

MRDI/2019-2020/012

06 July 2019

Khalid Hasan Ph.D.
Team Leader
ResInt Bangladesh
Level AG, House 8B, Road-50,
Gulshan-2, Dhaka-1212.

Subject: Work order for conducting National Perception Survey on News Literacy.

Dear Mr. Hasan,

We are pleased to inform you that considering your reputation and submitted quotation on 25 June 2019, the MRDI procurement committee has selected and assigned your organization for conducting a national perception survey on news literacy with special focus on children with a view to understand the citizen's level of perception about news literacy under the project "Promoting News Literacy and Ethical Journalism" partnered with UNICEF. This survey aims to identify the existing situation of news literacy and ethical conception of the readers/viewers with particular focus on the children and generate recommendations to improve the situation.

1. Objectives of the Assignment

- Overall Objective

To Produce an empirical report on the existing situation of news literacy and ethical conception of the readers/viewers and generate recommendations for the decision-makers to improve the situation.

- Specific Objectives

1. To collect data/information of popular perception on news literacy through appropriate and scientific methodology
2. To draft a report through validation and scientific analysis of surveyed data

2. Methodology of the Survey

As mentioned in technical proposal submitted by you.

3. Survey Area and sample size

As mentioned in technical proposal submitted by you.



Management and Resources Development Initiative (MRDI)

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4. Scope of Work

ResInt Bangladesh will perform the following task:

- ✓ Reviewing of previous study report and tools for developing questionnaire
- ✓ Design the sampling, time plan, roles and responsibilities of the team members, etc.
- ✓ Develop draft survey questionnaire/tools/instruments and finalize them after getting feedback from MRDI team and UNICEF team
- ✓ Pre-testing of the survey tools in one or two communities and if needed take necessary actions to correct the tools based on the field findings
- ✓ Preparation of training plan for the enumerator and supervisor, field work protocols according to agreed methodologies
- ✓ Recruitment and implementation of training for enumerators
- ✓ Data collection, cleaning, validation, entry, analysis and synthesis
- ✓ MRDI may randomly check the data collection process
- ✓ Produce major findings and report
- ✓ Provide support to MRDI team in preparing the final report
- ✓ Support MRDI in developing Focus Group Discussion (FGD) and KII guidelines in line with the survey questionnaire
- ✓ The survey will be conducted applying CAPI technology
- ✓ Any other task as required for the survey

5. Key Deliverables

ResInt Bangladesh will provide the following deliverables:

- ✓ An inception report with the detailed work plan, appropriate methodology, sampling, timing, roles and responsibilities of researchers of the particular assignment
- ✓ Final tools/instruments of the survey
- ✓ Data entry and analysis plan
- ✓ At least 15% of total interviews as audio records
- ✓ Final dataset in excel and SPSS format
- ✓ Report with key findings

6. Duration of the Assignment

ResInt Bangladesh will complete the assignment within 31 August 2019. The firm must ensure that the whole process of the survey work that includes preparation, development of the survey tools, testing and reviewing of the tools, actual field work, data analysis and delivery of the key findings & report can be completed within this time frame.





7. Payment for the Assignment

The total payment for this assignment will be **Taka 11,99,853/=** (Taka Eleven lac ninety nine thousand eight hundred fifty three) only including VAT & Tax. VAT and tax will be deducted at source at the prescribed rates.

8. Mode & schedule of Payment

Payment will be made in A/C payee cheque or through bank transfer on submission of invoice. Payment will be made in 3 installments:

1st installment: 25% on acceptance of the work order

2nd installment: 25% after finalization & MRDI acceptance of the tools

3rd installment: 50% after submission & MRDI acceptance of final deliverables

9. General

For any deviation of the planned task, the both party will inform its counterpart in writing with justification and implement the deviation with consensus.

If you agree, please sign and return a copy to MRDI.

Thanking you in anticipation.

Sincerely,

Md. Abdul Gofur
Manager, Finance

Received with thanks

Zulfiqar Ahmed 07/07/19



Zulfiqar Ahmed

ResInt Bangladesh
Country Representative