



**Request for Proposal (RFP) for Data Collection for Heifer  
International (Tanzania) Living Income Benchmarking (LIB)  
Study**

**RFP #230503TZ**



## **1.0 General Information**

This document is for soliciting applications from potential firms or consultants to collect data that Heifer International will use to calculate a Living Income Benchmark (LIB) in Tanzania. The selected Offeror will conduct data analysis and collection in the form of secondary data review, qualitative Key Informant Interviews (KIIs) with stakeholders, Focus Group Discussions (FGDs) with targeted communities/families, and short market surveys to determine current prices of the components of the LIB.

The primary purpose of the process is to provide raw data to enable Heifer International to determine the minimum income people need to afford a decent standard of living in their local environment. Heifer will later assess current income to understand the income gaps for different families to earn enough for a sustainable decent standard of living and design interventions to enable these families to achieve the LIB.

This document contains background information, the desired methodology (including objectives), the timeframe, and a list of deliverables. This document also contains information about the kind of expertise that Heifer International seeks for this activity and guidance on how to submit a proposal to conduct the data collection activity. Heifer anticipates awarding a fixed award for the study and making payments based on submission and Heifer's approval of deliverables. The award agreement will include a payment schedule with specific deliverables; payments will be made based on submission and Heifer's approval of deliverables.

### **1.1 Background of Heifer International**

Heifer International is a global non-profit working to end hunger and poverty and care for the Earth by using sustainable practices and engaging smallholder farmers in agricultural development. Heifer was founded on the simple belief that ending hunger begins with giving people the means to feed themselves, generate income and achieve sustainable livelihoods. Since 1944, Heifer International has helped 20.7 million households – more than 105 million people – in over 125 countries, through community-based training, appropriate technologies and agricultural resources, enabling communities to lift themselves out of poverty and hunger on to a path of self-reliance and economic prosperity.

More Info on Heifer: [www.heifer.org](http://www.heifer.org)

### **1.3 Heifer International's Living Income Benchmarking Process**

Heifer International uses a living income approach to help measure success. The approach was developed by Anker and Anker (2017) and adapted by Heifer International's Monitoring, Evaluation and Learning team to fit Heifer's project implementation context in remote, rural agricultural zones in underdeveloped areas of countries. Heifer developed its LIB process by building on the work of the Anker Living Wage methodology and the living income community of practice. A Heifer LIB ensures comparable measurements across Heifer project areas and is the standard used when designing Heifer projects.

The LIB is a regional point of reference for the minimum income people need to be able to afford a decent standard of living in their local environment. It is composed of the costs of a nutritious diet, decent housing, other basic needs (like education and healthcare), savings for future shocks/needs (resilience),



and, sometimes, supporting people outside the household. Both primary and secondary data are used to define “decency” and cost for each component of the LIB.

## 2.0 Scope of Work

The selected Offeror will complete a secondary data review and collect primary data. For the primary data collection, the offeror will recruit and train interviewers and note takers with Heifer guidance and support, complete all logistical planning and coordination, conduct all data collection noted below according to Heifer protocols and best practices, complete regular data quality assurance, compile and clean market data in a clearly labeled database, compile clear qualitative notes and provide translated qualitative data in English as appropriate, and communicate regularly and promptly with Heifer on work plan progress and challenges.

### 2.1 Number of Interviews (Key Informants and Focus Group Discussions)

Heifer will be responsible for sample selection and will provide the final sampled locations and profiles of individuals to interview. The Offeror must collect data in three (3) administrative units in 6 regions according to the guide described in the table below.

Data Collection Activity	Location	Respondents
Key Informant Interviews	Central Zone (Dodoma, Singida, and Manyara regions), and Lake Zone (Kagera, Mwanza, and Mara regions)	Nine (9) per region (e.g., Nutritionist; Mason, and Health expert)
Focus Group Discussion	Central Zone (Dodoma, Singida, and Manyara regions), and Lake Zone (Kagera, Mwanza, and Mara regions)	A minimum of three (3) FGD per region. Additional FGDs will be added if variations exist within the regions for accuracy
Market Survey	Central Zone (Dodoma, Singida, and Manyara regions), and Lake Zone (Kagera, Mwanza, and Mara regions)	Three (3) per region market survey

Therefore, a total of at least 54 KIIs, 18 FGDs, and 18 market surveys are expected to be conducted during this LIB data collection process.

### 2.2 Data Collection Methods

The selected Offeror will conduct data collection in the form of desk review and qualitative interviews with community members/families and key informants as described above, as well as conduct a short



market survey to determine prices of LIB components in selected administrative units. Heifer will develop all data collection instruments but will seek data collection firm input to improve clarity and contextual appropriateness. The data collection methods are as follows:

### **2.2.1 Desk review**

Review secondary data/information on all selected regions, with specific focus on the project targeted locations. The review should result in an estimate of expected range of values for all Living Income components (Household size, nutritious diet, decent housing, other basic needs (like education and healthcare), savings for future shocks/needs (resilience), and, sometimes, supporting people outside the household.

The offeror will accomplish the following:

Determine the applicability of the LIB to be estimated in terms of geographical scope and socio demographics if applicable:

#### Determine cost of a nutritious diet

- Review state, national, and international secondary data to assess household nutritional needs

#### Determine cost of decent housing

- Review state, national, and international secondary data to assess household housing needs and the cost of decent housing

#### Determine cost of other basic Non-Food, Non-Housing (NFNH) costs

- Review literature to determine the cost of education, health, clothing, transportation, communication, culture and entertainment, and community contributions and fees

#### Determine cost of resilience

- Estimate the cost of unexpected events or savings that enable a household to maintain decent standards of living during a medium size shock

#### Determine cost of external support

- Determine an estimate of financial or material support or spending given by the household to anyone outside of it.

### **2.2.2 Qualitative data collection**

The offeror will then validate the cost estimates arrived at using desk review/research activity with the targeted project population, and the assumptions employed. Tasks here include:

- Conduct at least 3 Key Informant Interviews (KII) per location to gather contextual information that will assist in supplementing/probing FGD responses.



- Conduct at least one (1) FGD per location to identify preferred low cost but nutritious diet by location; cost of affordable housing, health, education and other LIB components
- Conduct at least one (1) market surveys per location area. Each market survey should include prices from at least three market sellers.

### 2.3 Instruments

Heifer will design Qualitative Interview (Key Informant Interview and Focus Group Discussion) instruments and associated oral informed consent scripts. The Offeror will design appropriate FGD and KII note taking forms, and a market survey form, which Heifer will approve.

### 2.4. Specific Responsibilities of the Offeror

The Offeror should have a strong track record of survey work and data collection. The Offeror must describe methods for working around the likely challenges that will arise with data collection in remote locations and health challenges posed by Covid 19. The Offeror should have a qualified team of data collectors with fluency in languages commonly spoken in targeted locations and be able to provide adequate logistical resources to organize, train, deploy, and supervise enumerators/facilitators in the field. Survey experience with SurveyCTO is a plus for bidders.

### 2.5 Deliverables

Detailed work plan	5 business days after the contract award
Secondary data review report	10 days after approval of the work plan
Data collection training agenda and protocols/manuals for enumerators/facilitators training	At least one week prior to training
Translated qualitative interview guides in relevant local languages.	At least three days prior to training
Draft raw and cleaned data sets	No later than 3 days following the conclusion of data collection. Preference for receipt of raw data on a rolling basis.
Qualitative interview data, and cleaned notes	2 weeks following the conclusion of data collection
Weekly status reports	Weekly beginning 1 week prior to data collection
Data quality report	One week following the conclusion of data Collection
Presentation of summary results	Two weeks following conclusion of data collection
Final raw and cleaned FGD& KII notes	Three weeks following conclusion of data collection.

- **Work Plan:** The Offeror is responsible for developing a detailed work plan and schedule to include staffing and roles and responsibilities of each person, facilitator training, data collection, and data quality control. The work plan should detail how the Offeror plans to prepare for training, develop



training guides, implement data collection protocols developed by Heifer that provide explicit instructions for carrying out data collection, and a plan to provide oversight to ensure facilitators can successfully complete their duties with high quality. The work plan should outline any areas for which the Offeror requires support from Heifer.

- **Translation:** The Offeror will arrange for translation of interview guides
- **Staffing:** The Offeror should propose a team of well-qualified personnel that possess relevant experience in data collection, dataset management, data quality oversight, facilitation, and note-taking skills as appropriate to qualitative data collection or oversight roles.
- **Data Collection Training:** The Offeror will be responsible for providing all data collection staff with adequate training, including an agreed upon number of days of practice facilitating interviews, prior to beginning data collection. Heifer staff will participate in the training.
- **Sampling:** The Offeror is responsible for visiting all locations specified by Heifer. No location should be replaced without prior authorization from Heifer. The Offeror is responsible for ensuring that interview participants selection is being done in accordance with the Heifer guidance. Any issues that are identified should immediately be reported to Heifer. The Offeror will be responsible for contacting respondents ahead of time and arranging interviews/location.
- **Qualitative Interview note taking.** The Offeror is expected to take extensive accurate notes of both KII and FGD interviews. Clean extensive notes must be submitted to Heifer per the deliverables table above.
- **Quality Assurance:** Data Quality Assurance processes are expected to occur in the field, in real-time, during data collection and in delivery of interview notes. The Offeror is expected to provide significant oversight of facilitators in the field. Specifically, the Offeror must provide on-site management of facilitators that is sufficient to observe the activities of the interviews, identify problems in their facilitation, and correct those problems. The Offeror will be responsible for implementing quality monitoring processes
- **Reporting Responsibilities:** Heifer requests that the Offeror work collaboratively with Heifer throughout the data collection process. This includes weekly updates on the progress of data collection and immediate updates on any issues that arise prior to adjusting any plans or protocols. The weekly status reports should include the following sections: activities completed, upcoming activities, and challenges faced, and mitigation strategies pursued. If there are extreme challenges the Offeror will be available as needed to discuss and address them with Heifer. All reports should be submitted in English.

## 2.5 Team composition

The offeror must have substantial experience conducting Living Income benchmarking studies or evaluations, in a developing country setting. More specifically, the lead consultant should have a proven track record in conducting qualitative data collection and analysis. The consultant should have expertise in analytical skills and report writing skills in English.



## **2.6 Management Logistics**

Heifer International Country Monitoring, Evaluation and Learning staff will manage and coordinate the whole data collection process. The Heifer staff member will serve as the primary contact with the Offeror and Heifer and will facilitate the required support from Heifer. He will be supported by HQ MELS Area Technical Lead. During the process, the contractor may seek and receive additional advice or guidance from the Country Director, but the consultant team will operate independently, but with oversight from Heifer staff.

### Responsibility of Heifer International

- Guide the Offeror with LIB guides and tools/templates
- Provide any information that may be required by the Offeror during implementation of the task
- Participate in decision making according to consultant tasks above and be available for consultation as needed
- Review all progress reports and provide comments
- Make all contacts for the Offeror with partners and community, if required
- Review data and provide feedback
- Address any issues that may arise from time to time
- Understand the data being collected, analyze the data, and complete the LIB report. This will include:
- Adding up the annual costs of the components above: nutritious diet, decent housing, other basic needs, resilience, and external support.
- Calculate each component's portion of the total
- Explain any discrepancy observed in the category costs
- Compare cost needed to live a decent life from all states and target locations and identify an appropriate grouping protocol/format to summarize the LIBs (Location), or other if applicable.

## **2.6 Budget**

The Offeror is expected to propose a realistic budget based on the tasks and deliverables specified above.

## **3.0 Consulting firm submission requirements:**

All interested firms will submit their or organization's profile with the following information:

### **3.1 Technical Proposal (not to exceed 10 pages)**

#### **3.1.1 General information (not to exceed 2 pages):**

- Organization overview highlighting related assignments completed with client name, contact person and mobile number
- Capacity statement



### **3.1.2 Approach (not to exceed 8 pages):**

- A detailed methodology on how the assignment will be conducted, including data collection methods and systems/technology to use, field procedures, quality control practices and data analysis.
- List and briefly describe the team and its proposed personnel, indicating what role each proposed individual will have; CVs of team members to be provided in an attachment. Lead Consultant's (who will lead the assignment) Maximum 3-page CV highlighting related assignment completed, role in the completed assignment. Other Team members' (who will be involved in the assignment) 2 paragraph short CV highlighting related assignment completed and role
- A clear and comprehensive work plan (draft), outlining the major activities, people responsible and time schedule.
- Organizational capacity statement, including past experiences and activities related to the theme of the study. Reference information must include the location, award numbers, and brief description of work performed.
- At least three references of other clients for which similar assignments were undertaken with contact information for each.

### **3.2 Financial Proposal (in USD)**

- Itemized budget
- Narrative explanations of line items

### **3.3 Annexes**

- Documents in favor of the previous relevant studies.
- Organization's/Firm's Certificate, PIN and VAT registration
- A summary of previous assignments undertaken within the last 3 years.

Interested firms legally eligible to implement this assignment in the country are requested to submit a proposal. Please include the name of the person in your organization who will be involved in negotiating the contract as well as your telephone and email contact information.

Submissions must be in English and typed single-spaced using Times New Roman font size 12, with a complete set of appendices/attachments as applicable. All pages must be numbered and include the SOW reference number in the cover page, and name of the organization at the bottom of each page.

The successful consulting firm will be required to produce the following documents before entering into Independent Contractor Agreement (ICA) with Heifer:

- Certificate of Incorporation or Business Registration Certificate.
- A Partnership Deed if you are running a partnership business.
- Audited financial statements for the last 3 years.
- Valid CR12 Certificate





- PIN Certificate.
- Tax Compliance Certificate.
- Physical location including town, building, room number and postal address.
- Directors' / Partners' personal guarantee.
- Trade reference and clientele list including their respective contacts.

The proposal (duly signed) from only firms should comprise technical and financial proposal. The Proposal will be accepted soft copy through email and mentioning subject line; "Living Income Benchmarking Data Collection" to [procurement-tz@heifer.org](mailto:procurement-tz@heifer.org) on 21<sup>st</sup> May 2023, by Close of Business. Proposals received after the submission deadline will not be considered. Offerors are responsible to ensure their proposals are submitted according to the instructions stated herein.

Heifer retains the right to terminate this RFP or modify the requirements upon notification to the Offerors.

### **3.4 Selection criteria**

The consultancy can only be done by firms or individuals, the firm that get the highest points as per the herein below criteria will be awarded the contract. The criteria will be based on technical capacity of the consultants (80%) and financial viability (20%).

- Accuracy and relevance of the proposed technical approach and methodology 20%
- Completeness of proposal according to the RFP (general information, activity plan, budget, team expertise, etc.) 20%
- Proposed team: expertise and competencies to address project components 20%
- Relevance and capability/skill to implement/manage the assignment 20%
- Budget justification and costs realism 20%

### **3.5 Validity of Proposals**

Proposals submitted shall remain open for acceptance for ten (10) days from the last date specified for receipt of the proposal. This includes, but is not limited to, pricing, terms and conditions, and service levels. If your organization is selected, all information in this document and the negotiation process are contractually binding.

### **3.6 Limitations**

This call does not represent a commitment to award a contract, to pay any costs incurred in the preparation of a response to this RFP, or to procure or to contract for services or supplies. Heifer reserves the right to fund any or none of the applications submitted and reserves the right to accept or reject in its entirety and absolute discretion any proposal received.

### **4.0 Intellectual Property**

Section 1. Ownership Generally. Subject to Section 2 below, any intellectual property (including but not limited to copyrights, trademarks, service marks, and patents), intellectual property rights, deliverables,



manuals, works, ideas, discoveries, inventions, products, writings, photographs, videos, drawings, lists, data, strategies, materials, processes, procedures, systems, programs, devices, operations, or information developed in whole or in part by or on behalf of Contractor or its employees or agents in connection with the Services and/or Goods (collectively, the “Work Product”) shall be the exclusive property of HPI. Upon request, Contractor shall sign all documents and take all actions necessary to confirm or perfect HPI’s exclusive ownership of the Work Product.

Section 2. Prior-Owned Intellectual Property. Any intellectual property owned by a Party prior to the Effective Date (“Prior-Owned IP”) shall remain that Party’s sole and exclusive property. With regard to any of Contractor’s Prior-Owned IP included in the Work Product, Contractor shall retain ownership, and hereby grants HPI a permanent, non-exclusive, royalty-free, worldwide, irrevocable right and license to use, copy, reproduce, publicly display, edit, revise, perform, and distribute said intellectual property, in any format or any medium, as part of the Work Product.

Section 3. Work Made for Hire. To the extent copyright laws apply to the Work Product, the Parties agree that (a) HPI specially ordered or commissioned the Work Product, (b) the Work Product is a “work made for hire” under United States copyright laws, and (c) HPI shall be deemed the author thereof and shall own all right, title, and interest therein. To the extent such rights, in whole or in part, do not vest in HPI as a “work made for hire”, Contractor hereby irrevocably grants, assigns, and transfers to HPI, exclusively and in perpetuity, all of Contractor’s rights of any kind or nature, now known or hereafter devised, in, to, and in connection with the Work Product, and HPI shall solely and exclusively own any and all rights therein, and in the elements thereof, including but not limited to any and all allied, ancillary, subsidiary, incidental, and adaptation rights. Contractor hereby waives all rights known as “moral rights”, and any similar rights, which Contractor may have in connection with the Work Product. The description of Services and/or Goods provided in this Agreement shall in no way limit the way HPI may use the Work Product.

#### **4.1 Applicable Regulations**

Offerors must be legally registered to operate within the country and comply with local applicable legislations, including but not limited to labor law, financial requirements, taxes, covid-19 protocols, etc.