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Ministry of Planning
Statistics and Informatics Division
Bangladesh Bureau of Statistics
Statistical Capacity Enhancement and Modernization Project (SCEMP)
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STATISTICAL CAPACITY ENHANCEMENT AND MODERNIZATION (SCEM) PROJECT

Terms of Reference for Conducting the Baseline, Midline, and Endline User Satisfaction Surveys

Package No.: SD-45

September 2026

Background of the Project

The Statistical Capacity Enhancement and Modernization (SCEM) Project is a World Bank-financed project implemented by Bangladesh Bureau of Statistics (BBS). It aims to modernize and integrate the National Statistical System (NSS) and strengthen the capacity of BBS and other data-producing agencies to produce, manage, use, and disseminate reliable, timely, and high-quality data. The Project comprises five mutually reinforcing subcomponents: (i) establishment of an integrated national data ecosystem; (ii) modernization of physical and statistical infrastructure; (iii) modernization of data production and ICT infrastructure to strengthen quality assurance systems; (iv) strengthening institutional capabilities and the professionalism of NSS staff; and (v) promotion of data dissemination and use for evidence-based policymaking and efficient service delivery. Together, these investments aim to improve the quality, timeliness, accessibility, transparency, and use of official statistics.

The SCEM Project Results Framework includes the intermediate results indicator "Increased public trust in official data and statistics," to be measured through three rounds of the User Satisfaction Survey—baseline, midline, and endline. The baseline will establish the initial indicator value and measurement methodology, while the subsequent rounds will track changes over the project period. Accordingly, BBS will engage a qualified firm to conduct three methodologically comparable survey rounds and provide actionable recommendations for strengthening statistical products, dissemination, user services, and user-producer engagement.

Objectives of the Assignment

The primary objective of this assignment is to design and conduct three methodologically comparable rounds of the User Satisfaction Survey—baseline, midline, and endline—to establish and track the project results indicator "Increased public trust in official data and statistics" and assess users' satisfaction with BBS statistical products and services.

The specific objectives are to:

a. establish a baseline value for the project results indicator and its component measures;
b. assess trust in BBS and its statistical outputs, including perceptions of accuracy and reliability, professional independence and impartiality, transparency and accountability, confidentiality, and equal access;
c. assess users' satisfaction with the relevance, timeliness, accessibility, usability, and dissemination of official statistics and related services;
d. measure changes in the headline indicator and its components at midline and endline, overall and and across predefined user segments, institution types, geographic areas, and other agreed characteristics;
e. identify barriers faced by different user groups in accessing, understanding, and using official statistics;

f. generate actionable recommendations for improving statistical products, dissemination mechanisms, user services, and user-producer engagement; and

g. maintain comparability in the survey population, core questionnaire, data-collection modes, and indicator scoring and aggregation rules across all three rounds.

Survey Population, Coverage, and Design

- **Survey population**: The survey shall cover institutional and individual users who have accessed or used BBS data, publications, microdata, or related services during the preceding 24 months. Respondents shall include users from government agencies, academia and research organizations, private-sector entities, civil society and professional organizations, media, development partners, and independent researchers, consultants, students, and other users, particularly those reached through the BBS Computer Wing and Library.
- **Sampling frame**: As no comprehensive frame of BBS data users exists, the firm shall construct a deduplicated, multi-source operational frame using relevant BBS administrative records, user and event lists, and directories of government, academic, business, media, development, and civil society organizations. Each respondent shall be screened for eligibility and assigned to one primary user segment.
- **Sample size and allocation**: Each round shall include 1,200–1,600 completed interviews, with the following indicative allocation. In addition, the non-response from each sample segment proposed should not exceed 5%

User segment	**Indicative sample**
Government ministries and agencies	250–325
Academia and research organizations	200–250
Private sector and business organizations	200–250
Civil society and professional organizations	100–125
Media	75–100
Development partners and international organizations	50–75
Independent researchers, students, and other individual users	325–475
Total	**1,200–1,600**

- **Geographic coverage**: At least 25 percent of the completed sample in each round shall be drawn from outside Dhaka Division, with reasonable coverage of the other seven divisions. This requirement shall apply to the overall sample rather than separately to user groups predominantly based in Dhaka.
- **Panel and repeated cross-sectional design**: At least 25 percent of the completed sample at midline and endline shall comprise respondents interviewed at baseline, with a target of up to 50 percent where feasible. To the extent possible, the same panel members shall be retained in both subsequent rounds. The panel shall broadly reflect the agreed user-segment and geographic composition of the baseline sample. The full sample shall be used for the primary comparison across rounds, while panel findings shall provide supplementary evidence of changes among the same respondents.
- The final sampling frame, sample size and allocation, eligibility and selection procedures, geographic distribution, panel protocol, and analysis plan shall be documented in the Baseline Inception and Survey Design Package and updated for each subsequent round. Once finalized at baseline, the user-segment allocation shall be maintained as closely as possible across rounds.

Primary Indicator and Measurement Framework

The headline indicator "Increased public trust in official data and statistics" shall be measured as a Trust Index scored from 0 to 100 using the following indicative framework.

Trust dimension	Indicative components	Indicative weight
Accuracy and reliability	Accuracy, consistency, methodological soundness, and reliability	25%
Professional independence and impartiality	Objectivity, impartiality, and freedom from undue influence	20%
Transparency and accountability	Clarity of methods, sources, revisions, and institutional accountability	20%
Confidentiality and data protection	Protection of respondent-level information and responsible data handling	15%
Equal access and non-discrimination	Timely and equitable access across user groups	10%
Overall confidence in BBS	Confidence in BBS and willingness to use official statistics	10%
Total		**100%**

Core items shall use a common response scale and be normalized to 0–100. Each dimension score shall be calculated as the mean of its valid items, and the Trust Index as the weighted mean of the dimension scores. The final items, weights, minimum valid-response requirements, and treatment of missing and "don't know" responses shall be agreed during inception and applied consistently across all rounds.

Scope of Work

The selected firm shall conduct the baseline, midline, and endline surveys in consultation with BBS and the World Bank and undertake the following activities:

- **Desk review and stakeholder mapping**: Review relevant project documents, USS 2022, BBS policies, and international practices. Map key user groups, their data needs and use, and potential sources for the sampling frame.
- **Sampling design**: Construct and update a deduplicated, multi-source frame of eligible BBS data users. Select respondents according to the agreed sample size, user-segment allocation, geographic coverage, and panel requirements, and document the selection procedures.
- **Indicator and measurement framework**: Finalize the headline Trust Index, component indicators, scoring and aggregation rules. Apply the agreed framework consistently across all rounds.
- **Questionnaire development and testing**: Develop, translate, cognitively test, and pilot the questionnaire in Bangla and English, and refine it based on the findings. Retain the approved core questions across all rounds; supplementary questions may be added only where comparability is preserved.
- **Data Collection**: Recruit and train data-collection personnel and administer the survey using the agreed mix of CAPI, online, and telephone methods. Implement the panel and fresh-sample components. The baseline mode allocation by user segment shall be documented and replicated as closely as possible in subsequent rounds; material deviations shall require prior written approval
- **Quality assurance and data management:** Apply field supervision, automated validation checks, back-checks of at least 10 percent of completed interviews, and audits of CAPI timestamps and

other relevant metadata. Ensure informed consent, confidentiality, secure storage and transfer, data cleaning, anonymization, and complete documentation.

- **Indicator calculation and analysis**: Calculate the Trust Index, its components, and user-satisfaction indicators using the agreed methodology. Present results overall and by user segment, institution type, and geography; assess changes across rounds and analyze panel findings separately.
- **Reporting, dissemination, and recommendations**: Prepare baseline, midline, and endline reports–presenting key findings, comparisons, and prioritized recommendations. Present the results to relevant stakeholders and incorporate agreed feedback into the final report.
- **Data and knowledge transfer:** Submit data collection tools, cleaned and anonymized datasets, codebooks, calculation files, analysis scripts, tables, and presentations.

Timeline

The contract shall cover all three rounds and remain effective until acceptance of the final endline deliverables. The baseline shall begin upon contract effectiveness, while the midline and endline shall be initiated by written notice from the PIU. The midline shall be timed to inform the SCEM Project Mid-Term Review, and the endline shall commence by December 2029, subject to changes in the project schedule or closing date. Each round shall follow the indicative timeline below:

Round	Duration	Indicative schedule
Baseline	**16 weeks**	Weeks 1–2: inception; Weeks 3–5: sampling frame, measurement framework, questionnaire development, and pilot; Weeks 6–9: data collection; Weeks 10–12: data processing, indicator calculation, and analysis; Weeks 13–14: draft report; Week 15: dissemination and validation; Week 16: final report and data package.
Midline	**12 weeks**	Weeks 1–2: implementation update, sampling-frame and panel refresh, and questionnaire testing; Weeks 3–6: data collection; Weeks 7–8: data processing and comparative analysis; Weeks 9–10: draft report; Week 11: dissemination and validation; Week 12: final report and data package.
Endline	**16 weeks**	Weeks 1–2: implementation update, sampling-frame and panel refresh, and questionnaire testing; Weeks 3–6: data collection; Weeks 7–10: indicator calculation and three-round comparative analysis; Weeks 11–13: draft endline and synthesis report; Week 14: dissemination and validation; Weeks 15–16: final report, consolidated data package, and knowledge transfer.

Deliverables and Payment Schedule

The firm shall submit the following deliverables. Payments shall be made upon their written acceptance by the PIU. Deadlines are measured in the firm's working weeks from the commencement of each survey round.

No.	Deliverable and minimum content	Indicative deadline	Payment
D1	**Baseline Inception and Survey Design Package**: Desk review and stakeholder mapping; operational sampling frame and design; panel protocol; Trust Index and measurement framework; tested Bangla and English questionnaires and CAPI instrument; pilot findings; and fieldwork, quality-assurance, data-management, analysis, and implementation plans.	End of Baseline Week 5	15%
D2	**Draft Baseline Package**: Fieldwork and data-quality report; draft cleaned and anonymized dataset and codebook; indicator-calculation files and analysis scripts; Draft Baseline Report; and presentation of findings.	End of Baseline Week 14	10%

D3	**Final Baseline Package**: Final Baseline Report incorporating agreed feedback; final anonymized dataset, codebook, questionnaires, calculation files, analysis scripts, tables, and presentation materials.	End of Baseline Week 16	10%
D4	**Midline Inception Update**: Implementation review; updated sampling frame and sample selection; panel-tracking plan; tested questionnaire and CAPI instrument, retaining the approved core module; and updated fieldwork, quality-assurance, and analysis plans.	End of Midline Week 2	10%
D5	**Draft Midline Package**: Fieldwork and data-quality report; draft cleaned and anonymized dataset and codebook; calculation files and analysis scripts; Draft Midline Report comparing results with the baseline and presenting panel analysis separately; and presentation of findings.	End of Midline Week 10	10%
D6	**Final Midline Package**: Final Midline Report incorporating agreed feedback; final anonymized dataset, codebook, questionnaires, calculation files, analysis scripts, tables, and presentation materials.	End of Midline Week 12	10%
D7	**Endline Inception Update**: Implementation review; updated sampling frame and sample selection; panel-tracking plan; tested questionnaire and CAPI instrument, retaining the approved core module; and updated fieldwork, quality-assurance, and analysis plans.	End of Endline Week 2	10%
D8	**Draft Endline and Synthesis Package**: Fieldwork and data-quality report; draft cleaned and anonymized dataset and codebook; calculation files and analysis scripts; Draft Endline and Synthesis Report presenting three-round comparisons and separate panel analysis; and presentation of findings.	End of Endline Week 13	10%
D9	**Final Endline and Consolidated Package**: Final Endline and Synthesis Report incorporating agreed feedback; final endline data package; consolidated three-round datasets, codebooks, questionnaires, calculation files, analysis scripts, tables, and presentations; and completion of technical knowledge transfer to BBS.	End of Endline Week 16	15%
	Total		100%

All data, instruments, documentation, code, and outputs produced under the assignment shall be the property of BBS and shall not be published, shared, or reused without prior written approval.

At the firm's request, a mobilization advance of up to 5 percent of the contract value may be provided against an acceptable advance-payment bank guarantee. The advance shall be recovered from subsequent milestone payments and shall not increase the total contract value.

Qualification and Selection Criteria

The selected firm shall meet the following criteria:

- At least 10 years of demonstrable experience in conducting medium- or large- scale surveys, perception studies, statistical assessments, public-sector research, or related assignments.
- A proven track record in designing and implementing at least three comparable assignments, including at least one with 1,000 or more respondents.
- Demonstrated experience conducting repeated cross-sectional, panel, or multi-round surveys and assessing changes over time. Experience surveying institutional, professional, or expert users is an advantage.
- Previous engagement with government ministries, divisions, agencies, or with international development organizations in survey design, data collection, and statistical analysis.

- Capacity to deploy a multidisciplinary team with expertise in survey methodology, field operations, data management, statistical analysis, and technical reporting.
- Demonstrated knowledge of official statistics, statistical quality frameworks, user-satisfaction measurement, data dissemination, and data-protection requirements.
- Expertise in multi-source sampling-frame development and mixed-mode data collection, including computer-assisted personal interviewing (CAPI), online surveys, and telephone interviews.
- Proficiency in statistical analysis and data-visualization software, including SPSS, STATA, R, Python or equivalent tools.
- Adequate operational and financial capacity to conduct three survey rounds over the contract period, supported by a verifiable record of timely and satisfactory completion of comparable assignments.

The firm shall provide documented evidence of relevant experience, including completion certificates or client references, examples of comparable studies, and audited financial statements for the preceding three years.

Team Composition

The research organization must deploy a multidisciplinary team with expertise with the expertise required to conduct three comparable rounds of the User Satisfaction Surveys. The proposed team should include:

SL	Position	Education and Experience	Expected Roles and Responsibilities
1	Principal Investigator (1)	• Minimum master's degree (PhD preferred) in Statistics, Economics, Social Sciences, Public Policy, Data Science, or a related field. • At least 10 years of experience in conducting large-scale surveys, with proven leadership in managing similar assignments. • Expertise in survey methodology, sampling design, and statistical analysis.	• Provide overall technical and managerial leadership; • Coordinate with BBS and the World Bank; • Ensure methodological consistency across rounds and oversee the quality and timely submission of all deliverables.
2	Senior Researcher (1)	• Minimum master's degree in Statistics, Economics, Social Sciences, Data Science, or a related field. • At least eight years of experience in sampling, questionnaire design, index construction, panel or repeated cross-sectional surveys, and statistical analysis.	• Develop and update the sampling frame and survey design; • Lead questionnaire development and testing and finalize the Trust Index methodology. • Lead indicator calculation, comparative analysis, and preparation of analytical outputs.
3	Field Operations Manager (2)	• Minimum bachelor's degree in Statistics, Economics, Social Sciences, or a related field. • At least five years of experience managing survey logistics, field teams, and ensuring quality control. • Experience with CAPI, online and phone data survey methods.	• Plan and manage field operations and recruit and train data-collection personnel. • Oversee respondent selection, panel tracking, and fieldwork monitoring. • Implement validation, back-checking, and other quality-control procedures.
4	Data Scientist (1)	• Minimum master's degree in Data Science, Statistics, Computer Science, Information Systems, or a related field.	• Design, program, and test the CAPI instrument and automated validation checks.

SL	Position	Education and Experience	Expected Roles and Responsibilities
		• At least three years of experience in CAPI instrument design, survey programming, database management, data cleaning, validation, and statistical analysis. • Proficiency in relevant survey platforms and Stata, R, Python, or equivalent software is required.	• Manage secure survey databases and clean, anonymize, and document the data. • Prepare codebooks and reproducible analysis files and support indicator calculation and analysis.
5	Research Assistant (1)	• Minimum bachelor's degree in Statistics, Economics, Social Sciences, Data Science, or a related field. • At least two years of relevant research or survey experience, with demonstrated skills in data processing, analysis, and documentation.	• Support the Senior Researcher in desk review, stakeholder mapping, sampling-frame development, questionnaire testing, data analysis, preparation of tables, documentation, and report drafting.
6	Data Collectors (as required)	• Minimum Bachelor's degree in any relevant field. • Prior experience conducting household, institutional, or enterprise surveys. • experience with digital survey tools and ethical data-collection practices.	• Conduct interviews in accordance with the approved survey protocol. • Obtain informed consent, maintain confidentiality, and ensure complete and accurate data collection.

Reporting and Coordination

The selected firm shall report to the Project Director of the SCEM Project and work closely with the Project Implementation Unit (PIU). The firm shall provide regular progress updates and participate in review meetings to ensure alignment with the assignment and address any operational challenges.

Confidentiality and Ethical Considerations

The firm shall comply with the Statistics Act, 2013, applicable rules, and relevant BBS data-protection requirements. Before fieldwork, the firm shall submit a data-protection plan covering informed consent, collection and use of personal information, access controls, secure storage and transfer, anonymization, retention, and deletion. The firm shall protect respondent confidentiality throughout data collection, analysis, and reporting.

Institutional Arrangement: SCEM Project PIU shall provide oversight, facilitate access to relevant BBS records and stakeholders, coordinate review comments, and approve deliverables as required. The World Bank shall provide technical review and guidance in consultation with BBS.

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উপপ্রকল্প পরিচালক

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