region or other geographic unit to be surveyed; in the event that the survey firm wishes to propose a sample design departing from this principle the proposal should describe the allocation to be used and the reasons for doing so.

Pre-test- The survey protocol shall be pre-tested by the firm prior to the commencement of the surveys. No less than 20 pre-test interviews shall be conducted, for 10 households and 10 SMEs survey. The consultant shall provide CIPE with a written report of the results of the pre-test, along with details of any problems encountered and suggested remedies, prior to the commencement of the surveys.

The firm shall ensure that interviewers are thoroughly familiar with CATI method and respondent selection procedures, call back procedures (at least three attempts before substituting a selected respondent), and the structure of the questionnaire, including routing and filtering. Interviewer training shall include practice sessions in administering the questionnaire. All interviewers must have at least completed secondary education and must be fully fluent (reading and speaking) in the language(s) in which they are to administer the interviews. A minimum of 10% of interviews shall be back checked. Business, organization, household and respondent selection must be tracked on a contact-tracking sheet or similar—this will be needed to calculate the response rate.

Data Processing - The survey firm shall be responsible for data entry with a 10% quality assurance standard, cleaning, and processing, including development and implementation of a coding scheme for all open-ended questions. The consultant shall supply data to CIPE as a clean, fully labeled in English Excel file / SPSS “\*.sav” file with a complete data dictionary of variable names and value labels. There shall be one data record for each respondent and records shall be of fixed length. The firm shall be responsible for deriving and applying any post-stratification weights required to bring the sample into conformity with the demographic profile of the population at the very least for gender and age groups, as well as any additional weighting factors required to correct for disproportionate allocation, if use.

Ideally, CIPE would want education groups included in weights, and if available demographic data allows it, those without formal education will be assigned a separately code from those with a least some primary education. If demographic weights were to exceed a factor 1:8, this must be discussed in writing with CIPE before the weight is applied. CIPE has strict upper limits on post-weighting and requires unweighted samples already generally matching the population’s rough gender and age distribution. For example, an unweighted sample of 65% male and 35% female would not be accepted, even if corrected with post-weights. Each record shall include a unique respondent ID number, interviewer ID number, interview duration, Sampling Point ID number, interview start and end times, and date of interview. Each record shall include demographic information about the respondent, including gender, exact age, and education level.

**Technical Report.** When delivering data, the survey firm shall provide a Technical Report which shall include the following:

- A complete Sampling Plan, including list of PSUs and individual sampling points and number of interviews conducted at each sampling point.
- Details of response rates, including tabulation of unsuccessful interview attempts by sampling point, with reasons for non-response (i.e. respondent refusal, proxy refusal, inability to locate selected respondent, etc.).
- A brief report on survey operations including any practical difficulties encountered in carrying out the survey;
- Estimated sampling error;
- A complete explanation of the weighting scheme including details of how weighting factors were developed and applied, as well as the demographic data on which weights were based (i.e., age, gender, and education distributions in the population);
- Any abnormalities encountered during data quality control, including but not limited to: suspicious patterns by interviewer ID (e.g. usually fast completion rates), potential contradictions (e.g. respondents who rate a certain politician as highly untrustworthy yet definitely plan on voting for this person), significant data changes of indicators since the previous poll etc.
- **Analytical Report.** The survey firm will provide two analytical reports of 8-10 pages plus an appendix describing providing a stub and banner data report. The narrative includes highlighting key findings from the data and placing these findings within the local context. Mere description of data is not sufficient; the report must contain analysis.
- PowerPoint Presentation. The survey firm will provide a presentation with analytical chart for every survey question.

## VI. Deliverables and Timeline

### SURVEY DELIVERABLES

- (a) Sampling Plan (revised after CIPE feedback)
- (b) Pretest report and Revisions of survey protocol with CIPE feedback
- (c) Copies of the final questionnaire, as fielded, in English and translations
- (d) A complete data set and data dictionary formatted as Excel/SPSS file
- (e) Draft technical report describing the sampling, methods used and the weights
- (f) Draft analytical report providing a stub and banner analysis of the results
- (g) Draft PowerPoint Presentation
- (h) Revisions of technical, analytical reports and PowerPoint Presentation after feedback

***The deadline for submitting application of interest is March 8, 2021.***

CIPE anticipates selecting the survey firm by March 15, 2021 and requires the final

report to be completed by May 30, 2021. The dates of the contract may be adjusted based upon the consultant proposal. The survey firm will be reporting to CIPE Evaluation team and Program team.

## VII. Remuneration

As part of the application, survey firm will provide a compensation proposal to carry out the two surveys. CIPE will evaluate each application based on the qualifications, relevant experience and costs proposed by the applicant firm.

## VIII. Scheduling and Logistics

To be determined by CIPE in consultation with the survey firm.

## IX. Consultant Qualifications

The survey firm needs to be a legally licensed international/national organization with a commendable track record and at least with 10 years' experience in conducting surveys of this nature and scale. Key staff should have the appropriate experience, expertise and credentials for their role.

## X. How to Apply

**For full consideration, applications must be received by 3/8/2021 at 5:00pm EST.**

Applications will be reviewed on a rolling basis, and earlier applications will be prioritized. Later applications may be considered based upon quality. Survey firm interested in submitting a proposal for the anticipated subcontract assignment should send the following to [jandesron@cipe.org](mailto:jandesron@cipe.org).

Survey firms should also include the following in their proposal:

1. Highlight relevant expertise: please submit your past experiences and/or familiarity with regards to conducting surveys of this nature, size and complexity.
2. Proposed technical approach (e.g., methodology, sampling approaches including proposed framework and sampling plan, interviewer training and oversight). Qualifications of proposed staff (please share brief resume and role(s)).
3. A compensation proposal: as part of your proposal to CIPE, please submit your expected rate for carrying out the two surveys. As this is a competitive assignment on a fixed budget, proposal costs are amongst the criteria considered in the overall evaluation of the proposal.