

MRDI/2020-2021/523

18 March 2021

Anam Mahmud

Proposed Team Leader & Chairman
Luminaries Research Limited
House-5, Flat-D4, Road 21
Gulshan 1, Dhaka-1212

Subject: Work order for conducting a national survey on people's trust on Media

Dear Mr. Mahmud,

Greetings! We are pleased to inform you that MRDI has accepted your organization's proposal for conducting a national survey on people's trust on media under our project "Improved Governance Through Open Flow of Information" along with the financial proposal. This study aims to identify the existing situation of media trust among the readers/viewers with particular focus on to develop strategies for media house to rectify the drawbacks and generate recommendations to improve the situation.

1. Objectives of the Assignment

Overall Objective

Produce an empirical report on the existing situation of media trust and conception of the readers/viewers and generate recommendations for the decision-makers i.e.; media houses to improve the situation.

Specific Objectives

1. To collect data/information of popular perception on media trust 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.

4. Scope of Work

Luminaries Research Limited will perform the following tasks:

- ✓ Reviewing of previous study report and tools for developing questionnaire
- ✓ Design the sampling, time plan, roles and responsibilities of the team members, etc.
- ✓ In consultation with MRDI and the lead consultant, develop draft survey questionnaire/tool/instrument and finalize it after getting feedback
- ✓ Pre-testing of the survey tool in one or two communities and if needed take necessary actions to correct the tool based on the field findings
- ✓ Preparation of training plan for the enumerator and supervisor, field work protocols

Management and Resources Development Initiative

8/19, Sir Syed Road (3rd Floor), Block-A, Mohammadpur, Dhaka-1207

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- according to agreed methodologies
- ✓ Recruitment and implementation of training for enumerators
- ✓ Data collection, cleaning, validation, entry, analysis and synthesis
- ✓ Produce top line findings
- ✓ Produce a narrative report on the survey findings
- ✓ Provide support to MRDI team in preparing the final report
- ✓ Conduct the survey applying CAPI technology
- ✓ Any other task as required for the survey

MRDI may randomly check the data collection process.

5. Key Deliverables

Luminaries Research Limited 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 within one week of accepting the work order.
- ✓ Final tools/instruments of the survey
- ✓ Data entry and analysis plan
- ✓ At least 10% of total interviews as audio records
- ✓ Final dataset in excel and SPSS format
- ✓ Top line findings
- ✓ A narrative report of the survey

6. Duration of the Assignment

Luminaries Research Limited Bangladesh will complete the assignment between 21 March to 2 May 2021, with a no cost extension maximum for two more weeks if required. 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 9,74,430 /= (Taka Nine lac seventy-four thousand four hundred thirty) 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

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9. General

For any deviation of the planned task, both the parties 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,



Sk. Shaniaz Ahmed
Deputy Manager, Accounts

Received
Shaniaz Ahmed
18/09/2017

