

Modernization of Agricultural Information Service and Digital Agriculture  
Information and Communication Strengthening Project  
Agriculture Information Service  
Khamarbari, Dhaka-1215.

[www.ais.gov.bd](http://www.ais.gov.bd)

## Terms of Reference

for the survey on

### Impact of Mass Media in Disseminating Agricultural Information

#### 1. Background of the project

Bangladesh is densely populated country with about 160 million population where exists 15.2 million farm families and 40.6% work force depends on agriculture. Development in agriculture and livelihood of the people in this sector depend on a number of issues. Climate change, knowledge gap, market price gap, quality issues, lac of technological preparedness and slow growth of harnessing ICT tools blocking its journey towards expected goal. In order to support farmers for easily access to information and receiving technological knowhow, the project is aimed at understanding needs of farmers and appropriate media to reach out to the farmers all over the country. Despite AIS having significant experience in providing information to farmer, the survey will support AIS to know about farmer's usage of information obtained from mass media and understand which approach will work best to reach out to the farmers using mass media. The intended service is designed in line with the government's agenda of Digital Bangladesh strategy, and will support AIS to reach at grass root level for providing agricultural information through mass media, electronic media and digital media. The service should be conducted by a firm that has the multi-disciplinary team and capability and strong background of agriculture research, ICT based research, data collection, data entry, digital data handling and as well as a team of agricultural experts. The firm to be selected will ensure a strong mechanism for collecting good quality data from the field, across all over Bangladesh on farmer's information consumption from mass media. Upon collecting data, the firm will digitize the data, store in a database and will write a report based on the finding within six (06) months.

#### 2. Objectives of the assignment

Intended service is aimed to assess the impact of mass media and utilization of information being obtained from mass media as well as effectiveness of different methods and tools used by AIS to disseminate agricultural information. The service will help in understanding and formulating the way of benefits to be brought to the farmers who gets information using mass media such as radio, television, newspaper, social media etc.



### 3. Scope of Services

The services to be provided by the firm will collect background information on farmer's socio-economic and environmental conditions, impact of information received using mass media for input supply, credit supply, crop production, crop protection, marketing, storage, processing, nutritional quality, food safety, consumption etc. Collected data will be cleaned, validated and stored in both local server and cloud. Creating upload and download facilities by the registered users, client based, web-enabled and mobile friendly services and a provision of long-term service contract with the cloud service provider will be built-in. The services include;

#### a) Data collection:

- The firm should determine sampling methods and survey techniques.
- The firm will develop questionnaire and test them in representative areas.
- The survey questionnaire should contain both quantitative and qualitative data.
- Focus group discussion (FGD) will be made in ambient condition and social environment.
- The survey questionnaire should focus on farmer's information need on various socio-economic and agricultural issues from mass media, current farmer's access to information and information seeking behavior from different mass media sources, contextual analysis on mass media, farmer's preference on various information tools, distribution channel and impact of various ICT services implemented by AIS and other agencies.
- The survey should be conducted on at least 10,000 respondents diversified into different farmer group, based on crop zones, geographies, gender and income group through in-depth interviews and FGDs. The survey and interview sample should be conducted in all 499 AICC upazilas in Bangladesh, with each upazila having at least 20 respondents.
- The survey should also conduct 500 FGDs, distributing it across all the Upazilas of Bangladesh.
- The firm should also develop a questionnaire for an in-depth interview, discussion pointer for FGD for male farmers, women farmer, aggregator, and actor identified in the market or value chain.
- Also, gather at least twenty case study from the farmers.
- Digitize all the finding of the interview and data.
- Write a detail report focusing on information may be required by the farmers and other actors in agriculture, the flow of information, methods and tools used and its impact on income change, mindset and motivation of beneficiary farmers, women farmer, aggregators and other actors in this domain.

**b) Data cleaning and digitization**

- Once interview data is collected, they will be entered and digitally stored, which is accessible to a spreadsheet or statistical software.
- The collected data will be cleaned, validated and free of environmental errors

**c) Data analysis**

- Once the data is entered, cleaned, validated and stored in the AIS server, they will be analyzed for farmer's information need, preference of channel and impact on various aspects as required by Project authority.

**d) Survey report**

- a. The firm should also write a detailed report on the findings of the study. The writing should be of international standard, will be compared with other studies in different countries and ready for publication in reputed international journals.
- b. The firm should also prepare a presentation based on the finding of the study.

**e) Eligibility of the Tenderer firm**

- i. Tenderer firm should be in operation for last seven years, should have up to date and valid trade license, VAT certificate, TIN certificate, tax clearance certificate, and audited financial statement for at least last three years.
- ii. The tenderer firm must have completed at least three projects in the agricultural sector worth at least BDT 1 Crore with a single contract amounting at least BDT 20 Lac.
- iii. The tenderer firm must have at least one **Team Leader** with at least twelve years of experience in academic sector in agriculture domain, a doctorate degree in Agriculture and must have at least 10 publications in national and international journals. The team leader must have experience in conducting similar research project in agriculture in collaboration with AIS/DAE/MoA. Must have extensive experience in working with farmers around extension, farmer's information seeking behavior and data collection. Team leader also must have experience on working with national media as expert for at least two year. **CV** of the Team Leader must be included in proposal.
- iv. The tenderer firm must have at least one **Survey Support Manager in Agriculture**, with Master's Degree in Agriculture and with certifications of minimum six months of training on IT or Digital Fabrication from reputed international organization. **CV and certificate** of the IT expert must be included in proposal. The project manager must have experience working in **at least two ICT projects** implemented in coordination with AIS/DAE/MoA.



- v. The tenderer firm must have at least one **Senior Research Manager or equivalent** with at least fifteen years of experience and Doctorate Degree in Agriculture and must have experience of implementing projects in agriculture with a focus in digital technologies in collaboration with AIS/DAE/MoA. Previous experience in writing at least 10 various reports, results and publication on farmer friendly digital solutions is a must. **CV and certificate** of the project advisor must be included in proposal.
- vi. The tenderer firm must have at least one **Project Manager** with at least fifteen years of experience and Masters Degree in Agriculture and must have experience of implementing projects in agriculture with a focus in digital technologies in collaboration with AIS/DAE/MoA. Must have previous experience of working with mass media. **CV and certificate** of the project advisor must be included in proposal.
- vii. The tenderer firm must have at least 15 (Fifteen) fulltime expert for interviewing, collecting, entering and storing agricultural and household data into spreadsheet or database. A list of staff and organogram will be included in the proposal.

#### 4. **Transfer of Knowledge (workshop/training/capacity building):**

After preparing the final report the following activity should be taken:

- **At least three (03)** stocktaking workshop and training in Dhaka to share the finding of the study should be held to inform stakeholders.

#### 5. **Outputs of the assigned service (schedule of deliveries, period of performance)**

- Collected data from at least 10,000 from all over Bangladesh
- Digitized dataset of all the interview conducted
- At least 10% of the data should be checked and verified to ensure data accuracy
- At least 2% of the data should be physically verified
- Capacity building/training for the data collector
- Digitizing the data in an easy to access database
- Writing a report based on the collected dataset
- Presentation based on the finding of the survey
- Soft copies of questioner, data and design of the total solution will be provided in CD/DVD ROMs and USB drive.

#### 6. **Methodology**

The consulting firm will be expected to develop their own plan for data collection, digitization and report writing with the guidance stated and approved by the project authority. Need



assessment, questionnaire design, data collection, data entry schedule and method need prior approval of the procuring entity.

#### 7. Timing and duration


The assignment will begin immediately after signing of a contract. Data collection methodology, questionnaire should be finalized within one (01) month of the signing of the contract. The digitization of the data set should be completed within three (03) months of the signing of the contract. The final report and presentation to be completed within six (06) months of signing the contract.

#### 8. Inputs (Data, facilities and local services) to be provided by PE


The procuring entity (Modernization of Agricultural Information.....Project) will guide and facilitate the linkage with AIS regional offices for targeting the farmers. Project office will also assist for technical guidance on the methodology, data collection as they see fit.

#### 9. Progress Monitoring

The AIS project authority will monitor the activities periodically. The team assigned for the intended service will present their monthly progress until the final report has been accepted.

  
03.10.2019

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