

**<<COUNTRY>>**

**<<IE NAME>>**

**TERMS OF REFERENCE FOR <<SURVEY ROUND>> HOUSEHOLD SURVEY**

**<<DATE>>**

## BACKGROUND AND PROGRAM DESCRIPTION

1 to 2 paragraphs

Brief description of project components and primary objectives

## IMPACT EVALUATION

Brief introduction

The impact evaluation questions are:

1. <<QUESTION 1>>
2. <<QUESTION 2>>

Any further details on IE design or implementation relevant for data collection (e.g. level of randomization).

## SCOPE OF WORK

Is this a baseline or follow-up survey?

How many clusters? How many households per cluster? Total sample size.

**Instrument:** Detail each survey instrument. Expected length of interview. Will direct measures be needed (e.g. plot measurements) that require a visit to a separate location or special tools?

*Example:* The primary household survey will consist of a multi-module survey instrument including modules on agricultural input use, agricultural production, sales and purchases of agricultural commodities, livestock holdings and animal products, consumption and food security, household demographics and income, and beliefs about returns to agricultural inputs. Enumerators will use GPS devices to map 1 acre of agricultural land per farmer, and submit the plot outlines and plot area as part of the baseline data. Each primary household survey is expected to take approximately 2 hours to complete. The 'spillover surveys' will be significantly shorter; each interview will last for less than 30 minutes. Modules will include: agricultural productivity, usage of modern inputs, and beliefs about returns to modern inputs.

**Data Collection:** [following text is suggested to include verbatim, only change if unusual circumstances]. All data will be collected electronically. The research team will provide the electronic survey instrument, which will be programmed using SurveyCTO (based on Open Data Kit). The survey firm will be responsible for translating the questionnaire and integrating the translations into the survey instrument. The firm is expected to provide tablets, power sources, and any other logistics deemed necessary for electronic data collection. The firm is expected to host the data on a SurveyCTO server.

## EXPECTED ACTIVITIES

The Firm will be responsible for the baseline survey. The major duties of the Firm will include:

### **Activity 1:** Obtaining necessary permits or clearance for the survey

- Acquire all permissions necessary for conducting the survey, including relevant permissions from provincial and/or local authorities as needed. The questionnaire itself is developed by an earlier consultancy, but this does not preclude the tendered firm from providing advice and enhancement on its content. Even during training of enumerators the questionnaire can still be adapted
- Adhere to local formalities and obtain any required permits related to the survey implementation, as well as survey team health and accident insurance, salary, taxes, and others as necessary.

### **Activity 2:** Translation & Pilot of all questionnaires

- Translate questionnaire(s) provided by the research team to local language(s)
- Integrate the translations into the electronic survey instrument provided by the research team
- Pilot test the translated questionnaires under real conditions. Monitor time per module for estimation of average time per questionnaire, and any programming challenges. The pilot data will include a minimum of 50 observations.

### **Activity 3:** Detailed Field Procedure Plan

The Field Procedure Plan will detail the following:

- Protocols for ensuring full adherence to the sample frame and high quality data, including rules for household re-visits and substitutions;
- Travel and lodging logistics;
- Management information/reporting tools to track household interviews;
- Procedures for field data backup and weekly submission to the research team;
- Develop the necessary protocols to ensure selected households can participate in a follow-up survey as part of the requirements for the construction of a household panel dataset;
- Supervision and spot check plans to ensure adherence to data collection protocols and confirm quality of data collection including a 5% of re-visits to a random sample of the evaluation sample to confirm the validity of the data.

The Field Procedure Plan must be submitted for comment and review to the research team before the start of field work and revised if necessary according to any team comments. The Survey Company must adhere as closely to the plan as conditions allow during survey implementation. If field conditions dictate significant changes to these plans, the Survey Company's Field Supervisors are obliged to inform the research team via the Survey Company's management, in the form of a written report or progress report.

### **Activity 4 :** Recruitment, training, and contracting of experienced field staff

- Recruit enumerators with experience conducting household surveys in <<SECTOR>>, and familiarity with tablets and electronic data collection;
- Train all enumerators, supervisors, and data manager on the administration of the questionnaires provided by the research team.

- The training should also serve as a screening process for skilled interviewers and data entry agents. Consequently, the survey company must recruit more interviewers for the training than will be ultimately hired for the project. At least five enumerators should be included in the training as a reserve.

The following components must be included in the training:

1. *Theoretical*: Training should include a review the theory of the questionnaire and each question in order for trainees to fully understand the objective of each question. Standard quantitative interviewing techniques and field protocols should also be covered.
2. *Classroom practice*: Training should include individual and group exercises for trainees to become familiar with the practice of asking questions and filling questionnaires. This part of the training may include in-class demonstrations, where the questionnaire is projected and one interviewer completes the questionnaire in front of the classroom. The training may also use vignettes, where the company designs case scenarios based on typical households (perhaps those found during the supervisor training or piloting) and have interviewers complete the questionnaire based on the vignette.
3. *Field practice*: After the theoretical and classroom practice, the interviewers should go to the field to administer the full questionnaire to a small number of households (outside the study sample). The pre-test should not focus on major adjustments to the questionnaire, but rather simulate the administration of the questionnaire under normal circumstances. All field team members must demonstrate that they clearly understand their roles and are correctly following the survey protocols.
4. *Evaluation*: Following the training, interviewers, supervisors, data editors and data managers should be evaluated based on their understanding of the questionnaire and their ability to correctly record data using the same test scenarios as used in the classroom practice. The training period should conclude only when the field teams have demonstrated mastery of the designated tasks. Decisions as to which field staff will take part in the data collection must be made on the basis of this evaluation.

#### **Activity 5 : Household survey data collection**

- Develop a monitoring / information system to track questionnaires completed and replacements;
- All household survey and plot mapping data submitted to the server daily. A data backup system must be provided. Data must be backed up if not submitted to the server upon completion of the interview.
- Provide weekly reports to the research team detailing number of interviews completed, plots mapped, challenges faced, modifications made to the Field Procedure Plan, and any other notable occurrences;
- Correct all inconsistencies and problems identified by the research team in data quality checks, which may require re-visiting households (the list of data quality checks will be shared in advance of the start of data collection)
- Provide a final Field Report, submitted at the end of the data collection period, summarizing the weekly progress reports and detailing the overall response rate;

## **REQUIRED QUALIFICATIONS OF FIRMS AND PERSONNEL**

The selected Survey Firm must possess the following qualifications:

- Legal status recognized by the government of <<COUNTRY>> enabling the firm to undertake a household survey.
- Demonstrated prior experience in large household surveys – the firm must have knowledge of local formalities and customs in the implementation of household surveys. Experience in <<SECTOR>> data collection in <<COUNTRY>> is preferred.
- Demonstrated capacity and experience in planning and organizing survey logistics.

- The firm must have access to a good network of experienced enumerators, supervisors and data managers. The names of the data managers and survey manager, and their specific responsibility must be mentioned in the Firm's offer
- Previous experience in impact evaluation as well as strong background in microeconomics, statistics and econometrics.
- Strong references & feedback from three recently completed surveys in <<COUNTRY>>.
- Demonstrated capacity for implementing electronic data collection using a SurveyCTO template. This includes capacity to adapt an already developed SurveyCTO template from English to the local language, capacity to troubleshoot problems as necessary, and capacity to manage data collected from the field using server subscribed from the SurveyCTO company.
- Demonstrated and strong capacity in data management; strong knowledge of the SurveyCTO application, ODK (the language behind SurveyCTO) and STATA.
- Demonstrated capacity to provide android tablets that can effectively support the SurveyCTO application along with any required accessories such as chargers.
- Strong system for data quality control checks that can be accessible by the research team without any restriction.

## EXPECTED OUTPUTS AND SCHEDULE OF DELIVERY

Activity	Output	Date
1	Evidence of clearances, insurances, and permits for implementing survey and other data collection activities.	
2	(a) Pilot dataset. (b) Translation of final questionnaire in local language.	
3	Field Procedure Plan	
4	(a) Roster of recruited field staff with their corresponding qualifications and evaluation report underpinning the selection. (b) Final training curriculum and materials.	
4	(a) Weekly field Progress Reports & Raw Data Delivery (b) Corrections resulting from consistency checks (c) Final field report	

The selected Firm is invited to comment on the Terms of Reference and suggest amendments and other approaches if deemed suitable given the nature of the interventions, and the country context.

## FINANCIAL DETAILS AND PAYMENT TERMS

The Survey Firm is expected to start work in <<<MONTH, YEAR>> and complete the work by <<MONTH, YEAR>>. The contract will end <<DAY, MONTH, YEAR – approx.. 2 months after expected completion of field work>>.

The Survey Firm will be considered to have failed to comply with this contract if, based on a random and representative sample, it is determined that either: i) it is shown that 1% or more of the questionnaires that are presented were filled without the Firm having visited the household, ii) it is shown that 1% or more of the questionnaire is inconsistently completed. The research team will use its right to conduct its own checks on 5 to 10% of the interviews (in addition to the proposed check-

backs of the survey firm). If the survey data do not meet the research team's requirements in terms of integrity of data, the research team will reserve the right to request a repetition of the work or the option of not paying for the work done (being reimbursed for any initial payment).

All the data and information collected or received for the purposes of this study will be kept strictly confidential and will be used exclusively to execute the terms of reference. All the intellectual property rights stemming from the execution of the terms of reference belong to <<ENTITY PAYING; WB or COUNTRY GOVERNMENT>>. The content of the written materials that are obtained and utilized during this task will not be shown to third parties without the written consent of <<ENTITY PAYING>>.

### Payment arrangements

1. 10% upon contract signing;
2. 25% on approval of deliverables for Activities 1-2
3. 25% upon approval of deliverables for Activities 3-4
4. 40% upon approval of deliverables for Activity 5

## SELECTION CRITERIA

The Survey Companies will be evaluated against the criteria as set out below:

No.	Criteria	Sub Criteria	Scoring Value (in %)
1	Demonstrated knowledge and experience in conducting big household surveys in <<SECTOR>>	1.1. Strong capacity and experience in implementing large household surveys preferably in <<COUNTRY>> and in <<SECTOR>>.	15
		1.2. Strong capacity and experience in using SurveyCTO application for electronic template development, data collection and management;	15
		1.3. Strong protocol for data management	10
		1.4. Strong data quality control checks	5
		1.5. Strong background in microeconomics, statistics and econometrics and previous experience in impact evaluation	5
	<b>Sub total</b>		<b>50</b>
2	Infrastructural capacity	2.1. Capacity to provide android tablets with all the required accessories, effective plan for replacement in the event of loss or damage of equipment	10
	<b>Sub total</b>		<b>10</b>
3	Time frame for implementation (work plan)	3.1. Strong strategy for completing the work on time.	10
		3.2. Time needed to commence the survey	2.5
		3.3. Time needed to complete the survey	2.5
	<b>Sub total</b>		<b>15</b>
4	Expertise and qualifications of staff	4.1. Curriculum vitae & references with particular emphasis on strength of experience in microeconomics, statistics and econometrics and previous experience in impact evaluation	10

		4.2. Record of satisfactory and timely delivery of similar assignments	15
	<b>Sub total</b>		<b>25</b>
<b>Total</b>			<b>100</b>