



REQUEST FOR PROPOSAL (RFP)
TO CONDUCT CONSULTANCY BY UNDERTAKING BASELINE
SURVEY ON
KNOWLEDGE, ATTITUDES AND PRACTICE (KAP) REGARDING
QUALITY IN MALAWI
AND
A YOUTH QUALITY CULTURE

1.0 BACKGROUND

- 1.1 The Malawi Bureau of Standards (MBS) is a statutory organization established in 1972 by an Act of Parliament, Cap 51:02 (revised as Act No. 14 of 2012), with a mandate to promote metrology, standardization and quality assurance of commodities and of the manufacture, production, processing or treatment thereof; and further to provide for matters incidental to, or connected with standardization. The MBS also enforces the Metrology Act (No. 10 of 2016).
- 1.2 The MBS executes its mandate through strategic plans which operationalize the provisions of the MBS Act and the Metrology Act. The MBS is currently implementing the 2017-2022 Strategic. The MBS therefore provided some funds in its 2019/2020 budget to implement some activities under Strategic Pillar 3 of the Strategic Plan: *Robust Quality Culture*.

2.0 OBJECTIVES OF THE ASSIGNMENT

- 2.1 The main objective of this assignment is two-fold as follows:
- a) To undertake a Knowledge, Attitude and Practices (KAP) baseline survey;
 - b) To undertake a youth quality culture baseline survey;
- 2.2 The following are specific objectives of the assignment:
- a) For the KAP baseline survey:
 - i. To conduct a KAP baseline survey that will inform knowledge, attitudes and practices/perceptions amongst stakeholders regarding quality in Malawi;

- ii. To determine a percentage baseline of the knowledge, attitudes and practices/perceptions of MBS stakeholders regarding quality in Malawi;
- iii. To develop an Information, Education and Communications (IEC) Strategy based on KAP Survey findings; and

b) For the youth quality culture baseline survey:

- i. To conduct a youth quality culture baseline survey, to assess the level of participation of youth in issues of quality;
- ii. To determine a percentage baseline of the level of participation of the youth in issues of quality;
- iii. To develop a strategy on youth quality culture engagement based on the findings of the baseline survey on youth quality culture;

3.0 METHODOLOGY

3.1 The methodology to be used by the Consultant(s) should be participatory approach which includes both qualitative and quantitative study to gain information. Methods should include, but not limited to, individual interviews (using structured, semi-structured or in-depth interviews as appropriate), questionnaires or direct observation. Gender considerations should be made.

3.2 Below are some of the processes to be done by the Consultant(s):

- a) **Document review** – The Consultant(s) will review relevant documents including policy documents, strategies (i.e. the MGDS, MBS Strategic Plan, National Quality Policy, etc.), reports and other related documents;
- b) **Inception phase** – The key output is an inception report(s) which shall include a detailed approach to the survey, including data collection tools. The inception report(s) will be discussed and approved before commencement of data collection.
- c) **Data collection** – The Consultant(s) will collect relevant qualitative and quantitative data from MBS stakeholders such as the public sector (Ministries, Departments, and Agencies), private sector (manufacturers, traders, importers, distributors, etc.), academia, consumers; and the youth.
- d) **Data analysis/reporting** – Based on the data collected using a mix of qualitative and quantitative methodologies, the Consultant(s) will analyse data and come up with draft reports to be presented to the MBS. After presentation of the draft reports, the Consultant(s) will consolidate the comments made in order to come up with Final Draft Reports that can be

disseminated to other stakeholders. The Consultant(s) is expected to submit data together with the Final Reports to the MBS.

4.0 RESPONSIBILITIES OF CONSULTANT(S)

The Consultant(s) will be primarily responsible for:

- a) Developing/designing the survey including tools and methodology;
- b) Sharing the survey design, including process, methodology and tools with the MBS (to be presented together with the inception report);
- c) Analysing data and preparing draft reports;
- d) Presenting the draft reports in a validation workshop; and
- e) Getting feedback from draft reports and submitting Final Report.

5.0 RESPONSIBILITIES OF THE MBS

The MBS primary responsibility would be to help the Consultant(s) achieve the objective of the assignment. Specifically, the MBS will be responsible for:

- a) Giving inputs to the survey design and tools;
- b) Giving inputs/feedback to Draft and Final Reports;
- c) Providing funds as per the agreed budget disbursement schedule.

6.0 DELIVERABLES

6.1 The following deliverables are expected under this assignment:

- a) Inception Report, including a detailed framework/design and implementation plan and data collection tools;
- b) Draft Report on the KAP baseline survey;
- c) Draft Report on youth quality culture baseline survey;
- d) Final report on KAP study in three bound hard copies and e-copy;
- e) Final report of youth quality culture baseline survey in three bound hard copies and e-copy;
- f) Information, Education and Communications (IEC) Strategy based on KAPS survey findings in one hard copy and e-copy; and
- g) Youth quality culture engagement strategy based on youth baseline survey in one copy and e-copy.

6.2 The Consultant(s) should provide time frames for each of the deliverables in their proposal.

7.0 DURATION OF ASSIGNMENT

The MBS expects the assignment to take 30 person days, spread over a three-month period, from the day of offer of the contract.

8.0 PAYMENT SCHEDULE

Payment to the Consultant(s) will be made upon satisfactory completion of the following deliverables:

Deliverable	Relative payment (%)
Inception report	40
Submission of draft reports	20
Submission of final validated reports, including IEC Strategy and Youth quality culture engagement strategy	40
Total	100

9.0 ELIGIBILITY CRITERIA

The following criteria will be used in the selection of the Consultant(s):

- a) Good knowledge of Standardization, Quality Assurance, Accreditation and Metrology activities.
- b) Experience in conducting quantitative and quantitative research;
- c) Clear understanding of research methodology and experience in using different social research tools and techniques;
- d) Experience in participatory methods of research, gathering and synthesizing the perspectives of various stakeholders;
- e) The Consultant(s) to have a minimum of a Master's degree in Social Sciences, Business Administration or Strategic Management or its equivalent;
- f) At least 5 years consulting experience in customer perceptions, strategic planning and management, or marketing.

10.0 REPORTING

The consultant(s) will report and work under the direct supervision of the MBS Director of Standards Development.

11.0 CONFIDENTIALITY

The Consultant(s) shall treat all information and documentation received from the MBS or its stakeholders in a confidential manner.

12.0 SUBMISSION OF PROPOSALS

12.1 Interested Consultant(s) are requested to submit their application containing the following information, in separate envelopes:

- a) Technical proposal detailing how they will undertake the assignment and why they are the most suitable for the work, including up-to-date CVs of the core team.
- b) Financial proposal (detailed).

12.2 Proposals should be submitted to the address below in hard copy form only, and must be clearly indicated

Consultancy to Undertake a Baseline Survey on

I. Knowledge, Attitude and Practice Regarding Quality in Malawi

II. Youth Quality Culture.

The proposal should be submitted by **14h00** local time on **18th August, 2020**.

All correspondences for the consultancy should be addressed to:

The Chairperson
Internal Procurement and Disposal Committee
Malawi Bureau of Standards
P. O. Box 946
Blantyre
Tel: +265 1 870 488/ 0887 376 444/445/446/447
Fax: 01 870 756
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