



Terms of Reference | Data Collection Firm

Quantitative Survey

1. About 3ie

The International Initiative for Impact Evaluation (3ie) promotes evidence-informed equitable, inclusive and sustainable development. We support the generation and effective use of high-quality evidence to inform decision-making and improve the lives of people living in poverty in low- and middle-income countries. We provide guidance and support to produce, synthesise and quality assure evidence of what works, for whom, how, why and at what cost. 3ie is registered as a non-governmental organisation in the United States. It has offices in New Delhi, London and Washington, DC.

1.1 Description of the project

The study proposes to review and conduct an in-depth analysis of two digital platforms for gender intentionality. The project aims to document the design processes, study user journeys and learning by interreacting with various stakeholders such as government officials, primary beneficiaries, i.e., the women, as well as other key stakeholders in the digital space. We have outlined the key aspects of our approach below.

1. **Landscape Analysis:** A rigorous landscaping study of the identified digital platforms, to understand the design and implementation of different applications through stakeholder interviews and a literature review
2. **Identification of digital platforms and Platform Analysis:** Two digital platforms will be prioritized in consonance with various stakeholders, including government, donor, and experts to analyze their architecture/design. Apart from analysis, key informant interviews (KII) will also be conducted with experts in digital technology and gender to understand the approach towards gender intentionality as well as the overall ecosystem of digital apps including their uptake, accessibility, and barriers.
3. **User Journey:** Through a consultative process, we will conduct an in-depth user study of the two platforms. Our plan is to begin with Platform 1, followed by platform 2 analysis. We will map the platforms' journey through:
 - *Qualitative Study:* We will use qualitative research methodology and human-centered design to understand the barriers and facilitators in the uptake of the digital application, both from the beneficiary and the practitioner's perspective. Our approach will include group discussions, in-depth interviews and key informant interviews with various stakeholders and users.
 - *Descriptive Survey and User Preferences:* This survey will focus on understanding interface-related challenges in the platform and how can it be adapted to the specific needs of women users. The survey will complement and augment the qualitative study in two main ways: (1) provide a large sample size; (2) help us quantify preferences and observe patterns of interest in the data and design by women.
4. **User cost analysis:** We plan to carry out detailed user costs analysis for both platforms. The analysis aims to provide policymakers and practitioners with essential information on an intervention's feasibility, scalability, and impact contingent on data availability

5. **Develop evaluation framework/design principles:** We will use the findings of the studies to develop an evaluation framework, with inputs on how platforms can be gender intentional.
6. **Final Report:** We will prepare two final reports (one for each platform), and two briefs to summarize our findings and recommendations that can inform decisions around gender-intentional platforms.

1.1.1 Objectives

The objective of this consultancy is to undertake activities towards the collection of high-quality data, following international best practices and protocols. The survey will be conducted on a sample of households in intervention districts in Telangana and/or Andhra Pradesh

The list of study districts will be confirmed by the 3ie Impact Evaluation Technical Team (TT) during or at the time of contracting.

1.1.2 Activities and specifications of the service

The firm in charge of the consultancy (henceforth, “the firm”) will be responsible for the following principal activities:

- a. Adaptation, including translation and back translation of questionnaires, manuals and data entry programs.
- b. Development of protocols for secure data collection, and transmission and implementation of research ethics protocols.
- c. Securing all local and national authorizations required for implementation of the baseline survey prior to fielding the survey.
- d. Training of all staff working on the survey.
- e. Surveying sample households
- f. Data management and quality assurance.

The following chart summarizes the select requirements and deadlines:

Item/ Set)	Description	Unit of observation	Quantity	Place where the service occurs	Timeframe of the service
1	Adaptation of measurement questionnaires, manuals	Households	Household survey	Selected districts in Telangana and Andhra Pradesh	3 weeks from the signing of the contract
2	Household surveys	Households	4000 completed household	Selected districts in Telangana and Andhra Pradesh	3 months from the signing of the contract

Organization and schedule of fieldwork

The field staff of the survey firm will be organized in autonomous teams, each headed by a supervisor and composed of a maximum of four members.

The survey needs to be completed in a maximum of three months.

Data collection and transmission technology

In order to standardize data collection in all of the samples and monitor field operations, the field teams will collect the information using the technology platforms indicated, such as hand-held electronic devices for data capture and real-time data transfer using digital servers for data storage, popularly called computer-assisted personal interviewing (CAPI). 3ie already will have

survey instruments programmed into SurveyCTO and would require the use of SurveyCTO for data collection. 3ie will provide the CAPI to the survey firm for data collection.

Ethical and secure data collection, entry and transmission procedures and safeguards

Any personal identification information during household surveying should be securely kept with the field team, which must inform the evaluation team and take appropriate remedial actions in case of any loss of sensitive data.

Data ownership

3ie would retain the right to the full data, with complete access to all names, addresses, georeferencing codes and survey data for individuals, households and institutions gathered through this exercise. The agency must be available to respond to queries after submission of the datasets.

a. Adaptation of questionnaires and manuals

3ie will provide the firm with the programmed household survey questionnaires, listing of sample units, and survey manuals.

The questionnaires will be developed and provided in English and Telugu. The TT will approve the final versions of the questionnaires. The firm will also be responsible for modifying the SurveyCTO questionnaire form in accordance with the TT's specifications.

The firm will pilot-test Computer Assisted Personal Interviewing (CAPI) or Computer Assisted Telephone Interviewing (CATI)-based surveys with at least 20 households in non-sample areas to ensure the contextual and unbiased appropriateness of the questions and the technical functionality of the electronic platform and devices. After the pilot, the firm will work closely with the TT to adapt, revise, and finalize the CAPI/CATI survey instruments and tool and for printing of the documents, as required. All costs will be borne by the survey firm.

- b. Develop protocols for ethical data collection, entry and transmission** The firm will develop comprehensive protocols to ensure ethical data collection and robust protection and privacy of respondents at every stage. The field team must securely maintain all personal identification information, and TT must be promptly informed in case of any loss of sensitive data. These protocols will specify who will have access to the data and outline the methods for secure data handling.

c. Train all staff working on the survey

Conduct extensive training prior to the survey, including training on ethics and gender sensitivity in the field. All staff working on the project must attend the training, including team lead, field managers, data managers, supervisors, enumerators, independent of their previous experience in household surveys. The TT will provide a model training calendar – consisting of plenary sessions, group work sessions, and field practice – and models of the materials to support the training (PowerPoint presentation, exercises, etc.). The firm must adapt these models to the final versions of the questionnaires, copy them, and provide the physical infrastructure and necessary instructors, considering a maximum of 20 people per class for the group work sessions. The training will be 15-days long with at least three days of practice surveys in the field.

The firm will also conduct refresher training during data collection to ensure data quality.

d. Household survey

Objectives and content of the questionnaire

- The objective of the household survey is to understand the drivers of women's and men's uptake of the UPI platforms, usage patterns, challenges and adapting the platforms to use by women.

It is expected to take approximately 90-120 minutes on average per household. It is anticipated that completing the questionnaires will require at least 1-2 visits to each household. The agency must conduct repeat visits to complete the survey in case the informant is unavailable. A specific protocol will be agreed upon with the TT to define technical aspects such as waiting days if the informant is not present, revisits, replacements, and others. Female enumerators will administer modules to female respondents.

Different modules in the questionnaire will be designed for male and female household members, with consideration for adapting questions based on the respondent's age where needed. The modules will need to be administered separately by male and female enumerators. Accordingly, the data collection partner should have enough male and female enumerators available and should have experience managing household surveys requiring male-female enumerator pairs.

The household survey will include, but not be restricted to:

- Demographic characteristics of all members of the household (e.g., age, sex, marital status, education, earnings of individual household members), asset ownership, etc
- Digital access, knowledge and usage: Knowledge, Access, Ability to use and Usage patterns of technology and digital devices e.g. mobile phones, computers and the internet
- Barriers to access, knowledge and usage: Main reasons behind not using the internet, digital devices and digital payments
- Financial Literacy: Literacy around saving, spending and borrowing through formal physical and digital channels
- Gender Norms and Decision making: Gendered beliefs around digital access and usage and Autonomy around: Usage of technology (e.g. mobile phones, the internet, social media, digital payments) Spending patterns (e.g bill payments); Saving; socializing
- Safety, Trust, Language Barriers: Safety issues experienced by men and women while using digital devices and payments
- App features: Preference for specific platform features and ease in navigation during usage
- Knowledge, Access and usage of Digital Payments Methods particularly UPI
- Challenges and Grievance Redressal: Challenges faced at various stages, Ability to file complaints, areas where support and assistance is required
- Training specific question: Aspects of UPI covered in training, challenges faced during the training and support received, behavioral change towards UPI transactions

g. Data entry and management and quality assurance during data collection:

The firm's monitoring activities during data collection should include, but not be restricted to:

- Ensuring the fieldwork locations are in accordance with the field plan approved by TT
- Conducting random field checks in a timely manner to ensure proper administration of survey and data collection

- Ensuring the supervisors sit through a full survey with enumerators in the initial few weeks
- Conduct spot-checks (visual observation) of at least one interview with each enumerator on any given day. The spot-check sample should constitute at least 15% of the survey sample. Spot checks data should preferably be collected through SurveyCTO for real-time monitoring
- Ensure back-end data scrutiny of all uploaded questionnaires to confirm that all information recorded is clear and consistent and, where necessary, clarify with respondents any inconsistencies in their answers with those of the enumerator
- Conduct high-frequency checks and report them to TT (in the form of dashboards or reports). Conduct audio scrutiny for a subset of surveys. The details on data checks, as well as reconciliation undertaken, must be vetted by the TT. The TT will conduct its independent checks in parallel
- Develop systems to match scrutinised data with the main sample data and act for error reconciliation and provide regular feedback
- Ensure regular feedback sessions with the field team
- Report field errors observed and trouble-shoot any data system errors that may occur during data collection

The data collection agency's responsibilities related to preparation of final data, transfer and quality assurance include:

- The firm will be responsible for arranging and managing all the procurement and logistical needs to successfully complete the data collection.
- This may include but is not limited to arranging transport to study locations, venues and supplies for field staff training, stationery, tablets and laptops for the survey operations, and personal protection gear.
- The firm is also expected to host the data on the Survey CTO server (joint access with 3ie research team), which provides the necessary level of data encryption and data security
- Providing access to internet or other platforms through which data can be transferred from hand-held devices to the server
- Providing copies of the datasets and data entry error reports/logs that show the frequency of discrepancies noted and actions taken to rectify to the TT
- Scrutinizing all errors and inconsistencies detected during data entry and consistency programs by revisiting households if major errors are detected
- Correcting and revisiting households should the TT notice errors and inconsistencies in data entry
- Providing the raw and final copies of the datasets, along with a complete codebook, after properly labelling all variables to the TT within two weeks of completion of fieldwork
- Maintaining logbooks and documentation of fieldwork which would be submitted at the completion of the survey
- Providing the final dataset in STATA, CSV and/or ASCII formats

Note: The agency must be available to respond to queries after the submission of the datasets. 3ie will be supported by a team of specialized data quality assurance experts who will conduct independent data quality assurance and coordinate closely with the firm to implement adjustments and course-corrections to the survey, as needed.

1.2 Impact evaluation technical team

The impact evaluation's technical team (TT) comprises 3ie research staff and consultants.

1.3 Inputs provided by the technical team

The TT will provide the firm with the following inputs for the survey:

- List of primary sampling units
- Reference questionnaires
- Training materials for the field teams
- Enumerator and supervisor manuals

The firm will be responsible for providing all the inputs and materials not listed in this section but are required to perform the service.

1.3.1 Selection and Training of Staff

Positions and qualifications

For the overall management of the survey, the firm will nominate a central team that includes a Project Manager, a Head of Field Operations, and a Head of Data Management. During the entire term defined below in section 4, 'Activities and Schedule,' the members of the central team will be exclusively dedicated to the survey and will not be able to participate in other projects or professional activities within or outside of the firm.

For data collection, the firm will mobilize the necessary field teams to complete the work within the established timeframes. Each team will be directed by a supervisor and composed of a maximum of four enumerators and should be headed by one supervisor. Each household interview will be conducted by two enumerators, one male and one female.

The responsibilities and minimum qualifications of the staff are the following:

- **Project Manager:** Responsible for developing the project within the established timeframes and maintaining permanent communications with the TT, the technical assistants designated by the TT, the relevant local government officials, and other relevant stakeholders.

Profile: Professional with at least a post-graduate degree in economics/rural management/business management/finance/engineering with a minimum of 10 years of experience in managing large-scale socio-economic household surveys.

- **Head of Field Operations:** Responsible for the adaptation, pilot and back-translation of the questionnaires, other measurement instruments; selection and training of the field teams using the field manual provided by TT; developing the survey plan according to the guidelines given by the TT; defining the quality control procedures that will be applied by the team supervisors, and assuring the logistics and control of the field operations.

Profile: Professional with at least a post-graduate degree in economics/statistics/econometrics/rural management or other social sciences with a minimum experience of eight years in working with large household-level surveys in with the government and/or multilateral agencies and in the adaptation and piloting of questionnaires and the direction of surveys in the field. Experience working with other surveys where data is entered concurrently with the interview/data collection process preferred.

- **Head of Data Management:** The Head of Data Management is responsible for adaptation and debugging of the data entry programs based on the models and guidelines of the TT; selecting and training the enumerators, according to what is designated above in the section 'Data Collection and Transmission Technology'; the logistics and control of data entry in the field; and the consolidation and delivery of databases to the TT as the information is received from the field.

Profile: Professional with at least a post-graduate degree in computer applications or computer science or B.Tech in computer science or related fields with experience in developing applications using existing sophisticated data entry software (such as Survey CTO, CSPro, ODK) and managing large database construction and quality control with a minimum of five years' experience. Programming experience using SurveyCTO is desirable.

- **Field Supervisors:** The field supervisors are responsible for the collection and quality control of the data. In addition to supervision activities, field supervisors will participate in the pilot test. The field supervisors will travel with their teams and be responsible for day-to-day supervision and logistics, including contacting community leaders in selected location and arranging appointments with respondent households. They must assign work to the enumerators, put the work plan and supervision procedures established by the Head of Field Operations into action. Additionally, supervisors are expected to conduct spot-checks of the survey. Spot-checks will be done for 15% of the sample.

Profile: The preferred educational requirement for field supervisors is a university degree and a minimum of two years or more of experience supervising fieldwork for household surveys. Command over the languages prevalent in the operational area of the data collection work is essential. The ability to communicate in basic English would be preferred.

- **Enumerators:** The enumerators are responsible for filling out the questionnaires according to the usual best practices and the specific requirements of the survey. Few of the enumerators may also conduct audio scrutiny whose feedback could be deployed while giving weekly feedback to surveyors

Profile: The minimum educational requirement for enumerators is at least three years of education after school and a minimum experience of one or more years in household surveys. As some knowledge of separate dialects may be required in remote areas, it is advised that the agency recruit enumerators locally to survey areas. This is not a mandatory requirement and is left to the discretion of the agency. Command over the languages prevalent in the operational area of the team is essential.

The firm is required to recruit and train 25% more field supervisors, 30% more enumerators than needed to provide for replacement due to attrition. The list of members of the field teams (supervisors, enumerators, additional staff) will be submitted for consideration by the TT prior to their training and selection. 3ie reserves the right to review and approve the selection of the enumerators and supervisors after training. The CVs of the central team members (Project Manager, Head of Field Operations, and Head of Data Management) must be an integral part of the firm's technical proposal. If the members of the central team have worked together on successful past projects, that will be considered positively.

2. Characteristics of the consultancy

1. **Type of consultancy:** International consultancy (survey firm)
2. **Duration of the consultancy:** The duration of the project is five months. The firm must successfully implement data collection, taking the following activities into account
 - Preparation activities
 - Development activities
 - Documentation and data preparation activities
 - Schedule
3. **Work location:** Telangana and Andhra Pradesh where data collection will be performed as required.
4. **Qualifications:**

Applicants must meet these minimum requirements to be considered:

- Only legally registered organizations in India, or consortia of such registered organizations, are eligible to apply. Applications from individuals will not be accepted. The survey partner should be based in India and have relevant and extensive experience conducting large-scale household surveys.
- The partner should have demonstrated experience and expertise in conducting CAPI using tablets, including managing all aspects of programming, data entry, ethical data storage and management, and data quality assurance.
- The partner will have demonstrated expertise in data quality assurance, including conducting high-frequency checks during data collection, identifying and cross-verification of data discrepancies and data cleaning.
- The partner must have sufficient expert staff, including skilled enumerators and supervisors, on board with full-time availability to work from the time of signing the contract with 3ie.
- For-profit organizations are eligible to apply, but the indirect cost recovery is limited to 10 percent of direct costs.

3. Key deliverables

- An inception report, containing the overall approach and methodology for carrying out the survey, a detailed plan of work, fieldwork plan, outputs and staff assignments with levels of effort by task and sub-task.
- CAPI-based questionnaires, reports from pilot testing of questionnaires with comments and recommendations for changes, finalized CAPI-questionnaires in English and local language.
- Permissions and approvals (from local to higher authorities) for conducting the survey.
- All soft and hard copies of final questionnaires in English and local language.
- Adaptations to training manuals for field staff and supervisors in English and local language.
- Adaptations to protocols for ethical data collection, entry and transmission.
- A report about the training and list of field staff trained and preselected with background to demonstrate compliance with the selection criteria.
- Electronic versions of the survey data as it is being collected on a continuous basis.
- Complete datasets (including personally identifiable information) in STATA or ASCII format with a codebook and a clear report on how data were corrected/reconciled.
- A completion report of the survey, including the dates for field visits for each location, supervision checks, problems encountered and methods of resolution.

4. Proposal format

Proposals should include the following information:

- A description of the organization's experience and qualifications to carry out the proposed scope of work
- A work plan describing how the partner will complete the scope of work outlined above, a description of personnel roles and project management structure, duty of care policies and procedures in place, and risk identification and mitigation plans
- Indicative field plan with field team structure, team size (enumerators and supervisors) and expected productivity given the context to ensure timely completion of data collection
- Indicative data quality assurance plan charting out briefly how the survey firm will assure submission of high-quality data
- Financial proposal that indicates the all-inclusive fixed total contract price for the project and a budget using the [3ie budget template](#)
- Estimated timeline for the completion of main activities, as well as a breakdown of the costs

The qualifications, methods and work plan should not exceed 15 pages, using 11pt Arial font, 1.15-line spacing and 1-inch margins.

5. Selection

All proposals that qualify will be reviewed by a 3ie panel using a combined scoring method. The qualifications and methodology will be weighted at 70 percent, and combined with the price offer, which will be weighted at 30 percent. The technical part of the application will be assessed on the strength of the proposal that best fits 3ie's needs, as well as previous experiences of the provider in executing similar projects. 3ie may request a selected shortlist of firms to make presentations of their approach. 3ie may provide comments and request a resubmission if the proposal does not receive adequate scores. 3ie will also conduct due diligence for shortlisted applicants per the indicative assessment questionnaire linked under grantee resources on the 3ie funding webpage. 3ie reserves the right to not award the contract in case no applicant meets the requirements.

6. Submission

Please submit complete proposals to msait@3ieimpact.org, with the subject line,

'Proposal for data collection for BMGF learning study.' The last date for submission of proposals is **15 February 2025 by 23:59 CAT**. Only complete submissions meeting the eligibility requirements will be considered. 3ie will only contact shortlisted survey firms. Requests for clarifications before final application may be directed to msait@3ieimpact.org by **10 February 2025**