

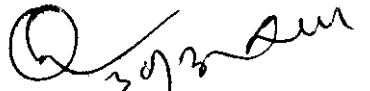
**Government of Jharkhand
Cabinet (Election) Department**

INVITATION OF EXPRESSION OF INTEREST

Sealed proposals including financial bid in a separate sealed envelop for conduct of baseline survey of Knowledge, Attitude, Behaviour, Belief and Practices (KABBP) of Electors of Jharkhand are invited from reputed agencies. The main objective of KABBP survey would be to understand the extent and level of the knowledge, belief preconception, readiness, trends, factors, reasons of enrolment and non-enrolment of eligible people of the eligible people and suggestion for logical and plausible measures to ensure higher enrolment and higher voter turnout based on the outcome of the survey. Broad Terms of Reference is available on www.jharkhand.gov.in/ceo also on the official website of Information and Public Relations Department, Jharkhand.

- 1 Agencies must have prior experience of survey in any Government Department (either State or Central Government). Work order and completion certificate (in case stipulated completion date as mentioned in the work order has elapsed) by competent authority concerning the survey work done in the Government Department will be required to be submitted along with the proposal.
- 2 Agencies must be registered for survey work in the concerned department.

The proposals will be received on 10.04.2013 up to 2.00 PM in the office of the undersigned located at Sector-2, Dhurwa, Ranchi-834004 and will be scrutinised by a committee on the same day at 3.00 PM before its submission for final approval by ECI. Financial bid will be opened when other criteria as mentioned above as Para 1 & 2 are fulfilled by the agency.


Chief Electoral Officer
Jharkhand

Govt. of Jharkhand
Cabinet (Election) Department

Broad Terms of Reference for conduct of Baseline Survey of Electors of Jharkhand

Background

The Indian nation espouses free and fair elections. These have been held at regular intervals as per the principles enshrined in the Constitution, Electoral Laws and System. The Election Commission of India is a constitutional body mandated with the conduct of free and fair elections in the country.

The Election Commission has taken up a Systematic Voters' Education and Electoral Participation (SVEEP) programme in the past three years to promote participation of the voter in the electoral process. There are in place various initiatives for voter education and awareness emphasising the importance of getting enrolled as an elector and subsequent voting. These include information campaigns, social mobilisation, mass media advertisements, inter personal communication, street plays, folk songs, people centric activities like mass runs, rallies, rangoli, competitions and also facilitation measures like providing voter slips ahead of polls. Voter Facilitation Centres, computerisation of electoral rolls making online searching of name and polling station possible, SMS based electoral roll search facility, providing electors with Identity Cards, GIS mapping for locating polling station, separate queues for women and aged etc.

The SVEEP initiatives have been taken up in co-operation with educational institutions, government departments, voluntary organisations and the media among others. As a part of awareness campaign, messages of national and regional brand ambassadors on registration are broadcast and telecast in association with AIR/DD and local television cable network.

Election Commission emphasises the need to focus on the following;

- Maximisation of enrolment of eligible persons
- Increasing voter turn out
- Informed and educated choice to the voter
- Ensuring ethical voting free from inducement
- 100% EPIC Coverage
- Error free Electoral Roll

In order to develop the campaign, specially In terms of locating partner agencies, deciding key messages, target audience, and media, the Election Commission intends to undertake primary research to assess gaps in Knowledge, Attitude, Behaviour, Practice (KABP) amongst common public and the reasons that work as barriers for enrolment as elector and the key influencers on issues related to the electoral process and voting.

Need and Scope of the Study

The purpose of this assignment is to understand the communication needs of the different sections of the society most notably, the voter and the influencers viz. family members. Community/ Opinion leaders, Civil Society based groups, media etc. Apart from this, the study will also cover the youth, teachers and Students. The same study might be replicated after the SVEEP interventions to assess the impact of these interventions.

The main objective of the research is to provide inputs for intervention/campaign for maximisation of enrolment across all strata of population The findings from the research activity will help in developing Behavioural Change Communication (BCC) campaign in the state.

Methodology

Given this context, appropriate and suitable methodology in terms of quantitative and qualitative (IDIs, FGDs and other techniques) as methods should be recommended by the Survey Agency. Innovative ideas proposed by the Agency are welcome

Coverage

Based on the methodology suggested, the target groups and coverage for qualitative component and the sample size and sampling design for the quantitative component would also be appropriately recommended by the Agency.

The proposed research would be conducted in Jharkhand State has 81 Assembly constituencies, approx 1.92 Crore electors and approx 25000 polling booths. The Survey agency should suggest scientific sampling design in terms of No of districts and constituencies to be covered.

Analysis

The agency will prepare the analysis plan in consultation with the Election Commission

Schedule of Tasks and Timelines

The entire work is expected to be completed in 10 weeks from the date of signing the contract

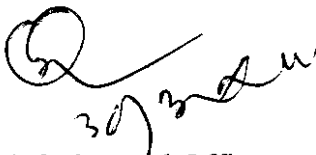
- a. Finalize a sampling frame and operational/management plan (20.04.2013)
- b. Develop instruments (25.04.2013)
- c. Training of the field teams (30.04.2013)
- d. Conduct field research (20.05.2013)
- e. Analysis of data collected (05.06.2013)
- f. Make a presentation on the top line findings (10.06.2013)
- g. Submit a final report based on feedback given by Election Commission (30.06.2013)

Deliverables

- Methodology/ sampling plan, time lines, research instrument development, recruitment of field staff, training schedule
- Bilingual Final research instruments
- Analysis plan
- Top-line presentation
- Report in Word format

Due Date for Submission of Proposals

Responses to this Request for Application should be submitted no later than **2:00 pm on 10-04-2013**. Applications delivered and/or received after the due date will not be considered. It should be submitted both electronically as well as in hard copy. Written responses in sealed cover can be mailed or hand delivered to:


Chief Electoral Officer
Jharkhand