

REQUEST FOR PROPOSALS

Project:	Better Brick Nepal (BBN) Kiln Survey
Funder:	Humanity United (HU)
Contract type:	Firm Fixed Price
RFP Release Date:	April 17, 2019 17h00 Kathmandu (GMT+5:45)
Deadline for Questions:	April 19, 2019 17h00 Kathmandu (GMT+5:45)
Answers to Questions:	April 23, 2019 17h00 Kathmandu (GMT+5:45)
Deadline for Proposals:	April 30, 2019 17h00 Kathmandu (GMT+5:45)
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Annexes	Annex A: Budget Template (see attachment)

1. Project Background

Humanity United (HU) has hired Social Impact, Inc. (SI) to design and implement a survey of kiln owners/managers in Nepal. The primary purpose of the survey is to strengthen the Better Brick Nepal (BBN) program and plan for scaling, covering four key areas: 1) motivations and barriers influencing kilns to enter/sustain program participation; 2) descriptive characteristics of participating, waitlisted, and non-waitlisted kilns; 3) viable options for scale and potential barriers; and 4) potential markets for certified bricks.

SI is responsible for the design and overall technical oversight of the kiln survey and intends to subcontract the data collection to a local Nepalese firm. The objective of this request for proposals (RFP) is to solicit technical and cost proposals for this data collection.

The sections that follow further detail the scope of work and technical requirements for this assignment, as well as guidelines for proposal submission. Please note that the survey methodology is still under development, and final details are to be determined in parallel with this procurement. **The parameters outlined in this scope of work are thus illustrative and subject to change.** SI may request updated cost proposals from top offerors based on final details of the scope and sample size following initial review of technical and cost proposals. Therefore, per-survey costs are requested as part of the cost proposal to allow evaluation of bids by unit costs.

2. Scope of Work

Social Impact is seeking to subcontract a Nepalese firm that is highly experienced in carrying out high-quality quantitative surveys to implement data collection for the BBN kiln survey in late May/early June 2019. Offerors must submit proposals which demonstrate a clear understanding of the assignment, address all aspects of the scope of work detailed in the following sections, and clearly demonstrate their ability to complete the work within the tight timeframe without sacrificing

quality, explicitly discussing any relevant trade-offs to be considered as part of the technical approach.

Technical proposals should be organized into three sections: Technical Approach, Personnel, and Past Performance. Requirements for each section are described below.

2.1. TECHNICAL APPROACH

The kiln survey will be designed to measure various characteristics, practices, and perceptions of kilns, disaggregated by four groups: those in the BBN program (at various levels); kilns that have dropped out of the program; kilns on the waitlist; and kilns neither in the program nor on the waitlist. The survey modules include the following sections: respondent and kiln characteristics; operations and productivity; market/sales; working conditions; issue awareness and perceptions of labor laws; and motivations for participating in the BBN program.

SI expects that the kiln survey will be representative of each of the four kiln subgroups. An illustrative sample size break-down is presented below:¹

- 1) Survey all 40 program kilns (certified, member and participant)
- 2) Survey all 23 dropout kilns
- 3) Survey 128 of 230 waitlisted kilns, sampled by SI
- 4) Survey 427 from about 700 non-program, registered kilns, sampled by SI

Therefore, the total approximate sample size is 618.

These sample sizes are illustrative and provide a consistent basis for preparing quotations but are subject to change. For this reason, offerors are asked to specify per-survey unit costs in their cost proposals (see Section 6 for cost proposal submission guidelines). Sampling for the waitlisted and non-program subgroups will be conducted by SI.

The survey is expected to last no longer than 1 hour. Offerors must specify in proposals the anticipated number of surveys that can be conducted per enumerator per day given anticipated travel time between kilns. The Subcontractor will be responsible for adhering to the sampling plan and documenting all contact attempts. Offerors will be expected to make at least three good-faith attempts to contact sampled kiln owners or kiln managers and must document the result of all contact attempts including non-response, and refusals. A list of replacements will be given for the wait-listed and non-program kilns, which – if sampled kilns refuse – can be contacted as replacements in sequential order.

The survey will be administered electronically using hand-held tablets, and/or other Android mobile devices. SI will program the tool using SurveyCTO and manage the server as well as any changes to the scripting. Firms will not be asked to program the tools but must be able to demonstrate the ability to use the relevant mobile applications for collecting and managing data. Firms will be responsible for furnishing the required devices to conduct the work. These devices

¹Notes & Assumptions: Sample sizes are based on estimating a proportion of 50% with a margin of error of between 5 and 10 percentage points and 95% confidence. Sample sizes are also adjusted for expected non-response rates, in order to achieve targeted sample size numbers. The final sample size for each subgroup may be slightly adjusted before data collection begins.

should be able to capture GPS points. If there are any areas where offerors expect that the survey cannot be administered electronically for any reason, this should be stated explicitly in the proposal, with a list of those areas and proposed alternative approaches.

The intended respondent for the survey will be either kiln owners or kiln managers. If kiln owners are not available, kiln managers may be surveyed. The appropriate routing for eligibility will be programmed into the survey instrument.

The kiln survey needs to be completed before the end of June 2019. Given the number of surveys that can be done per day per enumerator, offerors must specify the proposed team size in order to complete the assignment by this date. Offerors must include a Gantt chart as part of the technical proposal.

Technical proposals should further describe any other potential challenges anticipated in successfully implementing the survey within the specified timeframe, as well as proposed ways to mitigate these challenges. This could include challenges, risks, or limitations related to seasonality, holidays or observances, difficulties in identifying intended respondents, known limitations in the offerors' proposed sampling approaches, or others.

In addition to responses to the technical requirements described above, offerors must also demonstrate a clear understanding of SI's requirements for fieldwork preparation as well as quality control. Offerors must describe their approach to fulfilling these requirements as part of the technical proposal. Each of these is described in detail below.

2.1.1. Fieldwork Preparations

Subcontractors will be required to undertake a number of activities to prepare for fieldwork, as described below. Offerors must describe their approach to each in the technical proposals.

Comment on Instrument: Subcontractor will review and provide feedback on the kiln survey questionnaire, to ensure that it is properly contextualized and to ensure that SI has properly considered likely eventualities.

Translate and Back-Translate: Offerors must specify their approach to translation and back-translation in the technical approach, to ensure that tools are adequately contextualized, but in a way that retains the intended concepts/meanings. Back-translations must be completed by a third party, who was not involved in the forward translations.

Develop manuals for field staff: The Subcontractor must develop comprehensive manuals for field staff covering sampling, the questionnaire, professional and ethical conduct in the field, and all relevant data collection protocols and procedures, including quality control. Offerors should briefly describe the contents of the manuals that will be developed for the kiln survey.

Obtain relevant permissions: The Subcontractor must obtain any relevant permissions needed in order to enter specific sites to collect data (e.g. local government letters of introduction). Offerors must state in their technical proposals which permissions they expect to be needed for this survey and what the process will be for obtaining them.

Pre-testing: The Subcontractor will be required to conduct pretesting for all data collection instruments. Pre-testing is focused on the flow, translation, and logic of the instrument. Pretesting

should be done at a small number of kilns similar to the targeted population but not part of the sample frame for the data collection, prior to training. Offerors must include a day of pre-testing as part of their Gantt chart in the technical proposal. Following the pre-test, SI and the Subcontractor will convene to discuss any edits needed to the tool prior to enumerator training. The location and number of pre-test interviews will be discussed between the selected firm and SI following award.

Enumerator Training: Offerors must specify the recommended duration, location, and content of field staff training as part of the technical approach. This includes the approach to assessing enumerators' readiness to conduct data collection following the training. Representatives of SI will attend the training. SI may at its discretion request replacement of enumerators deemed to be performing inadequately in training or in the field. It is recommended that more enumerators be trained than will be required for this data collection activity, so that top-performers are selected, as well as to maintain a pool of back-up enumerators.

Piloting: Piloting will be done as part of training, with all enumerators at training participating in the activity. It is focused on the entire process of data collection. Following piloting, it is not expected that major changes to the tool will be needed, but minor adjustments can be made based on any challenges faced or lessons learned during piloting. Offerors should describe their approach to piloting, including how it will monitor enumerator performance during piloting, the expected number of pilot interviews to be conducted, and the timing of the debriefing following the pilot.

2.1.2. Quality Assurance

Offerors should describe in depth as part of the technical proposal their procedures for ensuring quality and monitoring enumerator performance throughout data collection, especially considering that teams will be geographically dispersed for the duration of the activity. Apart from training and team-size aspects of quality control, Subcontractors will be required to conduct quality control, at minimum following the requirements listed below.

Daily team debriefs: Subcontractors will be expected to coordinate daily debriefs among interview teams. Offerors should describe their approach to doing so in this context of a survey conducted nationally with many enumerator teams spread over a wide geographic area.

Supervisor checks: Supervisors will be expected to review their team's forms before they are submitted to the server, to ensure completeness and spot-check for errors. Offerors should describe their approach to ensuring supervisors are conducting reviews, have a reasonable workload, and the procedures that supervisors will follow to escalate issues identified in the field.

Accompaniment: Subcontractors will be expected to conduct accompaniment (supervisor direct observation of interviews) in 5% of interviews. All enumerators should be directly observed at least once during the first week of data collection. Supervisor accompaniments will be documented through an accompaniment form developed by SI, and further customized for this activity with input from the selected firm. Offerors should describe their overall approach to accompaniment (i.e. direct observation) of enumerators throughout data collection.

Co-enumeration: Subcontractors will be expected to have supervisors co-enumerate at least 1% of interviews, including at least 1 per enumerator during the first five days of fieldwork. SI may request co-enumeration for specific enumerators if questions are raised during SI’s regular data quality checks.

Back-checks: Subcontractors will be expected to conduct back-checks on at least 5% of the sample in each kiln subgroup, using a back-check tool to be developed by SI and customized for this activity with input from the selected firm. Back-checks should be conducted by separate teams from the enumerators. Offerors should describe in their proposals their approach to conducting back-checks, including: in-person versus phone, how back-checks will be triggered during data collection, and the approach to resolving discrepancies between survey and back-check responses. SI expects that back-checks will include both random back-checks on a sample of completed surveys, targeted back-checks to investigate any suspect patterns in the data or monitor specific enumerators’ work, and on a small number of refusals to verify that the interview was at least attempted. Offerors should describe any experience in conducting back-checks on similar assignments.

SI will be conducting its own independent quality assurance for the duration of this activity, including high-frequency checks using data as it is submitted to the server on an ongoing basis. Subcontractors will be required to respond in a timely manner to SI questions regarding data quality control and other measures of data quality assurance.

2.1.3. Respondent Protection & Data Security

Offerors must also describe in their technical proposals how they will ensure adequate protection of respondent’s confidential and private information during data collection and data security. This includes physical safeguarding of devices and data; or any password-protected, permission-restricted, encrypted, or other methods of protecting data. All field staff will be asked to sign a non-disclosure agreement signifying their understanding of ethical behavior in the field and proper handling of respondents’ confidential and private information, including personally identifiable information (PII).

2.2. PERSONNEL AND STAFFING PLAN

The second section of the technical approach is Personnel & Staffing Plan.

Offerors must describe the qualifications of their proposed key personnel against the requirements listed below and must provide CVs for key personnel as part of the technical proposal. The key personnel for this assignment include a Team Leader and Field Manager.

Table 1. Key Personnel and Required Qualifications

Key Personnel	Required Qualifications
Team Leader	8+ years of relevant experience managing high-quality quantitative data collection exercises in Nepal. Advanced degree in social science or related field. Experience conducting surveys in topics

	related to the kiln survey preferred. Experience with donors or multi-lateral clients also preferred. Fluency in English required.
Field Manager	Required at least 5 years of relevant experience managing high-quality quantitative data collection exercises in Nepal, including conducting quality control and managing survey teams for complex surveys. Master's degree in social science or related field. Experience with US Government donors (USAID; MCC; Dept. of State), UN agencies (e.g. UNICEF), World Bank, and/or MICS and DHS surveys is highly preferred. Fluency in English and Nepali is required.

Offerors must describe in their technical proposals the specific field presence and travel expected of their key personnel during the duration of the data collection activity.

Offerors must describe their approach to ensure that well-qualified supervisors and enumerators are hired. Enumerators should have relevant experience in interviewing firms, and electronic survey administration. Recruitment and staffing procedures should be outlined in the technical proposal, along with contingencies for staff replacement, should the need arise, during data collection.

Offerors must also describe their recruitment strategy for other field staff and should specify the total number of enumerators and supervisors that will conduct the activity along with the proposed supervisor to enumerator ratio. Offerors should state in the technical proposal what their minimum qualifications are for enumerators, supervisors, and other field staff, and must also state which (and how many) of the field staff proposed for the activity are full-time, part-time, repeat hires with previous experience, etc. Any other positions deemed essential for the successful implementation of the activity should be listed here as well along with required qualifications, approach to recruiting qualified individuals to fill the position(s), and their proposed responsibilities as part of the kiln survey.

2.3. PAST PERFORMANCE

The third section of the technical proposal will be Past Performance. Offerors must submit exactly three (3) past performance reports describing relevant experience to the kiln survey. Each past performance report must include at minimum an overall description of the scope of work, period of performance, the results of the activity, the budget of the activity, and contact information for a reference from that assignment. This experience should reflect institutional capacity, not just that of individual team members. Of particular importance is relevant work in the management and implementation of data collection, with methodologies and with populations/locations as those in this scope of work. SI reserves the right to contact references provided in these past performance reports.

3. Reporting, Deliverables, and Payment Schedule

Subcontractors will be required to submit the following reports. Social Impact will provide report templates as guidance to the Subcontractor following award.

- Inception Report
- Weekly Reports during Phase 1 & 2
- Training & Pilot Report
- Final Report

The Subcontractor will submit invoices according to the payments listed below. Weeks are estimated, and relative to contract signing. Submission dates for each deliverable invoiced and SI approval dates should be specified on the invoice. Invoices cannot be submitted prior to SI accepting deliverables/milestones in writing.

Table 2. Deliverables and Payment Schedule

Phase	Payment	Deliverables / Milestones	Week	%
Phase 1 Field Preparation	1	• Inception Report with detailed Work Plan	1	15
		• Comment on kiln survey instrument	1	
		• Translation & Back-Translation of Instrument	2	
		• Draft Fieldwork Manuals	2	
Phase 2 Data Collection	2	• Pre-test conducted	3	20
		• Final Manuals	3	
	3	• Enumerator training	4	30
		• Pilot & Training Report	4	
Phase 3 Reporting	4	• Weekly reports throughout Phase 2	6	35
		• Reconciliation of all firm and SI data quality checks to date	6	
		• All data collected and submitted to the server, and all data quality control issues raised to date have been reconciled	8	
		• Final Data Collection Completion Report	10	
		• Reconciliation of all remaining data quality checks		
Total	--	--	--	100%

4. Scoring Criteria

The Subcontractor should have a strong track record of conducting high-quality, structured, quantitative survey data collection in Nepal, especially using electronic data collection methods. The Subcontractor should have a qualified team of local staff and be able to provide adequate logistical resources to organize, train, deploy, and supervise them in the field. Selection will be made on a best value tradeoff process based on the criteria listed below. The technical quality of proposals will be weighted the most. However, offerors should strive to be as economical as possible in their offers.

The award will be made to a responsible Offeror whose offer follows the RFP instructions, meets all the specifications, and is judged to be the most advantageous. Social Impact will weigh the following factors to score proposals.

Technical Proposals will be scored based on:

- Adequacy and clarity of sampling approach
- Ability to access all relevant districts in Nepal, covering at minimum 14 districts
- Approach to minimizing refusals & non-response
- Overall approach to fieldwork preparations & enumerator training
- Approach to quality control before, during, and after data collection
- Clear capability for on-time delivery in rapid timeframe
- Mitigation strategies for any anticipated challenges, risks, limitations
- Qualifications and experience of key personnel
- Quality of overall team composition (e.g. total staff, team size, clarity of roles/responsibilities)
- Past experience working on surveys of similar scope (required), and ideally of similar subject matter (preferred)
- Demonstrated past experience conducting electronic data collection

Cost Proposals will be scored based on:

- Overall competitiveness of rates and unit costs
- Reasonableness of other cost inputs
- Transparency of calculations
- Completeness of budgets

The Offeror must furnish adequate and specific information in its proposal. A proposal may be eliminated from further consideration before a detailed evaluation is performed if the proposal is considered obviously deficient as to be totally unacceptable on its face or which prices are inordinately high or unrealistically low. In conducting its evaluation of proposals, Social Impact may seek information from any course it deems appropriate to obtain or validate information regarding an Offeror's proposal.

Offerors are reminded that Social Impact is not obligated to award a contract on the basis of lowest proposed cost or highest technical evaluation score. Although for this procurement technical proposal and past experience and personnel are weighted more important than cost relative to deciding who might best perform the work, cost factors and Social Impact's prime recipient budget must also be considered. Therefore, after the final evaluation of proposals, Social



Impact will make the award to the Offeror whose proposal offers the best value to Social Impact, and Humanity United.

5. Questions

Please use subject line “BBN Kiln Survey RFP Questions” and send to all email addresses in the “Contact” field on page 1 by the deadline for questions. Late submission of questions will be considered on a case by case basis, and SI reserves the right not to answer questions received after the deadline. Answers to questions and any amendment to the RFP made as a result of this process will be sent to all offerors without reference to the name of any specific offeror that asked the question.

6. Proposal Submission

1. TECHNICAL PROPOSALS

Offerors must submit technical proposals, that comply with the following requirements:

Table 3. Technical Proposal Page Limitations

Technical Proposal Component	Page limitation
1. TECHNICAL APPROACH	5 pages
2. PERSONNEL	2 pages in technical proposal describing proposed personnel, plus a total of 4 pages CVs <i>(no more than 2 pages PER proposed member of key personnel)</i>
3. PAST PERFORMANCE	3 pages (1 page each)
TOTAL (including CVs)	14 pages total

Offerors may not use annexes or appendices to circumvent page limitations. Material that exceeds the page limitations will not be reviewed or scored by SI. SI may disqualify bids that are non-compliant with the page limit requirements. Technical proposals must not include any cost or financial information. SI may disqualify bids that include financial information in the technical proposal.

2. COST PROPOSALS

Cost proposals shall consist of a budget in Excel with traceable, transparent formulas and must include notes/assumptions related to budget inputs. Offerors are strongly encouraged (though not required) to use the budget template provided in Annex A. Costs must be presented in USD.

Offerors are also required to submit a budget narrative (Word or PDF, **3-page maximum**) summarizing key assumptions and inputs in the budget. Given the illustrative parameters in this RFP, and since some costs associated with data collection are fixed, **budget narratives must include information on unit costs per survey in the event that the total final sample size changes**. As relevant, Offerors’ cost proposals must be inclusive of VAT, with any VAT clearly and transparently specified in the budget and budget narrative.



The Offeror must propose costs that it believes are realistic and reasonable for the work in accordance with the Offeror's technical approach. All cost and financial data should be fully supported, complete in detail, and organized in a manner that facilitates review and permits cost analysis.

3. SUBMISSION

Please send technical and cost quotations in a single email as attachments. Please use subject line "BBN Kiln Survey Proposal Submission" and send to all email addresses in the "Contact" field on page 1 by the deadline for proposals.

Late submissions will not be accepted.

4. TERMS AND CONDITIONS

This is an RFP only. Issuance of this RFP does not in any way obligate Social Impact or Humanity United to award a subcontract, nor does it commit Social Impact or Humanity United to pay for costs incurred in the preparation and submission of a proposal.

- a. The anticipated type of contract to be awarded under this solicitation is a Firm Fixed Price (FFP) Contract. For the purposes of cost analysis, Offerors must propose a cost in accordance with technical specifications.
- b. Alternative proposals will not be considered.
- c. Any proposal received in response to this solicitation will be reviewed strictly as submitted and in accordance with the evaluation criteria specified above in Section 4.
- d. The person signing the Offeror's proposal must have the authority to commit the Offeror to all the provisions of the Offeror's proposal.
- e. The Offeror should submit its best proposal initially as Social Impact intends to evaluate proposals and make an award without discussions. However, Social Impact reserves the right to conduct discussions should Social Impact deem it necessary.
- f. Quotes must include taxes and any other applicable fees. Offers must remain valid for at least sixty (60) calendar days after submission