**Request for Proposal (RfP)**

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| RFP Number | **BBCMA/KBL/22122024** |
| Issue Date | **22 December 2024** |
| Deadline for proposals | **05 January 2025** |
| Description | Data collection for **Survey on the reach and impact of Darman radio programme and PSAs in seven provinces of Afghanistan** |

**Section 1: Instructions to offerors**

**1.1 Introduction**

BBC Media Action uses media and communication to help reduce poverty and contribute to long-term change in some of the world’s poorest countries. To achieve this, we partner with civil society, local media and others to:

* Produce creative programmes and content in multi-media formats which inform and engage audiences.
* Strengthen the media sector by building professional capacity and infrastructure.

With our partners, we reach millions through creative communication and trusted media, helping people have their say, understand their rights, responsibilities, and each other, and take action to transform their lives.

Research underpins every aspect of BBC Media Action’s work, from determining project strategy and key information needs to pre-testing output production and impact evaluation. The research is managed by BBC Media Action’s Research team based in London and country/project offices across the world.

In Afghanistan, BBC Media Action has been delivering projects on child health including childhood vaccination, governance and accountability, and recently on lifeline communication on Covid-19. Examples of past projects and media outputs can be found at [www.bbcmediaaction.org](http://www.bbcmediaaction.org).

The purpose of this RfP is to request agencies to submit their technical and financial proposals to carry out a quantitative survey with a representative sample of seven provinces to measure the reach and impact of the BBC Media Action Darwan radio programme and public service announcements (PSAs).

Agencies are responsible for ensuring that their proposals are received by BBC MA in accordance with the instructions, terms, and conditions described in this RfP. 100% compliance with the terms and conditions of this RfP is a MUST and failure to comply to the terms and conditions of this RfP, as well as failure to adhere to instructions described in this RfP may lead to disqualification of a proposal from consideration.

**1.2 Offer deadline and protocol**

**Proposals must be submitted electronically to** [**kabulhr@bbcmediaaction.org**](mailto:kabulhr@bbcmediaaction.org) **with the reference line BBCMA/KBL/19122024 between 1500-1700 hours (Kabul time) on 5th January 2025.**

Please reference the RfP number in any response to this RfP. Proposals received after the specified time and date will be considered late and considered only at the discretion of BBC Media Action.

**1.3 Proposals**

Proposals in response to this RfP must be priced on a fixed price, all-inclusive basis, including delivery and all other cost. Pricing must be presented in US Dollar.

Prices must remain valid for not less than thirty (30) calendar days after the RfP deadline.

**Section 2: TERMS OF REFERENCE**

**2.1 Purpose of this document**

BBC Media Action is calling for technical and financial proposals from research agencies operating in Afghanistan (local and/or international) to conduct a quantitative survey with a representative sample for a s**urvey on the reach and impact of Darman radio programme, and audio and video PSAs in seven provinces of Afghanistan.**

**2.2 Project background**

‘Driving Action for Well Being to Avert Mortality’ (DAWAM) project aims to reduce disease and early mortality among women and girls and other high-risk groups, including persons living with disability. The project runs from 17th October 2023 and ends on 31st March 2025.

For this project, BBC Media Action is producing “Darman” radio programme in Dari and Pashto languages. The 30-minute weekly “Darman” programme that is broadcasted by BBC Afghan Service (in Dari and Pashto language) nationwide and local radio stations. Additionally, BBC Media Action has produced and broadcasted radio and TV Public Service Announcement (PSA) in Pashto and Dari Languages.

**2.3 Research questions**

The study seeks to answer the following main research questions:

**Reach of BBC MA content**:

* What is the number of people who have been reached with BBC MA’s radio show and radio and TV PSAs, in the seven DAWAM provinces?
* Who are Darman audiences disaggregated by demographic characteristics and disability status?
* What is the frequency and duration of listening to Darman and the level of trust in the content?

**Engagement with and impact of BBC MA’s content**:

* What elements of the radio programme have engaged audiences? (What do they recall - drama characters, storylines, interviews, messages?)
* Do audiences find the content relevant and useful? Are they implementing what they heard?
* What evidence is there of changing knowledge, attitudes, behaviours on importance of a **maternal child health and nutrition** as a result of exposure to radio shows? Including:
  + Understanding the importance of a balanced varied diet for pregnant and breastfeeding mothers and children under five; and
  + The importance of breastfeeding
* What evidence is there of changing knowledge, attitudes, behaviours around the importance of **sanitation** and **hygiene practice**s as a result of exposure to radio shows? Including:
  + Understanding the importance of washing hands with soap and water before and after meals; and
  + Understanding unsafe water can cause diarrhoea, and the importance of boiling water or using a filter to ensure it is clean.
* How, if at all, has the radio programme encouraged **supportive discussion** of these issues, particularly amongst wives, husbands, mothers-in-law?
* What recommendations can be made for future BBC MA DAWAM activities?

**Media use:**

This survey will also be used to collect the latest media use figures, including:

* What challenges do people have in accessing or listening to the radio for different demographics (e.g., electricity, batteries, poor coverage, language)?
* What are media habits of the population including social media and traditional media (radio and TV)?
* How likely are current listeners to continue using radio as a source of information in the future?
* What is the reach of BBC Media Action’s partner radio and TV stations in the seven provinces?

**2.4 Study population**

The survey will include males and females aged 15 years + in all districts of seven provinces including Herat, Ghor, Faryab, Badghis, Badakhshan, Daikundi, Nangarhar.

**2.5 Sampling**

BBC Media Action expects a randomised, representative sample of the 15 year + population in the seven provinces (Herat, Ghor, Faryab, Badghis, Badakhshan, Daikundi, Nangarhar), by key socio-demographic characteristics such as urban/rural, male/female, and age. The research agency should detail where they will get their sampling frame, and respondent selection, this can beaccording to [UNOCHA](https://data.humdata.org/dataset/cod-ps-afg) or any other credible sources that provides similar population data. We also expect the agency to highlight if any areas may be difficult to reach due to security issues or inaccessible roads.

BBC Media Action expects the agency to conduct all the surveys face to face. BBC Media Action has calculated the sample size for this survey to be around 2,000. This assumption, however, can be reviewed by those submitting proposals. If you are proposing a different sample size, please outline your rationale for this very clearly as well as any calculation methods you are using to arrive at your proposed sample size. We request agencies to explain how the proposed sample was calculated and how would it be distributed i.e., sampling approach in detail to reflect how the sample size will be representative of the population in the seven provinces.

In addition to the main sample, we would request that the agency also provides a separate and additional booster sample of 300 women who are pregnant *or* who have children up to the age of 3 years old.

The booster sample will not be representative, but rather aims to capture feedback from this key target audience.

**2.6 Data collection, management and protection of data**

Interested research agencies are expected to provide a clear plan for the recruitment of study respondents, including any challenges in random selection of the respondents and in a balance of males and females and ages, as well as how would the agency recommend mitigating this issue. BBC Media Action research team is open to suggestions and happy to go with most appropriate and creative approach.

We expect the research agency to provide a detailed data collection plan, field team formation and training, piloting of questionnaire, structure of teams, detail fieldwork plan along with contingency plan in case of disruption during fieldwork. It is also important that the agency explains what software or platform the agency would use for data collection and data management, and what access BBC Media Action would have to the data during collection. To support the process, BBC Media Action will be happy to provide any support needed during data collection, analysis and reporting. We encourage you to specify this (and other deliverables) in the proposal so that we can assess the type of support you will need from us. It is important to note that there is no option for penalising agencies if they ask for technical and Q&A support from us, rather we encourage them to identify these at the initial stage. We request agencies to provide a clear data management and quality assurance (including data cleaning) process and plan in the proposal.

**2.8 Implementation plan**

We anticipate the data collection will take place during the months of January and February 2025. Considering this timeline, we would request research agency to provide an implementation plan. The plan should provide information on the structure and capacity of the core team, qualification and experience of data collection team, overall quality assurance (Q&A) approach, data management and analysis capacity. It is vital that the research agency provides a clear timeline of implementation.

**2.9 Challenges and safety strategy**

We understand that conducting research in Afghanistan is challenging due to socio-economic barriers and insecurity. We request research agency to outline their plan and preventive measures to keep their staff safe while working on this project. The agency should also confirm what insurance they have in place (if any) for their enumerators. We also request research agency to outline other challenges they anticipate during different stages of this research study and subsequent mitigation plans.

**2.10 Quality assurance**

BBC Media Action is committed to undertaking research that is of the highest standard and in line with General Data Protection Regulation (GDPR) requirements and expects the contracted research agency to adhere to the same while dealing with both research data and participants personal data. BBC Media Action expects the agency to clearly state how the quality of the data will be assured and is compliant with GDPR. Therefore, we expect applying agencies to provide clearly defined quality assurance mechanisms before, during and after the data collection. This should include how the agency will monitor the field process through spot checks and back checks additional to those carried out by BBC Media Action staff.

The agency will include its own plan for quality control in the proposal to ensure high quality of the data. The agency will also send the first 100 cases entered as an SPSS file to BBC Media Action for quality control no later than one week after fieldwork has commenced. The agency will halt fieldwork after the entry of these 100 cases and not resume fieldwork until BBC Media Action has checked these cases so any comments can be incorporated into the next phase of fieldwork. This should not normally take no more than 2 days, provided there are no major issues with the questionnaire or the data.

**2.11 Ethical consideration and safeguarding**

We expect research agencies working with BBC Media Action adhere to a strict code of ethics and endeavour to address major concerns around consent, confidentiality, anonymity, the safeguarding of vulnerable people and the potential impact of the research on both research participants and researchers. The commissioned agency is thus expected to describe how ethical considerations and safeguarding will be dealt with in all courses of actions of the study.

All proposals should include a section describing how the agency plans to meet and adhere to ethical protocols. This requires a full outline of how agencies will adhere to high quality research protocols with regards to the following stages of the survey:

* How informed consent will be gathered during piloting and fieldwork
* How respondents will be assured of their confidentiality and the anonymity of data
* Procedures relating to how data will be transported securely during fieldwork and how it will be stored both in hard and soft copy in agency offices
* How the agency will ensure that ethical and safeguarding standards are met, particularly when surveying with vulnerable people like internally displaced people due to crisis and insecurity, and how safety of data collectors and participants will be ensured.

**2.12 Project management**

The agency will provide one point of contact, a Principal Researcher/Project Manager, for BBC Media Action, as well as a detailed description of the proposed project management structure and team to include project manager, supervisors, translators, interviewers (clearly detailing gender and languages spoken) and data processing. Please provide CVs of key personnel.

**2.13 Key Deliverable**

**2.13.1 Deliverables from BBC Media Action**

* Stimulus (audio clips to play during interviews so that the respondents can identify radio programmes)
* BBC Media Action would like to measure the reach of our partner local radio stations- we will provide full information about these stations and where they broadcast. This may need to be factored into the agreed final sampling and will be discussed with the selected agency at a later stage.
* Survey tool in English
* Technical oversight on sampling including sample size calculation
* Support on delivering training to field team
* A codebook to create framework for data entry
* Data cleaning checks during data management
* An analysis plan for descriptive analysis and tables

**2.13.2 Deliverables from the agency**

* Design of the sampling approach according to BBC Media Action specifications.
* Recruitment, supervising and monitoring the field teams (interviewers and supervisors) to BBC Media Action standards during the quantitative survey.
* Final questionnaire, pre-tested and translated in Dari and Pashto (including digital interface if it proposes for digital data collection and management)
* Pilot testing the research instruments provided by BBC Media Action. Documented feedback from the pilot.
* Preparing a research plan with field logistics and timelines for the fieldwork.
* Access to the data collection platform/software.
* Dataset from first five percent or max 100 interviews in SPSS for preliminary data quality check. Comments incorporated after receiving feedback from BBC Media Action before re-commencing the next phase of the fieldwork.
* Contingency plan
* Study respondents’ recruitment plan
* Field reports each week with a breakdown of interviews completed.
* A cleaned final SPSS dataset for the quantitative surveys
* Tables of descriptive analysis (in Excel) of outcome variables against key demographic variables (as per a specification provided by BBC Media Action)
* A project completion report containing detailed methodology, finally achieved sample with detailed breakdown and detail of field operations including challenges faced and limitations during the study

**2.14 Information about your organisation**

BBC Media Action would be interested to know the legal status of the research agency to operate in Afghanistan, its organisational structure, financial ability and solvency, and safety net for staff such as insurance facilities available for both headquarter and field staffs. Please also provide brief detail of any relevant experience of conducting nationally representative (or other representative) quantitative survey in the past 12-18 months. It will be helpful if the agency includes relevant documents and/or information either in the main proposal or in the annex.

**2.15 Financial quotation**

We expect a full financial proposal with detailed breakdown to show the ration between direct data collection cost and other support and admin cost. The breakdown may also include proposed agency commission and/or service charges.

The payment will be completed in two instalments of the contract price:

1. The first instalment (40%) will be paid as the dataset from first five percent or max 100 interviews in SPSS is approved
2. The second and final instalment (60%) will be paid after submission of final and approved dataset and submission of completion report.
3. VAT/TAX will be deducted as applicable by the law of Afghanistan.

Payment will be made through bank transfer or cash upon submission of Bill/Invoice as per the agreement. BBC Media Action will deduct Income Tax and VAT (and other applicable Tax-if any) at source as per government regulation from the submitted bills.

**2.16 Confidentiality**

All documents prepared during the assignment will be treated as BBC Media Action's Property. The documents or any part, therefore, cannot be sold, used and reproduced in any manner without prior written approval of BBC Media Action. The contracted agency/firm will submit all original documents, materials and data (hard and soft copy) to BBC Media Action.

**­­­­­­­­­­­­­­Section 3: MINIMUM TERMS AND CONDITIONS**

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| 1 | Valid Business License and Nature of Business (Only vendors in the business of Research are eligible to bid. Vendors not related to the relevant scope will not be considered) |  |
| 2 | Validity of Bid Price: Bids must be valid for at least thirty (30) days |  |
| 3 | The payment will be made through bank transfer to the account or cash. |  |

**Section 4: MANDATORY REQUIRED DOCUMENTS**

In addition to the requirements related to each research activity, BBC Media Action invites detailed proposals that include:

1. Valid registration or Business License or registration with the respective ministry
2. Supporting documents showing examples of similar research conducted by the agency including qualitative and quantitative research examples
3. Brief CVs of the key person(s) involved in the study
4. Name, telephone & e-mail address of one referee each from two client organisations who are authorised to comment on the quality of research conducted for them.
5. BBC Media Action will conduct a due diligence check with the selected agency before commissioning the work.
   1. **Proposals**

**Submitted proposals should include:**

* + A detailed plan of how the research will be carried out, including:
* The process of obtaining any permissions necessary to carry out the research
* The sampling strategy and sampling frame, Including the request for a separate additional booster sample.
* Fieldwork plan outlining how many people will be allocated to this task, how you will implement quality control
* A detailed safety plan for your enumerators
  + Specification of how and where the data will be entered into electronic format. Please specify how many people will be allocated to this task and how you will quality control this process. The agency must adhere to GDPR data protection standards.
  + A detailed plan of how quality assurance will be achieved.
  + A detailed outline of what challenges the agency feel they may face in carrying out this research and how they will tackle these issues. This includes:
* How randomised selection of respondents in the household will work in practice (including considering any challenges relating to males and females having an equal chance of being chosen for the interview).
* Explaining what consent procedures will be in place for males/females under 18 years old (15-17 years old).
  + Workplan
* A description of deliverables;
* A timetable for the study, a commitment to meeting the deadlines and a narrative of how these deadlines will be met.
  + Agency Experience
* An outline of the agency’s skills and capacity to undertake and manage the research, including quality assurance, organisational background and references;
* Examples of previous work in the field;
* The names and contact details of two referees for whom your organisation has carried out similar work.
  + Financial
* A financial proposal that describes in detail the costs to complete the work outlined in the specification, and unit costs;
* Complete breakdown of costs by activity for all elements of the research.

**6.3. Confidentiality**

All documents prepared during the assignment will be treated as BBC Media Action's Property. The documents or any part, therefore, cannot be sold, used and reproduced in any manner without prior written approval of BBC Media Action. The contracted agency/firm will submit all original documents, materials and data (hard and/or soft copy) to BBC Media Action.

**THE DEADLINE FOR RECEIPT OF PROPOSAS IS 05 January 2025.**

**APPENDIX**

A research services template has been attached to this RFP for agencies to review alongside their RFP application. Bidding for this project means that you have read and are happy with the contract and/or have notified us of any issues that you have with this template early on. Thank you.

