

**Request for Proposals (RFP):**

**BEYOND ACCESS PHASE 1: A NATIONALLY REPRESENTATIVE STUDY  
OF ICT ACCESS AND USE IN INDIA AND BANGLADESH**

**30 JULY 2017**



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## BEYOND ACCESS PHASE 1: A NATIONALLY REPRESENTATIVE STUDY OF ICT ACCESS AND USE IN INDIA AND BANGLADESH

LIRNEasia is a regional, non-profit ICT [information and communication technology] policy and regulation think tank. Its mission is “to improve the lives of the people of the emerging Asia-Pacific by facilitating their use of ICTs and related infrastructures; by catalyzing the reform of laws, policies and regulations to enable those uses through the conduct of policy-relevant research, training and advocacy with emphasis on building in-situ expertise.”

This Request for Proposal (RFP) invites technical and financial proposals from research organizations to undertake the work described herein. A detailed description of the project is provided in the RFP to assist the Bidders in obtaining an understanding of the objectives of the project and to facilitate responsive proposals.

Proposals for the project must be *received* by LIRNEasia by **1700 hrs Sri Lanka time on 10 August 2017**. Proposals (including technical and financial proposals) must be emailed to [procurement@lirneasia.net](mailto:procurement@lirneasia.net) with the subject header “**BEYOND ACCESS 2017 <COUNTRY 1, COUNTRY 2> PROPOSAL - <Firm Name>**” in PDF and an edit-enabled version (e.g. in Microsoft Word) version. In the event of any discrepancy between the PDFs and the editable version, the PDFs shall govern.

NOTE TO BIDDERS: BIDDERS MAY BID FOR AN INDIVIDUAL COUNTRY OR BOTH COUNTRIES TOGETHER, HOWEVER BIDDERS THAT BID FOR BOTH COUNTRIES WILL BE AT A SIGNIFICANT TECHNICAL ADVANTAGE.

Short-listed bidders will be notified by **14 August 2017**.

**Proposals received by LIRNEasia after the deadline may be rejected.** LIRNEasia reserves the right to accept or reject any or all proposals without assigning any reason whatsoever. LIRNEasia will evaluate the proposals, and our decision shall be final and will not be subject to any form of appeal.

This RFP contains the following sections and annexes:

<b>Section 1</b>	Instructions to Bidders
<b>Section 2</b>	Project Description
<b>Section 3</b>	Scope of Work
<b>Annex 1</b>	Technical Proposal Template
<b>Annex 2</b>	Financial Proposal Template
<b>Annex 3</b>	Contract Template
<b>Annex 4</b>	India sample locations
<b>Annex 5</b>	Bangladesh sample locations

## 1.0 INSTRUCTIONS TO BIDDERS

### 1.1. INTRODUCTION

#### 1.1.1 Definition of Terms

Unless otherwise specified, the following terms used in this document have the following meanings:

- *Authorized Entity or Consultant* means the firm that is signatory to the contract in case of successfully winning the evaluation process. The Client will entertain invoices from and make payments to the Authorized Entity. In case of multiple organizations joining together to bid for the RFP, one firm should be clearly designated as the Authorized Entity. The Authorized Entity or Consultant will be the primary point of contact for the Client.
- *Bidder* means the firm that files an application in response to this RFP; this Entity will be the single point of contact with the Client for the RFP process and handle subsequent negotiations leading to contracting should the bid be successful. In the case of multiple organizations combining to submit an application in response to this RFP, the single point of contact with LIRNEasia for the RFP process, and to handle subsequent negotiating leading to contracting should the bid be successful, will be the Authorized Entity.
- *Client* means LIRNEasia or other party contracted by LIRNEasia to manage the Study.
- *Collaborating Entity* means the collaborating firm(s) that the Bidder enters into a partnership with for the purpose of conducting the study.
- *Proposal* means a set of a technical proposal and associated financial proposal submitted in response to this RFP.
- *RFP* means Request for Proposals.
- *The Study/Current Study* refers to the study which is the subject of this RFP: **BEYOND ACCESS PHASE 1: A NATIONALLY REPRESENTATIVE STUDY OF ICT ACCESS AND USE IN INDIA AND BANGLADESH.**

#### 1.1.2 Scope of Work

The Client has issued this RFP to invite Proposals from potential Bidders to conduct comparative nationwide studies of ICT access and use in 2017 in **India** and **Bangladesh**. These are more fully described in Section 3.0 of this RFP.

NOTE TO BIDDERS: BIDDERS MAY BID FOR AN INDIVIDUAL COUNTRY OR BOTH COUNTRIES TOGETHER, HOWEVER BIDDERS THAT BID FOR BOTH COUNTRIES WILL BE AT A SIGNIFICANT TECHNICAL ADVANTAGE.

#### 1.1.3 Cost of Preparation of Bids and Liability

The Bidder shall bear all costs associated with preparation and submission of the bid as specified in this RFP, regardless of the conduct or outcome of the proposal evaluation. The Client shall have no obligation to any Bidder to reimburse any costs incurred in preparing the proposals, whatever the result. Submission of a proposal in response to this RFP by a bidder will be interpreted by the Client as the Bidder's acceptance of this condition.

#### 1.1.4 Clarifications

Requests for clarifications of specific items of this RFP shall be directed by e-mail to [procurement@lirneasia.net](mailto:procurement@lirneasia.net), with the subject header "**BEYOND ACCESS 2017 CLARIFICATION - < Firm Name>**". The Client will respond to all such requests by e-mail. Both the clarification/questions and responses will be sent by e-mail to all bidders, and kept for records.

At any time prior to the deadline for the submission of the application, the Client may amend the RFP for any reason. All Bidders will be notified in writing (i.e., via e-mail) of the amendments and all Bidders will be bound by the amendments. Bidders are required to acknowledge receipt of any amendment within one business day of such receipt by e-mail. The Client will assume that the information contained in any amendment is taken into account in the Bidder Proposal.

## **1.2 PREPARATION OF THE PROPOSAL**

### **1.2.1 General**

Bidders are advised to examine all terms and instructions included in the RFP while preparing their Proposals. Failure to provide all requested information will be at the Bidder's own risk and may result in the rejection of its Proposal.

Each proposal shall consist of 2 components: 1) the Technical proposal; and 2) the Financial Proposal.

### **1.2.2 Technical Proposal**

The Bidder's Technical Proposal shall be submitted in the Technical Proposal Template provided with this RFP (Annex 1). Page limits indicated in the template must be strictly adhered to, as the evaluation committee will be instructed to stop reading below the indicated page or paragraph limit.

As part of the Technical Proposal Template, the Bidder must submit a scanned copy of the **current** (valid) Business Registration Certificate of the Authorized Entity as well as that of the Collaborating Entity/entities (as applicable).

Also as a part of the Technical Proposal, Bidders should include any suggested revisions to the template of the Contract that the Client will issue to the winning Bidder, provided in Annex 3. Bidders should carefully review it and clearly mark any sections which it does not agree with and/or suggested changes (i.e. exact language). All these should be provided as tracked changes in MS Word Format version of the Contract, and sent as an Annex to the Technical Proposal.

Any assumptions made by the Bidder in the formulation of its Technical Proposal should be clearly stated.

### **1.2.3 Financial Proposal**

The Financial Proposal shall consist of the following documents:

1. A covering letter signed by the Bidder, clearly indicating the validity of the Proposal for a minimum of 8 weeks from submission; and
2. Costs for the Study (as per the Client Methodology and Sample) provided as per the Financial Proposal Template provided in Annex 2. All costs should be provided in United States Dollars (USD) and shall be inclusive of all taxes, duties, fees and other impositions as may be levied under the prevalent laws of the respective country/ies where the Authorized Entity is registered. Payments shall be made in USD and the Client shall not be responsible for any currency fluctuations in the Consultant's foreign currency denominated costs during the study. Any assumptions should be explicitly mentioned.

Any assumptions made by the Bidder in the formulation of its Financial Proposal should be clearly stated.

The Client will strictly not entertain any price revisions during evaluation.

### **1.2.4 Format and Submission of Proposal**

Bidders should prepare their bids in the format provided in this RFP. Bidders should electronically submit the proposal including both the Technical and Financial Proposals in PDF [portable document format] **and** an edit-enabled version (e.g. in Microsoft Word). In the event of any discrepancy between the PDFs and the editable version, the PDFs shall govern. Proposed changes to the template Contract shall be submitted as tracked changes in MS Word Format version of the Contract, and sent as an Annex to the Technical Proposal.

### **1.2.5 Validity of Proposal**

The Proposal (both Technical and Financial) must be valid for a minimum period of 8 weeks from the date of submission of the proposal. The Client will make its best effort to complete negotiations within this period.

### **1.2.6 Confidentiality of Proposal**

If a Bidder believes that any portion of the Proposal is to be treated in confidence, it shall identify such information clearly in the Proposal. The Client will make every effort to treat such documents in confidence to the extent possible and necessary, consistent with an open and transparent evaluation process.

### 1.3 EVALUATION OF PROPOSALS

Evaluation of proposals and selection of the winning proposal will be based on the Client's assessment of both the submitted Technical and Financial Proposals.

The following table provides an indicative marking scheme for the evaluation of the Bidder's proposals.

	Joint bid	Single bid
1. Bidder and Collaborating Entity (if applicable) profiles and relevant experience (see below)	7	10
2. If applicable: Previous collaborations between Authorized and Collaborating Entities	3	n/a
3. Experience of the Bidder and Collaborating Entity (if applicable) in previously having carried out survey work that targeted the same populations (as specified in Section 3)	5	5
4. Ability to conduct survey in both study countries	5	5
5. Demonstrated ability of proposed team to carry out the work (including demonstrated understanding of the Client methodology and or pros/cons; recommended revisions/improvements (if any))	10	10
6. Proposed project team with weighting toward Team Leader's competencies, followed by the Field Manager's experience and competencies	10	10
7. Field strength of the Bidder (or the Collaborating Entity if the latter is to undertake the fieldwork) and field strategy (e.g., training plan, supervision of field staff, etc)	5	5
8. Quality control measures that will be employed by the Consultant to ensure highest quality data are obtained, including measures in place to deal with data loss risks (e.g., power/device/system failures) on and off-field	10	10
9. Ability to complete final deliverables within (or close to) ideal timeframe provided	5	5
10. Quoted cost (taking into account ability to conduct both Household/individual and business segment for a given cost)	40	40
Total	100	100

Relevant experience counts as:

- Nationally representative survey research in the study countr(ies).
- Surveys targeting households and small/informal businesses, particularly in rural settings
- Research where listing of households or small/informal business/other subjects has been conducted on the field with random sampling from the compiled list in a pre-defined sample locations
- Work with census enumerator area/block maps, to identify census enumeration area/block boundaries
- Research dealing with mobile and internet use among a variety of populations
- Sufficient experience in conducting CAPI-based surveys on a large scale
- Multi-country large scale survey projects (if applying for more than 1 country)

The Client's decision will not be subject to appeal.

### 1.4 NEGOTIATIONS

Prior to the expiration period of Proposal validity, the Client will invite the selected Bidder for final negotiations. The aim of the negotiation shall be to reach agreement on all points, and initialize a draft contract to be finalized by the conclusion of negotiations. Changes agreed upon will then be reflected in the Financial Proposal, using proposed unit rates. If a successful negotiation is not possible with the selected Bidder, the next evaluated Bidder will be invited for negotiation, and so on.

### **1.5 AWARD OF CONTRACT**

On the basis of the Financial Proposal and subsequent negotiations, the final contract will be agreed upon as a lump sum contract with intermediate payments tied to the Client's acceptance of specific deliverables.

As already stated, the Contract template that the Client will issue to the Consultant is provided in Annex 3. Bidders should carefully review it and clearly mark any sections that it does not agree with suggested changes (exact language) provided as tracked changes in MS Word Format as an Annex to the Technical Proposal.

**The selected Bidder is expected to commence the Study within a week of signing the Contract. Therefore providing input on the Contract at this stage is essential.**

## 2.0 PROJECT DESCRIPTION

### 2.1 BACKGROUND

The Client is a regional, non-profit information and communication technology (ICT) policy and regulation think tank. Over the past twelve years it has conducted several demand-side studies of information, knowledge and communication technology needs and habits of households, individuals and businesses in South and Southeast Asia.<sup>1</sup> This research has allowed the Client to gain deep insight into these markets and make positive contributions to the policy processes affecting ICT connectivity in many of the countries studied.<sup>2</sup>

The Client has commenced a study of ICT access uptake, use and opportunities in developing Asia involving the collection of nationally representative survey data in a number of countries (“The Study”). The Study is a part of a comparative research project also being conducted in Africa and Latin America by the Client’s regional sister research organizations in parallel. **This RFP refers to the collection of nationally representative data from India and Bangladesh under the Asian component of the project.**

Survey data will be collected from **households, individuals and enterprises (businesses)**, using comparable (with that being used in Africa and Latin America) methodology and a common questionnaire (with some local customization). The method selected for the project is capable of delivering nationally representative ICT indicators for households, individuals and other target groups simultaneously in a cost-effective way. While the household and individual survey (a single survey) is the focus of the proposal, the additional cost of conducting a nationally representative survey of businesses in parallel (as per the details provided) should be separately provided as indicated in the Financial Proposal template (Annex 2).

### 2.2 THE NEED

The Global South is undergoing rapid social and economic change as a result of the confluence of mobile and broadband technologies on the continent. There is mounting evidence that broadband directly contributes to job creation and stimulates economic growth. The improvements in the flows of information and the reduction in transaction costs not only improve the efficiency of business but also enhance the well being of those who are connected to the Internet. But, there is also evidence of an increasing divide between not only those with access to such services and those without access, but between those who are connected with the means and skills to utilize the Internet optimally and those who are not. From a policy perspective this requires extending interventions to address inequality from those focused purely on supply-side investment and operator-based strategies to those focusing on demand side challenges, still of affordability, but also a range of others enabling or enhance digital inclusion – educations, income, e-skills of various kinds at various levels, content and language.

As we move from voice communication services to the global complex adaptive system, which is the Internet, policy can not only, be understood as an infrastructural issue any longer. It can also not be siloed into a single sector policy. The cross cutting nature of ICT in the economy and society and public and private sector together with the factors determining digital inequality lying outside of the traditional communications sector, imply that integrated and coordinated policy responses are required from the state. While access to affordable bandwidth will remain a key objective of any policy and a necessary condition for realizing the benefits of broadband Internet, it is by no means a sufficient condition for these benefits.

Identifying the best points for policy intervention from this perspective will require far better understanding of demand, or the absence of it; of users, citizens and consumers in all their diversity; what or what not they are using their mobile devices to do; what they are prepared to pay for and what not; their use of social networking and other services; their response to zero-rated or pared down services or platforms; whether these stimulate take up and are a gateway to open Internet use or whether they Internet ghettos for the poor; the reasons for people being offline; and what they are using the Internet for when they are. Moving ‘Beyond

<sup>1</sup> See <http://lirneasia.net/projects/icts-the-bottom-of-the-pyramid/> and <http://lirneasia.net/projects/2012-2014-research-program/responding-to-the-policy-window-in-myanmar-to-help-lay-foundation-for-inclusion/btr/> for examples of previous research.

<sup>2</sup> See for example: <http://lirneasia.net/2007/10/lirneasias-policy-influence-on-mobile-tax-issue-in-sri-lanka/>

Access' to better understand these challenges and to build an evidence base for demand side intervention is the primary purpose of this new round of indicator development, data collection and analysis.

There is therefore a need to build a global south base of evidence and knowledge in support of ICT policy and regulation, and to monitor and review and inform policy and regulatory developments on the African, Asian and Latin American continents. To this end, the Client along with its sister research networks in Africa and Latin America have commenced on a project to collect nationally representative data on ICT access and use data in this regard, which is comparable across countries and time. This RFP relates to survey data collection in India & Bangladesh.

The objectives of this global data collection effort is to collect a range of household, individual and small and micro-business ICT indicators that not only meet the threshold compliance of the WSIS-initiated Partnership for Measuring ICT for Development by running nationally representative household and individual surveys but to gather a set of data in such a way that after modeling and analysis it is able to offer much greater insight into the demand side barriers to digital equality and in this way provide far more comprehensive national and regional evidence bases to inform policy and regulation.

### 2.3 OBJECTIVES OF THE STUDY

The specific objectives of The Study (i.e., this consultancy) is to collect the following regionally comparable data in India and Bangladesh:

1. Nationally representative household level data on ICT access and use to enable estimates to be made within a 95% confidence interval with +/-3% margin of error
2. Nationally representative individual-level data on ICT access and use to enable estimates to be made within a 95% confidence interval with +/-3% margin of error
3. Nationally representative ICT access and use data on small and micro-businesses to enable estimates to be made within a 95% confidence interval with +/-5% margin of error

This data will be collected by means of **face-to-face surveys conducted using CAPI** and according to the methodology elaborated in this RFP. The ultimate aim of the methodology (or a suitable adaptation) will be to collect nationally representative survey data at three levels (household, individual and small and micro-business) in a single round of fieldwork (i.e., in parallel in common geographical locations); this will enable economies of scale and scope in data collection. The detailed methodology is presented in Section 3.2.

The data collected will be used to:

- Inform policy in ways that policy could not be informed other wise;
- understand consumer welfare, including affordability in the context of real users and real income, not national averages that mask inequality;
- build and understand use patterns and the associated demographics;
- assess service delivery of ICTs, both public and private;
- understand the evolution of mobile use, internet use and the use of other ICTs; and
- understand the 'beyond access' constraints and drivers of usage, particularly in relation to human development.



### 3.0 SCOPE OF WORK

This section details the scope of work to be conducted by the Consultant, including the proposed methodology that the Bidder should consider in its Proposal.

#### 3.1. TARGET POPULATION AND DEFINITIONS

The target populations of the Study in each country are:

1. Urban and rural household
2. Males and females ICT users and non-users aged 15-65
3. Business owners/key decision makers

Definitions	
Household	Constitutes a person or group of persons, irrespective of whether related or not, who normally live together in the same housing unit or group of housing units and have common cooking arrangements.
Head of Household or suitable alternative	A head of a household is a person who economically supports or manages the household or, for reasons of age or respect, is considered as head by members of the household, or declares himself as head of a household. The head of a household could be male or female. In the absence of the Household Head, a suitable alternative household respondent could be a household member who is knowledgeable on household characteristics, income, consumption, members etc.
Household member	<ul style="list-style-type: none"> <li>• All persons who lived and ate with the household for at least six months including those who were not within the household at the time of the survey and were expected to be absent from the household for less than six months.</li> <li>• All guests and visitors who ate and stayed with the household for six months and more.</li> <li>• Housemaids, guards, baby-sitters, etc. who lived and ate with the household even for less than six months.</li> </ul>
Eligible individual	<ul style="list-style-type: none"> <li>• Any household member aged 15-65 (inclusive) that will sleep the night at the house and also any visitor 15-65 years that is going to spend the night at the house.</li> </ul>
Micro-business	Any business (formal or informal) with a fixed physical presence in the sample area, which has the intent to make profit with less than 9 employees. This can include small phone shops, to farmers selling their produce at the local market, to people selling food parcels or sweet-meats from their homes.
EA, or enumerator area	An enumeration area (EA) is the smallest geographical unit during census enumeration. It is known as a census enumeration block <sup>3</sup> (CEB) in India. It is the geographic area and cover all the territory of a country. EAs are used for census data collection and are not political boundaries. The size of an EAs typically varies between 100 and 250 households but varies with terrain and other topological conditions and population density.

#### 3.2. SURVEY METHODOLOGY

The survey methodology will be broadly consistent between Study countries; due to the differing country contexts, the method for India and Bangladesh has been adjusted to ensure the survey objectives can be met.

<sup>3</sup> NOTE, this is different from CDB, or Community Development Block in India.

The method proposed for the project (Client Methodology) is capable of delivering nationally representative ICT indicators for households, individuals and other target groups simultaneously. The Client Methodology has been developed by the Client's sister network and applied over the past decade in numerous countries in Africa to achieve nationally representative results for multiple target groups *simultaneously* in a cost-effective way. While the household and individual survey (a single survey) is the focus of the proposal, the *incremental* cost of conducting a nationally representative survey of businesses in parallel (as per the details provided) should be separately provided as indicated in the Financial Proposal template (Annex 2).

### 3.2.1. Sampling

#### India

The method has been developed using data on household numbers in the wards and villages of India available in the **National Primary Census Abstract Data**. Random sampling will be performed in five steps for households and individuals.

- Step 1: A sample of District will be randomly selected from the total 640 districts of India using PPS sampling methodology
- Step 2: A sample of sub-Districts will be randomly selected from selected districts using PPS sampling methodology
- Step 3: The sub-Districts will be split into urban (wards) and rural (villages) strata and required number of wards and villages will be selected from the selected sub-Districts using PPS.

- The Client has already completed Steps 1, 2 and 3 for India, selecting approximately 125 and 200 sample points<sup>4</sup> using PPS random sampling. The list of villages and wards is provided in Annex 4; these locations must be strictly adhered to.
- In the sample villages and wards, where the total number of households is less than or equal to 250 the Consultant may continue straight to the listing exercise (Step 4).
- If the number of households exceeds 250, Consultant will have to divide the ward or village into homogeneous blocks of approximately 250 households, from which simple random sampling of one of these homogeneous blocks/EAs/CEBs will be conducted by the Client (on provision of the list of blocks) to select one where the listing will be conducted (Step 4).
  - Bidders should discuss possible methods for blocking large villages/wards in this regard. One possibility is to sub-divide large villages/wards in line with the official EA/CEB divisions, if the list of EAs/CEBs in sample villages/wards can be obtained at the state statistical office level (prior to fieldwork) or compiled at the local level. The Client understands that the census EA/CEB maps are available for purchase at some the state level statistical office level for a nominal fee; if this is the case for all states, EAs/CEBs can be randomly selected within a ward/village. However it should be noted that being able to identify the geographic boundaries of the selected EA/CEB (as per official demarcations) is key if this approach is to be taken. It should also be noted that depending on the format in which the maps are provided (hard copy or shape-file), a different conversion process is required to digitize (if hard copies) or saved as .kml files with the correct projection (if shape files) to ensure they can be correctly over-laid on Google Maps or Google Earth. The Client has a set of guidelines as to both processes.

- Step 4: Listing of households and small and businesses will be compiled for each ward/village or sub-division.

- Within the selected sample locations, a complete listing of households and businesses will take place – typically taking place on the first day of fieldwork in that location. The listings serve as

<sup>4</sup> For the two sample options, see Section 3.2.2

sample frames for the selection of households. Systematic sampling will then be used to select a target number of households (20) and businesses (8-9, to make up a sample of 500) from the listing to be interviewed on the second day in a location. This method allows the sampling of a nationally representative populations during a single survey at minimal cost.

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<ul style="list-style-type: none"> <li>• Step 5: Selection of households and businesses</li> </ul>
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- (a) In a selected household,
  - The household head will be interviewed on household characteristics; and
  - From all eligible individuals, one will be randomly selected to be interviewed on individual mobile and internet access and use.
- (b) The owner or key decision maker of the selected businesses will be surveyed.

## Bangladesh

The method has been developed using data on household numbers in the wards and villages of Bangladesh available in the **National Census Data Tables**. Random sampling will be performed in four steps for households and individuals.

<ul style="list-style-type: none"> <li>• Step 1: The National Census Data Tables will be split into urban (wards) and rural (villages).</li> </ul>
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<ul style="list-style-type: none"> <li>• Step 2: Villages/Wards will be sampled for each stratum using probability proportional to size (PPS).</li> </ul>
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- The Client has already completed Steps 1 and 2 for Bangladesh, selecting approximately 80 and 100 sample points<sup>5</sup> using PPS random sampling. The list of villages and wards is provided in Annex 5; these locations must be strictly adhered to.
- In the sample villages and wards, where the total number of households is less than or equal to 250 the Consultant may continue straight to the listing exercise (Step 3).
- If the number of households exceeds 250, Consultant will have to divide the ward or village into homogeneous blocks of approximately 250 households, from which simple random sampling of one of these homogeneous blocks/EAs will be conducted by the Client (on provision of the list of blocks) to select one where the listing will be conducted (Step 4).
  - Bidders should discuss possible methods for blocking large villages/wards in this regard. One possibility is to sub-divide large villages/wards in line with the official EA divisions, if the list of EAs in sample villages/wards can be obtained at the state statistical office level (prior to fieldwork) or compiled at the local level. The Consultant should indicate whether the census EA maps are available at the state statistical office level or at the village/ward level; if this is the case for all states, EAs can be randomly selected within a ward/village. However it should be noted that being able to identify the geographic boundaries of the selected EA/CEB (as per official demarcations) is key if this approach is to be taken. It should also be noted that depending on the format in which the maps are provided (hard copy or shape-file), a different conversion process is required to digitize (if hard copies) or saved as .kml files with the correct projection (if shape files) to ensure they can be correctly over-laid on Google Maps or Google Earth. The Client has a set of guidelines as to both processes. The Bidder is encouraged to explore other sources of maps, such as the Local Government Engineering Department,<sup>6</sup> or other.

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<sup>5</sup> For the two sample options, see Section 3.2.2

<sup>6</sup> <http://www.lged.gov.bd/ViewMap2.aspx?DistrictID=4>

- Step 3: Listing of households and small and businesses will be compiled for each EA.
  - Within the selected sample locations, a complete listing of households and businesses will take place – typically taking place on the first day of fieldwork in that location. The listings serve as sample frames for the selection of households. Systematic sampling will then be used to select a target number of households (20) and businesses (8-9, to make up a sample of 500) from the listing to be interviewed on the second day in a location. This method allows the sampling of a nationally representative populations during a single survey at minimal cost.
- Step 4: Selection of households and businesses
  - (a) In a selected household,
    - The household head will be interviewed on household characteristics; and
    - From all eligible individuals, one will be randomly selected to be interviewed on individual mobile and internet access and use.
  - (b) The owner or key decision maker of the selected businesses will be surveyed.

In their proposals, Bidders shall raise any specific concerns about the Client Methodology detailed above, assess the pros and cons of the same in the specific country context, and if absolutely necessary justify any suggested deviations. Bidders should also indicate any possible solutions or alternatives to sub-dividing large wards/villages and identifying ward/village boundaries for the countries they bid.

### 3.2.2. Sample Size

The sample sizes in the following table have been selected for each country, with a small and large sample option for the household/individual segment for each country.

In both cases, the sample size of businesses (of any size or type) will be 500, with the aim to capture at least 385 small and micro-businesses (the target group of interest) through the randomly selected sample.

The cost for both sample sizes (Option 1 and Option 2) for each country should be separately provided as indicated in the Financial Proposal template (Annex 2).

		<i>India</i>	<i>Bangladesh</i>
<i>OPTION 1 (small sample)</i>	<i>Household/individual</i>	<i>2,400</i>	<i>1,600</i>
	<i>Business</i>	<i>500</i>	<i>500</i>
<i>OPTION 2 (large sample)</i>	<i>Household/individual</i>	<i>4,000</i>	<i>2,000</i>
	<i>Business</i>	<i>500</i>	<i>500</i>

### 3.2.3. Weighting

For the Client Methodology, the weights will be calculated in the following way; in the case of any variation in the sampling method, the calculation of weights will have to be specified. Three weights will be constructed, one each for households, and one for individuals. The weights will be based on the inverse selection probabilities. The weights gross up the data to national level.

#### India

Household weight:

$$HH_W = DW \frac{1}{P_{DIST} * P_{SUB-DISTUR} * P_{VILL/WARD} * P_{EA} * P_{HH}}$$

Individual weight:

$$IND_W = DW \frac{1}{P_{DIST} * P_{SUB-DIST-UR} * P_{VILL/WARD} * P_{EA} * P_{HH} * P_I}$$

Business Weight:

$$BUS_W = DW \frac{1}{P_{DIST} * P_{SUB-DIST-UR} * P_{VILL/WARD} * P_{EA} * P_{BUS}}$$

District Selection Probability:

$$P_{DIST} = d \frac{HH_{DIST}}{HH_{COUNTRY}}$$

Sub-District Selection Probability:

$$P_{SUB-DIST-UR} = sd \frac{HH_{SUB-DIST-UR}}{HH_{DIST-UR}}$$

Village/Ward Selection Probability:

$$P_{VILL/WARD} = m \frac{HH_{VILL/WARD}}{HH_{SUB-DIST-UR}}$$

EA selection Probability:

$$P_{EA} = e \frac{HH_{EA}}{HH_{VILL/WARD}}$$

Household Selection Probability:

$$P_{HH} = \frac{n}{HH_{EA}}$$

Individual selection Probability:

$$P_I = \frac{1}{HH_{m15+}}$$

Business Selection Probability:

$$P_{BUS} = \frac{q}{BUS_{EA}}$$

When  $HH_{VILL/WARD} \leq 250$ ,  $HH_{VILL/WARD} = HH_{EA}$ . Thus,  $P_{EA}=1$ .

$HH_{COUNTRY}$  = number of households in the country;

$HH_{DIST}$  = number of households in a district;

$HH_{DIST-UR}$  = number of households in a district at urban rural level;

$HH_{SUB-DIST-UR}$  = number of households in strata (Sub districts at urban, rural level);

$DW$  = design weight compensation for over-sampling of urban EAs and under-sampling of rural EAs;

$HH_{VILL/WARD}$  = number of households in selected EA based on information of last census or updated listing by field team;

**HH<sub>m15+</sub>**=number of household members or visitors 15 years or older;

**BUS<sub>EA</sub>**=number of small businesses in an EA;

d = target number of districts;

d = target number of districts;

sd = target number of sub-districts;

m = target number of Villages/Wards for each strata, (urban, rural);

e = target number of EAs in a Village/Ward;

n = target number of households in an EA;

q = target number of businesses in an EA;

The target number of households in each Village/Ward will be 20 and number of businesses will be approximately 5 to make the 500 sample

### **Bangladesh**

Household weight:

$$HH_W = DW \frac{1}{P_{VILL/WARD} * P_{EA} * P_{HH}}$$

Individual weight:

$$IND_W = DW \frac{1}{P_{VILL/WARD} * P_{EA} * P_{HH} * P_I}$$

Business Weight:

$$BUS_W = DW \frac{1}{P_{VILL/WARD} * P_{EA} * P_{BUS}}$$

Village/Ward Selection Probability:

$$P_{VILL/WARD} = m \frac{HH_{VILL/WARD}}{HH_{STARTA}}$$

EA selection Probability:

$$P_{EA} = e \frac{HH_{EA}}{HH_{VILL/WARD}}$$

Household Selection Probability:

$$P_{HH} = \frac{n}{HH_{VILL/WARD}}$$

Individual selection Probability:

$$P_I = \frac{1}{HH_{m15+}}$$

Business Selection Probability:

$$P_{BUS} = \frac{q}{BUS_{EA}}$$

When  $HH_{VILL/WARD} \leq 250$ ,  $HH_{VILL/WARD} = HH_{EA}$ . Thus,  $P_{EA}=1$ .

**DW** = design weight compensation for over-sampling of urban EAs and under-sampling of rural EAs;

**HH<sub>VILL/WARD</sub>**= number of households in selected EA based on information of last census or updated listing by field team;

**HH<sub>STARTA</sub>**=number of households in strata (urban, rural);

**HH<sub>m15+</sub>**=number of household members or visitors 15 years or older;

**BUS<sub>VILL/WARD</sub>**=number of small businesses in a Village/Ward;

m = target number of Villages/Wards for each strata, (urban, rural);

e = target number of EAs in a Village/Ward;

n = target number of households in a EA;

q = target number of businesses in an EA;

The target number of households in each Village/Ward will be 20 and number of businesses will be approximately 5 to make the 500 sample

### 3.3. TASKS

#### 3.3.1. Study and Sample Design and method

- a) Consultant shall work closely with the Client to apply the sampling methodology that has been outlined in Section 3.2.
  - i) Technical Proposals shall include a discussion any concerns about applying the Client Methodology, assess the pros and cons of the same in the specific country context, and if absolutely necessary justify any suggested deviations.
  - ii) The Consultant shall be responsible for conducting the sampling Step 4 onward in India and Step 3 onward in Bangladesh, however the Consultant shall also be responsible for the sub-dividing of wards/villages with more than 250 households, and obtaining all relevant local maps in order to complete the sampling.
  - iii) Bidders should also indicate possible methods for blocking (sub-dividing) wards/villages with more than 250 households, discussing the option outlined in Section 3.2.1.
  - iv) The Consultant shall be responsible for obtaining any ward/village/EA/CEB maps from the state-level statistics offices or local authorities, in order to identify sample location boundaries. Any links with the census, statistics or other relevant authorities who will be able to provide access to EA/CEB lists in selected wards/villages along with access to EA/CEB maps (indicating which format) should also be indicated.
- b) The Consultant shall supply all necessary raw field data (number of households and businesses per selected Village/Ward) to calculate sampling weights as per Section 3.2.3, although the Consultant shall calculate the weight variables and include the same in the final datasets.
- c) The Consultant shall provide a finalized fieldwork schedule along with location details to the Client as early as possible.

#### 3.3.2. Research Instrument Finalization

- a) Separate “Research Instruments” (survey questionnaire/s, screener, etc.) have been prepared for the household and business segments:
  - i) The household questionnaire contains a short section on household characteristics (to be answered by a household head or suitable alternate) and a more detailed section on ICT access and use to be answered by a randomly selected household member.
  - ii) The small/micro-business questionnaire will contain sections on the business characteristics as well as ICT access and use, and will be answered by the business owner or a key decision maker.
- b) The Consultant shall work with the Client to localize, finalize and format the Research Instruments using its expertise and experience. The Consultant will complete the final scripting of the Research Instruments and convert them into CAPI/field-ready format. Once finalized, the Consultant shall translate the Research Instruments into local languages and dialects where appropriate; the Consultant shall ensure that the translated versions are checked for consistency and to ensure that the meanings have been correctly translated; to the best of its capabilities, the Client will have local language translations checked in parallel for consistency. The Consultant shall inform the Client in advance of the specific languages that will be used (if more than the national language) to allow the latter to identify appropriate researchers from its network for translation checking.
- c) The translated Research Instruments shall each be pilot-tested among a total of 20 respondents per country in both urban and rural locations and among all relevant target groups (specified in Section 3.1), ensuring a range of income/socioeconomic groups are also covered. The pilot testing shall be conducted at an appropriate point in time to be determined by the Consultant. Based on the pilot tests, the Consultant will prepare a short report on how the Research Instruments are working and indicating what changes are required (“Report of Pilot Tests”). If relevant, the Consultant will propose changes in the Research Instruments and will facilitate the raw pilot data to the Client, who may reserve the right to include any change in the Research Instruments. The Consultant will forward the finalized, formatted English language versions of the Research Instruments, as well as the local language versions to the Client and obtain approval prior to engaging in fieldwork.

### **3.3.3. Collection, Entry and Processing of Data**

- a) The Consultant will recruit qualified respondents and administer the Research Instruments in local languages and dialects, where appropriate, in the Study countries.
- b) Data collection should be undertaken through face-to-face interviews with the relevant respondent in the respective local language/s and dialects in each geographical area as appropriate.
- c) The capture of data shall be done by electronic (CAPI) means. The Bidder should clearly indicate previous experience with the same, and what electronic survey platform is used. The Bidder is required to enable the Client to monitor the data collection process ideally through an observer account on the survey platform in use; if not feasible, the Consultant must provide the Client with daily reports on fieldwork completion by location, including GIS locations indicated on a map.
  - i) The Client’s sister network has set up a data collection system using an Open Data Kit (ODK); if the Bidder uses ODK or is open to using the ODK system, it should be clearly indicated in the Technical proposal.
- d) The Bidder shall also clearly detail what strategies are in place to avoid data loss in the event of power loss, device failure/loss, any other foreseeable risks that may affect data quality.
- e) The Consultant shall also enable the automated collection of GIS-tagged network metrics through the installation and running of a network testing application (e.g., NetRadar) on all survey devices. The application will have to be set up to run in the background on all survey devices and automatically upload test data to a server for access by the Client. The Client will provide all necessary instructions in due course.



- f) The Consultant shall be expected to obtain all necessary local permissions and authorizations to conduct field work in selected areas. The Client will assist through the provision of written request letters/letters of support for the Study if necessary, but the Consultant shall hold primary responsibility for obtaining necessary permissions. In this regard, the expected time taken for this process should be incorporated into the timeline that the Consultant provides. Any concerns on this or anticipated problems should be clearly stated by Bidders in their proposals.
- g) The fieldwork shall be conducted by field personnel who have undergone training in Basic Code of conduct of Field Personnel and CAPI System, specific to the Research Instruments being used in this Study. The Client may participate in the local training session.
- h) The total interview time is expected to last approximately 60 minutes.
- i) The Consultant holds the responsibility in adhering to the privacy requirements in the ethics of survey research, taking and sharing photographs, and handling respondent identification and contact information.
- j) Prior to the commencement of an interview, the respondent shall be informed of the items listed under Condition 6 in the General Contract (See Annex 3 for template contract), with written consent obtained from the respondent to (1) proceed with the interview; (2) be photographed [if applicable]; and (3) be contacted again for further research. If the respondent is unable to physically sign the consent form for any reason, alternative methods of obtaining proof of consent may be discussed and used as long as the Client approves. This informed consent will be recorded and included as three separate variables in the respective datasets resulting from the surveys. Respondents who refuse to be photographed may still be interviewed, provided consent to conduct the interview is given (but no photographs may be taken).
- k) After obtaining consent to re-contact has been obtained as specified in 3.3.3.(j), Respondents' primary contact information will be recorded, along with sufficient alternative which may be used in the event that the respondent cannot be reached through the primary contact information. Contact information shall be treated as strictly confidential by the Consultant, and provided to the Client in a separate database/spreadsheet along with the respective respondent ID numbers, in two separate databases (one for the Household and Individual segment, and one for the business segment; "Respondent Contact Information Databases"). Upon completion of the final deliverables of the Contract, the Consultant shall not retain in their database (electronic or paper-based) any personally identifiable information of any respondent.
- l) The Consultant will ensure a response rate according to the parameters set out in Section 3.3.5.
- m) If the enumerator fails to reach the relevant respondent on a first visit, the enumerator shall consult with other members of the household/staff or neighbors about the time availability of the target respondent. A minimum of three (3) attempts must be made (at different times of day, or based on an appointment) to reach the target respondent before the household/business can be replaced with a random selection from the list of houses or businesses (applying the pre-determined sampling interval).
- n) In the event that a selected Village/Ward can not be enumerated (for example due to inaccessibility or security concerns), a random replacement Village/Ward will be provided by the Client. The reason for Village/Ward replacement should be clearly indicated in writing to the Client. The Consultant may not replace a village or ward at its own discretion.
- o) The Consultant will capture a sample of the fieldwork process in each country (five photographs per sampling location) via high quality digital photographs sufficient to communicate visually an understanding of the research subjects, and his/her surroundings/ context by the Client ("Field Photographs"). The Field Photographs must be clearly labeled to enable identification of the survey location, if possible with GPS tags included. Written consent to take photographs must be obtained from respondents before they are photographed.

- p) During all stages of data collection, the Consultant shall keep the Client informed about progress and discuss any problems that are being encountered. No deviations from the agreed sampling methodologies or other elements of the research design will be accepted unless the Client has authorized. Such deviations must be documented (with justifications) in the final Methodology Note (See Section 3.3.7).
- q) The Client may accompany the Consultant's fieldwork team/s in the country at any given moment, with no more than 3 days' notice, in order to conduct, monitor and supervise the data collection processes. The Consultant will be expected to:
  - i) Furnish the Client with letters of invitation in to the Study countries, for the purpose of obtaining (multiple entry) visas. In the event that the successful bidder does not have a physical presence in the Study countries, these letters should be furnished by the local fieldwork partner in the Study countries, along with a copy of their business registration.
  - ii) Provide logistical support and coordination, facilitate the provision of additional interpreters (where necessary) to enable Client researchers to provide input on the spot. Where additional costs are incurred, the Consultant will be reimbursed by the Client upon provision of original invoices.
- r) The Consultant shall enter and clean the datasets in **SPSS format**, with all variable names, labels and codes given in English, with the relevant question numbers clearly indicated.
- s) In addition to the Contact Databases, the Consultant shall provide the Client with a single cleaned database (i.e., for all countries combined if applicable) for the household and individual segment ("Household Dataset"). Similarly, the Consultant shall provide the Client with a single cleaned database (i.e., for all countries combined) for the small and micro-business segment ("Business Dataset").
  - (1) Additional data captured through electronic means should also be provided in the final datasets, including but not limited to: start time, end time, date, GPS coordinates, interviewer ID.
- t) After the Consultant hands over the Contact Database, the Household Dataset and the Business Dataset, the Consultant will assist the Client with queries on the data and methodological details; the Consultant shall remedy any problems that subsequently arise with regard to the datasets as soon as possible.

#### **3.3.4. Coordination**

- a) In the case where data collection is to be carried out by the Collaborating Entity, the Consultant shall coordinate the data collection and entry with it's the Collaborating Entity, and liaise with them to ensure consistency in all aspects of the study and adherence to all applicable quality control measures at all times. The Consultant shall be the **single** point of contact for the Client.
- b) The Consultant will work with the Collaborating Entity to quickly resolve any problems that arise.
- c) The Consultant should keep the Client informed of the general progress on survey implementation at a minimum of weekly updates, daily during the fieldwork period.
- d) The Consultant core project team proposed in the Consultant proposal should remain the same for the duration of the project. In the event that changes to the Consultant project team become necessary, the Client will inform the Consultant of any changes to the Consultant team in writing with justification before any such changes are made. The Consultant will take sufficient actions to ensure continuity in the project and avoid interruptions or delays in the delivery of the Services.

#### **3.3.5. Quality & Penalty Clause**

- a) The Consultant will ensure consistency in implementation and quality control across the Study countries, including where fieldwork is to be conducted by a Collaborating Entity or any other contracted (third party) staff. The Consultant will be expected to deploy its own quality control mechanisms beyond those stipulated by the Client; such mechanisms should be elaborated in the Bidder's Technical Proposal.
- b) Unless specific allowance from the Client, the Consultancy will not be considered to be complete if the percentage of target sample achieved (Response Rate) is below 95%. Penalties for final survey response rates below 95% as per Table 2. If the Bidder has concerns about the Response Rate, they should indicate in their bids, indicating a feasible response rate that they can commit to. The Consultant is expected to share the raw data used for calculating the response rate in the Methodology Note (See Section 3.3.7).
- c) Interviews will be discarded in case there are fatal errors in the fieldwork. These fatal errors primarily include not following the instructions in the questionnaire and screener, or not following random sampling procedures. The Consultant is expected to provide replacement interview/s as directed by the Client, for the discarded ones. The number of discarded and replacement interviews shall be provided to the Client in the Methodology Note (See Section 3.3.7).
- b) While it is expected that the Consultant performs a sufficient number of back-checks of interviews, the Client will also perform a number of random back-checks of its own, as such the Consultant is required to comply with this and provide the necessary information for this as specified in Section 3.3.3(k) (the Respondent Contact Information Databases). The Consultant is therefore expected to provide the first 50% of the Respondent Contact Information Databases at the 50% data collection point and the balance at 100% data collection in a timely manner. The Consultant shall ensure relevant consent for data collection and use is obtained from respondents upon interview, as specified in Section 3.3.3.(j). Access to the selected respondent's data shall be made available to the Client for verification.
- d) There will be penalties attached to the contract between the Consultant and the Client that will be applied in the event of any of the occurrences given in Table 2. Penalties shall be applied in the countries where the relevant lapse in quality has occurred, and the penalty shall be calculated based on the Country Cost as per the Contract between the Consultant and the Client.

**Table 2: Penalties for lapses in quality**

Trigger	Penalty (% of Country Cost as per Contract)
Delayed delivery of any percentage of total Datasets in excess of 10 business days from agreed deadline	1 % per day delayed
Any unjustified non-compliance of data quality protocols is discovered (e.g. failure to conduct double data entry [where applicable], visit less than three times uncontacted households, lack of rigorous behavior of the enumerators in the data collection process, lack of adherence to replacement procedures, etc)	30
Missing values exceeding 5%	20
Falsification of data	30
Response rate* (number of completed interviews/total selected households/businesses to be interviewed) between 97-99%	5

Response rate* (number of completed interviews/total selected households/businesses to be interviewed) between 95-97%	10
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- e) The Consultant shall provide a section reporting the following quality metrics for each Study country, separately for the Household and the Business segments, *including but not limited to* the following: Survey response rates (with raw data), missing values rates, number of replacement interviews due to fatal errors (along with state-wise and urban vs rural distribution of same), number of replacement interviews due to non-contactability of respondent (along with state-wise and urban vs rural distribution of same), number of back-checked interviews.

### 3.3.6. Initial Data Analysis and Top-line Presentation

- a) The Consultant shall, perform an initial data analysis constituting descriptive statistics and cross tabulations. The main objective of this analysis will be to identify the main trends in the data and to ensure the quality of the data collected; to achieve the latter objectives, survey data should be cross-validated against any of the latest national official and supply-side data that is available .
- b) The Consultant will be expected to make a top-line presentation (“Top-line Presentation”) based on this initial data analysis to the Client, to take place within 14 days of the completion of data cleaning and processing. The Top-line Presentation need not be comprehensive, but shall be compiled based on weighted data. The contents of the Top-line Presentation will be worked out in advance, in consultation with the Client.
- c) Once the Household and Business Datasets have been handed over to the Client, and the Top-line Presentation has been done and related slide set (in editable format) has been handed over to the Client, the Consultant’s role in the rest of the analysis will be limited to responding to queries that the Client has on the data, as well as methodology.

### 3.3.7. Methodology Note

- a) After the completion of fieldwork, a detailed write-up of the research methodology that was implemented shall be provided by the Consultant (“Methodology Note”). All primary data (e.g. population and demographic data at different stratifications) should be provided here.
- b) The Methodology Note shall describe any problems encountered in the implementation of the study and what remedial actions were taken. The Methodology Note shall describe any deviations in the methodology that was undertaken, the justifications for the same and implications on the data.
- c) The Methodology Note shall contain details on the quality metrics as described in Section 3.3.5 (e).
- d) The Methodology Note will also provide a detailed list of locations where respondents were surveyed as well as the number of respondents sampled in that particular location. Where possible, the locations should be indicated on a map. In addition, the Client may require GPS coordinates of respondents. This can be done using commonly available GPS-capable phones or other technologies chosen by the Consultant. Additional costs (if any) of obtaining such coordinates should be indicated **separately** and clearly in the financial proposal.

## 3.4. DELIVERABLES

The following deliverables shall be made as part of the contract:

1. Report of Pilot Tests
2. Finalized, translated, field-ready Research Instruments (English and local language versions)
3. Data collection (household/individual and business-level as detailed in previous sections, adhering to response rate > 95 %), entry and cleaning.

4. Respondent Contact Information Database – Household/individual segment
5. Respondent Contact Information Database – Business segment
6. Top-line Presentation
7. Finalized, cleaned Household Dataset (including consent variables (see Section 3.3.3(j)))
8. Finalized, cleaned Business Dataset (including consent variables (see Section 3.3.3(j)))
9. Methodology note (including section on quality metrics (see Section 3.3.7))
10. Field Photographs (5 per sampling location per country)
11. Assistance with queries on data and methodology

### 3.5. TIMELINE & PAYMENT SCHEDULE

Bidders shall provide an estimated timeline for the Study with estimated completion dates, given in weeks from signing of the contract. Any special considerations (e.g., local festive periods which might affect consumption patterns, or the research process itself) should be clearly indicated.

The ideal completion date for the Study (and all associated tasks and deliverables 1-10) shall be by 14 November 2017.

The following is the payment schedule for the Study.

Phase	Deliverables/milestone	Ideal completion date based on current knowledge	Payment amount (% of contract value)
	Signing of contract	21 August 2017	40%
Phase 1:	<ol style="list-style-type: none"> <li>1. Report of Pilot Tests</li> <li>2. Finalized, translated, field-ready Research Instruments (English and local language versions)</li> <li>3. Data collection (household and business-level as detailed in previous sections, adhering to response rate &gt; 95 %), entry and cleaning.</li> <li>4. Respondent Contact Information Database – Household/individual segment</li> <li>5. Respondent Contact Information Database – Business segment</li> <li>6. Top-line Presentation</li> </ol>	14 November 2017	30%
Phase 2:	<ol style="list-style-type: none"> <li>7. Finalized, cleaned Household Dataset (including consent variables (see Section 3.3.3(j)))</li> <li>8. Finalized, cleaned Business Dataset (including consent variables (see Section 3.3.3(j)))</li> <li>9. Methodology note (including section on quality metrics (see Section 3.3.7))</li> <li>10. Field Photographs (5 per sampling location per country)</li> </ol>	30 November 2017	30%
Phase 3:	<ol style="list-style-type: none"> <li>11. Assistance with queries on data and methodology</li> </ol>	Although all final payments will have been made to the Consultant by this point, it is expected that the Consultant continues to work with the Client by responding to queries if any thereafter.	

All payments are subject to the deliverables being approved for quality and content, and maybe thus altered, or withheld accordingly.

The Client shall make payments no later than 14 days of receiving invoice from Client. The Client shall raise invoice only upon the Client approving a given deliverable(s).

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