



## Information and Communication Technology Agency (ICTA) of Sri Lanka

### Terms of Reference (ToR)

### Survey on SMART Social Circles and Citizen Capacity Building

#### 1 Project Background

Information and Communication Technology Agency of Sri Lanka (ICTA) is the apex government institution, responsible for formulating policies and implementing strategies towards digital development across all the sectors of the country. With the objective of fully leveraging the benefit of digital technologies in every sector of the country, ICTA commenced the “National Digitalization Initiative” in 2016. In order to achieve the objectives and outcomes of national digitization initiative, ICTA is presently in the process of implementing a number of projects across all the sectors. These projects mainly focus on i) developing required digital infrastructure across the country to effectively serve all citizens irrespective of the geographical regions that they are living, ii) creating an enabling environment required for the knowledge economy; iii) delivering faster, more efficient, and more transparent government services to all citizens and businesses; iv) developing specialized ICT skills and broad ICT literacy across the society, v) promoting competitiveness of IT and BPO industry and vi) promoting widespread ICT adoption and empowerment of citizens.

With the aim of improving the usage of digital technologies especially in the rural based communities, ICTA commenced the implementation of Smart Social Circle (SSC) project which mainly focuses on improving the ICT capacities of citizens, and promoting the adoption of digital services across the country. Particularly, the project will also support to improve the best use of ICT technologies in order to create collaboration among citizens and create productive partnerships between citizens, civil society organizations, private sector and government organizations.

The key outcomes of the project will include; a) improved marketing opportunities for traditional and rural industries/SMEs through SSCs, b) enhanced collaboration between different groups including village based organizations, industries, SMEs and other interest groups, c) improved opportunities for citizen journalism which will enhance transparency and good governance, d) improved collaboration with government officials, citizens and civil society organizations, e) improved knowledge in rural society about business opportunities including tourism, disaster risk management and other important global issues.

Above mentioned objectives and outcomes are expected to be realized by creating an island-wide network of SMART social circles (SSC); with knowledgeable, experienced & responsive citizens by using social media and emerging technologies. Accordingly, ICTA planned to implement SSCs at Grama Niladhari (GN) level and initially 800 SSCs are being setup in 100 DS divisions across the country.



The plan is to initially select 8,000 Knowledge Agents (KA) from GN divisions across the country. Thereafter, the managing partners selected to implement the project, carry out awareness programs for knowledge agents at selected training centers. Subsequently, SMART Social Circles are launched with the participation of stakeholders and selected communities. Awareness programs for KAs, training KAs and creating SSCs are the major duties of the selected managing partners and ICTA's project staff together with district coordinators ensure the coordination among key stakeholders. The project envisage to get the support of various organizations including public, private and NGOs for the success of this initiative. These organizations will help the project at various levels according to their vision or mandate. Also, plan to get the support of young dynamic voluntary undergraduates from the villages to drive this project forward.

For trying out the SSC approach, initially 60 SMART Social Circles in 60 GN divisions in five districts have been established. Further, 10 knowledge agents have been selected from each GN division, comprising both rural based government officers and community leaders. Moreover, these agents are expected to drive and promote the adoption of new technologies and social media for their respective communities. The idea is to generate knowledge and provide publicity for community related development issues in order to find out remedial actions.

Positive feedback has already been received from all knowledge agents island wide through their social media pages. Some anecdotal evidences demonstrate that outcomes with regard to the marketing opportunities for rural based products have been created. Further, these knowledge agents acquire a wide spectrum of awareness and life skills not only in technology but also in community development, team work and many more. They will also act as leaders who disseminate their knowledge to the every corners of their communities thus facilitating the development of the community.

Project outputs are as follows:

- 8,000 Knowledge Agents trained on effective use of emerging ICT technologies and social media and 24,000 members are using ICT technologies and social media for development.
- 800 SMART Social Circles (SSC) established in multiple phases.
- Established forums for social interaction among SSCs.
- Workshops conducted for creating linkages with industries and SSCs.
- Full-fledged eParticipation portal developed.

Project activities are to be completed and project outputs are expected to be achieved by the final quarter of year 2017.



## **2 Purpose of the Consultancy Assignment**

The purpose of the evaluation/assessment is to collect required data/information to measure the progress so far made towards achieving the expected outcomes of the project. Based on the findings, the consultant is expected to recommend forward looking corrective actions for improving the performance of project implementation and results. The evaluation requires to analyze the entire project cycle including the design, implementation approaches and results.

The evaluation will also focus on identifying key factors affecting to the project impact and sustainability. Further, the evaluation should identify potential partnership arrangements with government and non-governmental organizations including public private partnerships (PPP), collaborations with civil society organizations to ensure the sustainability of the results.

Specific objectives of the consultancy assignment are as follows:

1. To measure the progress and achievements of the project in order to determine how far the project has achieved its main expected outcomes.
2. To assess the effectiveness, efficiency, relevance and timeliness of project implementation and the approach.
3. To capture success stories of the project in order to clearly visualize the project achievements.
4. To identify lessons learned through project designing, stakeholder engagement, capacity building, project implementation and achievement of results.
5. The survey should also provide forward looking recommendations for follow-up activities, for the sustainability mechanism, in order to ensure the effective delivery of results.

## **3 Scope of Work and Tasks to be Carried Out**

The survey will assess the overall of project implementation, from its start to its completion. The study will focus on the implementation of the SMART Social Circles in 25 districts. Based on the analysis, the survey will draw specific conclusions in order to achieve the specific survey objectives and to reflect the real situation at ground level.

### **3.1 Methodology, Sample Frame and Questionnaire Design**



- The consultant in his bid should recommend and develop an appropriate survey methodology with proper justifications that will allow to better capture data/information in excellent quality in order to achieve the specific survey objectives and to reflect the real situation at ground level. The analysis methodology should consist of both quantitative and qualitative data collection and analysis approaches.
- The survey will adopt a consultative and transparent approach with internal and external stakeholders throughout the process. Triangulation of evidence and information gathered will underpin the validation of evidence collected and its analysis and will support conclusions and recommendations.
- To the maximum possible extent, an evaluation matrix, standardized interview protocols and check-lists etc. will be used throughout the survey, so as to ensure comparability of findings across districts and/or regions.
- In the visited districts, the Survey Team will also meet actors not involved in this SSC initiative but who are actively working on the same goal, to assess the efficiency of the project in setting up collaborations and partnerships.
- The consultant should propose an appropriate and representative sampling approach with proper justifications. The consultant must apply proven statistical methods when establishing the scientific sample.
  - ✓ The sample shall represent the entire nine provinces.
  - ✓ The sample should represent rural, semi urban and urban areas.
  - ✓ The sample should represent different communities, livelihood groups and cultural groups.
- Consult representatives of ICTA and gather details on the requirements for survey design, questionnaire development and implementation time schedule. The Consultant in his bid should identify all necessary variables required to realistically assess against desired survey objectives.
- The consultant in his bid should identify appropriate survey quality assurance techniques that can be applied in this particular survey to ensure the reliability, validity and accuracy of the survey data.
- Develop survey tools for conducting interviews with relevant respondents. Provide all instruments and documentation to ICTA in electronic form and as hard copies. The survey tools have to be developed by the Consultant in English and after field tested, all questionnaires should be translated into Sinhala and Tamil. Consultants must use best practices of developing questionnaires and other survey tools matching with the type of



respondent and research approach to be used. Consultant in his bid shall discuss and make proposals on the approach of developing survey tools, sample/ model questionnaire, data quality assurance etc.

- Provide, in English, a detailed Survey Implementation Plan outlining all the steps involved in the design and implementation of the survey, including a project time schedule and resource plan, draft questionnaires (in English) and outlines of the instruction manuals to be developed. Submit the survey implementation plan to ICTA in electronic form and as a hard copy.

### **3.2 Survey Field Testing and Implementation**

- The Consultant must provide appropriate training to enumerators, supervisors, and data entry personnel in order to safeguard the collection of accurate data with sufficient quality. Consultant must also present briefly the training approach, survey management methods and any other additional quality control elements that can be used to ensure the reliability and validity of data.
- Pre-test the questionnaires and relevant data collection tools with appropriate sub sample. After the pre-test, if necessary, revise the questionnaires and documentation, and translate the questionnaire into Sinhala and Tamil.
- After the approval by ICTA, conduct field operations and collect data in accordance with the plans and proposals developed previously. Measures should be in place to ensure the data quality.
- The Consultant must be able to facilitate the survey in three languages – Sinhala, Tamil and English. Reporting requirements and other outputs of this assignment must be done in English.
- ICTA will own the questionnaires and final report, and all related data/information in respect of this assignment. Additionally, ICTA will also have the right to reproduce and circulate the survey questionnaire, report and findings as its discretion.

### **3.3 Data Entry, Processing, Analysis and Reporting**

- Enter collected data into database software. The software must be able to verify ranges and consistency of the data and generate reports indicating missing data, data outside of the accepted ranges, and inconsistent answers. Clean data records and verify that the sample is still sufficient for reliable statistics. Provide a brief data entry report to ICTA



in electronic form and as hard copy. Together with the report, deliver the data base in MS Excel format containing all entered data records.

- Conduct data analysis. The Consultant will conduct exploratory data analyses (e.g. frequencies, percentage tabulations, and cross tabulations) of key survey variables and their correlations. Where necessary, statistical significance levels need to be calculated to enable proper interpretation of results.
- Provide, in English, a Final Survey Report presenting the results of the survey. The report must contain descriptive statistics of all variables of the survey, cross tables, and graphs. Selected variables should be presented by graphs and/or correlation measures and sufficient interpretations for demonstrating reasons for the situation. A critical review of the methodology, realization, and results should be given, together with recommendations for improvement. The report must be submitted in electronic form and as a hardcopy.
- Conduct a presentation workshop at ICTA to present and discuss the findings of the Final Survey Report, when specified by ICTA. The Consultant will be expected to produce a report on the workshop deliberations, and make amendments to the Final Survey Report based on the workshop outcomes if necessary.
- Consultants are advised to present all requirements for effective carrying out of the assignment in their proposals.

## **4 Qualifications of the Consultancy Team**

### **4.1 Staffing**

The key functions are (1) Survey design, planning and development of survey tools, (2) Field Management, (3) Statistical Data Analysis, (4) Coordination, and (5) Report Writing. The suggested minimum number of key staff is as follows (please see the table below). The Consultant is free to propose the number and structure of experts as appropriate for the proposed implementation approach, provided that the team properly covers the above mentioned functions.

Adequate number of experts, who are able to facilitate and conduct the survey as well as analyze and report on survey findings within the limited timeframe, must be proposed by the Consultant. Personnel proposed to cover the key functions must be included into the proposal with their full CVs (in accordance with the format provided). Positions to cover the other project functions must also be presented in the bid, including the number of staff, their input in terms of staff days, and their work schedule. A description of an appropriate team structure,



team collaboration arrangements and project management functions must be included into the proposal.

Survey enumerators should have the demonstrated experience in conducting interviews, focus group discussions in at least three surveys. Language skills and experience with the particular type of respondents will be an added benefit. Survey enumerators should be undergraduates or graduates from a recognized university or institution.

*Key team members and their expected qualifications and experiences*

Key Staff	Preferable Qualifications	Preferable Experience	Preferable Number of Similar Nature Assignments Conducted
Team Leader	Masters or higher qualification in IT/ Education/ Social Sciences from a recognized university or institution.	Demonstrated experience of at least 5 years in designing surveys, developing questionnaires, analyzing and interpretation data, and compiling reports.  Demonstrated knowledge and expertise in ICT for Development (ICT4D) concept/ eSociety or any other relevant areas and knowledge best practices in surveys and statistics.  Excellent language skills (Sinhala or Tamil and English).	At least 3 national level surveys/evaluation studies especially in the areas of ICT4D.
Evaluation Expert	Masters or higher qualification from a recognized university or institution.	Minimum 5 years demonstrated experience in handling, designing and implementing surveys /project evaluations.	At least 3 assignments especially in the areas of ICT4D.





Key Staff	Preferable Qualifications	Preferable Experience	Preferable Number of Similar Nature Assignments Conducted
Community Development Specialist	Masters or higher qualification from a recognized university or institution.	Minimum 5 years demonstrated experience in community development initiatives especially ICT4D interventions.	At least 3 assignments especially in the areas of ICT4D.
Statistician	Master degree from a recognized university or institution.	Minimum 5 years demonstrated experience in handling statistical analysis and implementing national level surveys /Project evaluations (preferably for the public sector).	At least 3 national level surveys.

## 4.2 Survey Organization

The organization should be specialized and have relevant experience in designing and conducting national level surveys, preferably in the area of ICT4D. The survey organization should be able to provide a strong network of enumerators and office facilities to facilitate information gathering and managing the survey successfully. Experience in similar assignments will be an added benefit.

## 5 Timeframe

The study is expected to be completed within twelve (12) weeks after awarding the contract.

## 6 Outputs, Deliverables and Payment Schedule

All reports and deliverables need to be prepared in English and submitted to ICTA in electronic form (docx format and pdf) and one hard copy. Questionnaire forms, survey tools, guidelines..etc are to be prepared in English. Upon completion of the project, ICTA will own all assessment tools and reports, and all related data/information in respect of this assignment. Additionally, ICTA will also have the right to reproduce and circulate the assessment tools and reports at its discretion.





*Schedule of tasks, deliverables and payments*

Phase / main reports	Tasks	Deliverables	Deadline	Schedule of Payments
Inception Report	Finalize study framework, methodology, sample and tools for the survey.  Finalize the work plan for the entire study.	An Inception Report outlining the study framework, methodology, sample and tools.  Survey implementation plan.  A presentation of the above to the ICTA staff to get the feedback and concurrence.	<b>Contract date + Week 3</b>	<b>15% of the contract value</b>
Interim Report I	Completion 50% of the survey.	Interim Report I (Details of survey implementation, monitoring and quality assurance activities conducted).	<b>Contract date + Week 6</b>	<b>20% of the contract value</b>
Interim Report II	Completion 100% of the survey.	Interim Report II (Details of survey implementation, monitoring and quality assurance activities conducted).	<b>Contract date + Week 9</b>	<b>25% of the contract value</b>
Survey Draft Report	Completion of data gathering.  Completion of data entering and cleaning.	Draft Survey Report.  A presentation of the draft report for the ICTA staff to get feedback.	<b>Contract date + Week 10</b>	<b>25% of the contract value</b>



Phase / main reports	Tasks	Deliverables	Deadline	Schedule of Payments
	Completing data analysis. Presentation of draft survey report.			
Survey Final Report	Incorporating comments for the draft report. Submission of the final report.	Final Survey Report. Completed questionnaires, and relevant forms and tools. Complete database (soft copy).	<b>Contract date+ Week 12</b>	<b>15% of the contract value</b>

## 7 Client's Inputs

The client will provide the following documents/information to the consultants;

- Letters of introduction for conducting the surveys in the selected locations and/or individuals;
- Background information of ICTA projects relevant for the implementation of the survey;
- Venue facilities to hold workshops to present key findings of the report.

## 8 Procedures for Review of Outputs

While the survey is being planned and carried out, the consultant must coordinate with the M&E Unit at ICTA on a regular basis. It is required that a meeting with the survey consultant and the team of enumerators be held during survey implementation in every two weeks, in order to monitor and review progress of ongoing work.

The reports and relevant outputs will be reviewed by a committee, appointed by the ICTA.