

Request for Proposal For Primary Data Collection Services for Endline Survey in Madhya Pradesh

I. Introduction to The Hunger Project India (THP)

THP India is a global non-profit organisation, committed to the sustainable end of world hunger and has a presence in 22 countries. The Hunger Project India is headquartered in New Delhi and works across 6 states of Rajasthan, Uttarakhand, Madhya Pradesh, Bihar, Odisha and Karnataka committed to empowering women and girls in rural India.

Foregrounded in the 73rd Constitutional Amendment of 1992, THP India has been working on strengthening the capacities of elected women representatives in selected gram panchayats since 2001. THP India's interventions aim to comprehensively strengthen the capacity of elected women representatives to exercise their leadership for the democratic development of their panchayats.

THP is looking for consultants/ agencies who can support us with sourcing qualified personnel who will serve as data enumerators for conducting the endline survey for the state of Madhya Pradesh.

II. Methodology and timeline of the survey

- **Data collection:** The data will be collected through a Mobile Based-Quantitative Survey with Elected Women Representatives (EWR) in selected Gram panchayats of Madhya Pradesh in the areas where THP India is operational.
- **Areas and sample:**

<i>Districts</i>	<i>Blocks</i>	<i>Sample</i>
Raisen	1	34
Balaghat	1	56
Rewa	1	93
Satna	1	64
	Total	247

- **Timeline:** 1st to 10th Dec. 2025, which includes 3 days of training of enumerators and pilot testing, in Madhya Pradesh followed by 7 days of data collection across the mentioned districts.

III. Terms of Reference

We invite agencies or consultants who will be sub contracted by THP India for primary data collection for the endline survey in Madhya Pradesh.

Agency profile and responsibilities

- Should source **8 data enumerators (preferably females) which includes 2 project coordinators**
- Be well networked with data enumerators with a strong established system of due diligence prior to identifying teams.
- Have experience in managing and conducting quantitative data collection for international non-profit organizations and research agencies.
- Should be proficient in using mobile-based apps for surveys.

Responsibility of enumerators

- Attend an offline training conducted by THP India in Madhya Pradesh (place to be decided later).
- Collect data as per the schedule prepared by THP India.
- Manage the data collection and review data collected on a daily basis. Enumerators to report to THP India appointed field staff.
- Follow the steps explained while handling the data collection tool and be responsible for any mismanagement, loss, or damage to tool/data collected, during the contract period.
- Coordinator to manage all the data enumerators, and report to the THP India MEL Officer on a daily basis.

Qualifications of enumerators

The agency/ consultant needs to ensure that the team selected meets the following non-negotiable requirements:

- Enumerators should be fluent in Hindi (reading, writing and speaking).
- Enumerators should have relevant experience (3-5 years) in data collection especially with women in rural areas, holding an understanding and experience of working in the areas of gender equality and empowerment, particularly in rural India
- All enumerators should have a functional smartphone with data connectivity and be proficient in using it, along with a working knowledge and experience of conducting surveys through mobile-based applications.
- All enumerators should have worked in Madhya Pradesh and be well aware of the state's context.
- All enumerators identified need to uphold the core values followed by THP India of gender equality, respect and integrity of individuals. THP is a zero corruption organization and has no tolerance of any form of malpractices. If during the contract period, there is evidence of any malpractice, the contract will be terminated without any discussion.
- Before finalizing the contract, THP India will evaluate all the data enumerators to assess their suitability for the role. Those who do not meet the required competencies or qualifications may not be included in the team and requested to be replaced.

Role of THP

- THP will organise and conduct the training of the enumerators.
- THP will provide the data collection tool already set-up in the application to be used for data collection.
- THP will provide the data collection schedule.
- THP will be responsible for ensuring that the respondents are mobilised as per the data collection schedule and bear the cost of all respondents. All the enumerators need to reach a pre-decided location, they **need not** visit respondents in villages/HHs.

IV. Format of Proposal

Interested agencies/consultants are required to send: Organisational expertise and financial bid

Organisational expertise should include

Section 1: Organizational capacity (Max. upto 5 pages)

- 1.1 Introduction to the organization:** Explain the organization's size, program management staff, national/global presence, awards/merits received and evidence towards financial stability
- 1.2 Subcontracting:** Explain whether any of the proposed work/activities will be subcontracted, to whom, how much percentage of the work, and the roles of the proposed sub-contractors.
- 1.3 Quality assurance and risk mitigation:** Describe the potential risks that might affect the ToR and the strategies/measures to be undertaken to ensure mitigation.

1.4 Evidence of organizational expertise

- Details of relevant work, past experience of working with a gender specific lens undertaken in the last 3 years (clients/donors, brief description of the project and size of grant/project in INR).
- Provide 2 references from current or most recent clients/donors list in the following format:

Name of referee and project	Nature of relationship with applicant	Time period of contract	Activities undertaken	Reference contact details (Name, phone, mail id)
1.				
2.				

Section 2: Human resource/Personnel

- Explain the composition of the team (*including the enumerators*) to be involved in the ToR clearly delineating the roles and responsibilities of each.
- Attach CVs of all the individuals to be engaged for the evaluation, listing the educational qualifications, and relevant experience from the most recent activities.

Components of the Financial Bid

A detailed financial proposal should be provided with the cost breakdown for key deliverables (*data collection, fixed cost, etc.*) and professional cost indicating the number of staff, consultancy charges per staff and travel costs.

V. Procedure for Expression of Interest

Interested agencies or individual consultants are required to mail the bids (technical and financial) as separate attachments by **10th Nov 2025, 5:30 pm** to hungerproject.india@gmail.com. Please mention the following in the subject line in the mail: **“Application for RFP for primary data collection for the endline survey in Madhya Pradesh”**.

For clarifications and queries, please direct all queries to hungerproject.india@gmail.com by **7th Nov, 2025**. Please mention the following in the subject line in the mail: **“Queries: RFP for primary data collection for the endline survey in Madhya Pradesh”**.

Please note:

- Only email bids will be accepted.
- Due to the high volume of applications received, only shortlisted consultants/agencies will be acknowledged via email and invited for an online or in-person meeting at THP national office in Delhi.
- The selection of the agency and the team of data enumerators will be based on their understanding and experience of working in the areas of gender equality and empowerment, particularly in rural India.