Terms of Reference

For

A Study on Listeners of the Bangladesh Betar: Identifying Programme Preferences

Bangladesh Betar
Government of the People's Republic of Bangladesh

Introduction

In an era where Bangladesh is rapidly advancing towards the vision of 'Smart Bangladesh', an initiative aimed at leveraging digital technology for sustainable development, Bangladesh Betar stands at a pivotal crossroads. As a venerable institution in the cultural and informational landscape of Bangladesh, it faces the challenge of adapting to the dynamic shifts in media consumption patterns brought about by the digital revolution. By systematically analyzing the listener base, their preferences, and engagement levels with radio programs, the study aims to contribute to the transformation of Bangladesh Betar into a digitally inclusive and smart public broadcasting service. This involves embracing digital platforms for wider content dissemination, adopting data analytics to understand and cater to diverse listener preferences, and utilizing digital tools to make its services more accessible and user-friendly. The goal is to transform the radio experience from traditional broadcasting to an interactive and personalized digital experience, aligning with the vision of making all public services paperless, cashless, and accessible at the fingertips of citizens. This endeavor aligns with the vision of Smart Bangladesh, seeking to enhance digital accessibility and efficiency in public broadcasting, thereby enriching the nation's journey towards digital empowerment and smart governance.

Background of the Assignment

Bangladesh Betar, the state-owned radio of Bangladesh, holds a pivotal role in the broadcasting landscape of the country. Established in the early 20th Century, it has been a cornerstone in disseminating information, entertainment, and education to the diverse populace of Bangladesh. With the advent of digital media and the proliferation of alternative sources of entertainment and information, the dynamics of radio listenership have evolved significantly. This evolution necessitates an in-depth analysis of the current listener base of Bangladesh Betar to understand their preferences, behaviors, and satisfaction levels.

Bangladesh Betar has traditionally been a unifying audio medium in Bangladesh, offering a variety of programs ranging from news, music, dramas to educational content through its 14 regional stations in Dhaka, Chattogram, Rajshahi, Khulna, Rangpur, Sylhet, Barishal, Thakurgaon, Rangamati, Bandarban, Cox's Bazar, Cumilla, Gopalganj and Mymensing. However, the rise of new media platforms poses challenges and opportunities for traditional broadcasters. Understanding the demographic composition of Bangladesh Betar's audience is crucial in tailoring content that resonates with their diverse listeners. This demographic analysis will provide insights into the age, gender, socio-economic status, and geographical spread of the listeners, enabling a targeted approach in programming.

Furthermore, assessing listeners' preferences and inclinations is essential in this rapidly changing media landscape. The study aims to identify the types of programs that attract the highest listenership, exploring genres and themes that resonate with the audience. This assessment will not

only highlight the current content priorities of listeners but also reveal gaps and potential areas for innovation in programming.

Evaluating the satisfaction levels of listeners is another critical aspect of this study. This involves exploring how listeners perceive the quality, relevance, and impact of the programs broadcasted by Bangladesh Betar. Additionally, the study will assess the effectiveness of existing feedback mechanisms, determining how listener input is gathered, processed, and utilized in shaping future content.

Finally, the research aims to provide actionable recommendations for enhancing audience engagement and expanding the reach of Bangladesh Betar. This will involve exploring strategies for content diversification, leveraging digital platforms for wider reach, and enhancing interactive elements to foster a stronger connection with the audience.

In conclusion, this research endeavors to provide comprehensive insights into the listening patterns and preferences of Bangladesh Betar's audience. It aims to equip Bangladesh Betar with data-driven strategies to adapt and thrive in the contemporary media ecosystem, ensuring it continues to be a relevant and cherished source of information and entertainment in Bangladesh.To conduct above mentioned research, Bangladesh Betar is going to hire aResearch firm partnering with a2i Programme.

Collaboration with A2i:

The study is going to be commissioned in collaboration between the Bangladesh Betar and the Aspire to Innovate (a2i) Programme. The Aspire to Innovate (a2i) Programme tends to follow a whole-of-government approach, supported by the ICT Division, the Cabinet Division, and UNDP Bangladesh, catalyzes citizen-friendly public service innovations, simplifying government and bringing it closer to people. The a2i Programme is the flagship digital transformation Programme of the government of Bangladesh, infusing massive reform in public service delivery for nearly twodecades. The Programme's objective is to increase transparency, improve governance, and reduce the time, difficulty, and costs of obtaining government services for the underserved communities of Bangladesh.

Furthermore, Smart Bangladesh Vision 2041, spearheaded by the Government of Bangladesh, envisions transforming the nation into a developed powerhouse by 2041. Focused on inclusivity, it revolves around Smart Citizens, Smart Government, Smart Economy, and Smart Society. Emphasizing the people, it aims to bridge the digital gap by scaling innovative, sustainable digital solutions accessible to all citizens and businesses, irrespective of socio-economic status or size. Evolving from the foundation laid by Digital Bangladesh, Smart Bangladesh represents a strategic leap forward, embracing technological advancements to create a prosperous, connected, and

digitally empowered nation. This transformation is pioneered by the Aspire to Innovate (a2i) Programme.

The Bangladesh Betar, the state-owned radio of Bangladesh is a part of the large public service domain. In recent times, digitalization has enriched the ways the services are provided by all the respective institutions. The continuous change and digitalization have also motivated Bangladesh Betar to take a deep dive into the transformative structure of data-driven strategy adaptation. In support of this motive, a research endeavor is called upon where the Aspire to Innovate (a2i) Programme and The Bangladesh Betar can comply in a collaborative manner where the aspect of digitalization and citizen-centric smart public service delivery is prioritized. With advanced expertise in the digital transformation domain, the Aspire to Innovate (a2i) Programme, can supportively moderate the research aligning with the objective of the study.

Objectives of the Assignment

The primary objective of this research is to comprehensively understand and analyze the preferences, inclinations, and demographic profiles of the listeners of Bangladesh Betar, to enhance audience engagement and the overall impact of the programs of Bangladesh Betar.

Specific Objectives of the Assignment:

1. To identify the demographic characteristics of Bangladesh Betar's listeners, and to understand the diversity within the audience base and how different demographic groups interact with the radio content.

2. To analyze the types of programs that are most popular among different audience segments, focusing on genres, themes, and formats, and assess their digital consumption patterns and explore the factors influencing listeners' preferences, such as cultural trends, social issues, personal interests, digitalization so that current trends in radio listenership can be assessed.

3. To gauge the overall satisfaction levels of listeners concerning the content, quality, and delivery of programs and identify what role digital platforms can play to impact these dimensions, and assess how listener input and feedback are utilized.

4. To create a data-driven content creation, monitoring and delivery based on the listeners and government's needs using the latest 4IR technologies such as machine learning and AI to produce engaging and useful contents.

5. To conduct need assessment of the listener's specific and nonspecific to public service delivery, government-community engagement, knowledge sharing, etc.

6. To explore ways to use the wide outreach of Betar in enhancing awareness and accessibility of the various digitized public service platforms thereby contributing to promoting inclusivity, and equality by connecting the people with the government services.

7. To propose strategies for improving audience engagement, and identify approaches for expanding the reach of Bangladesh Betar through innovative content strategies in alignment with evolving media consumption habits.

Scope of Work

The Bangladesh Betar intends to recruit a firm to conduct an extensive research on the Bangladesh Betar to improve content quality, enhance diversification, listener engagement and empowerment by improving accessibility and inclusivity in alignment with the national development and Smart Bangladesh Vision 2041. The firm requires sound knowledge and demonstrable working experience in the development sector, conducting research. The details on the duties and responsibilities include to:

1. Conduct desk research, literature review and background study on the current scenario of Bangladesh Betar listeners, contents, outreach etc. to better understand the concept

2. Prepare a well-documented work plan containing detail of methodology, inception report, concept notes etc. to accelerate proposed research in consultation with the a2i Programme and the Bangladesh Betar.

3. Prepare data collection tools and methodology relevant to the study in consultation with the a2i Programme and the Bangladesh Betar.

4. Conduct data collection using the various methodologies developed in consultation with the a2i Programme and the Bangladesh Betar.

5. Conduct webinar and stakeholder consultations necessary for the study jointly with Bangladesh Betar and the a2i Programme.

6. Share the draft findings with the respective research teams and management and incorporate feedback and finalize report within the prescribed timeline.

7. Co-ordinate with the respective teams whenever necessary contributing as a team and participate in consultation/ meetings/ workshops as and whenever necessary.
8. Share the documents of all the reports, raw data, case stories, background desk research, draft and final report with both the partners.

Specific Outcomes

1. Data of Betar listener's and their pattern of radio content consumptions based on genres, types and popularity to be used for future planning and reigniting the importance and popularity of Bangladesh Betar.

2. Satisfaction levels and Need Assessment of Betar listeners as well as other digital media users to align Bangladesh Betar with trending media platforms such as YouTube, Facebook, Spotify and others.

3. Strategic Guidelines forusing digital and innovative measures to enhance listener engagement through relevant content productions using latest technology and user demand data dashboard.

4. Identified means to empower the vision of SMART Bangladesh by promoting accessibility, knowledge sharing and inclusivity through Betar platform.

5. Connecting the root level people with the latest government services and government officials through the Bangladesh Betar Platform.

Methodology

The selected firm will be responsible for designing the methodology in discussion with Bangladesh Betar and a2i Programm's Research Teams. It should be consistent with the eligibility for research budget and time allocation. The methodology should be blended with various quantitative and qualitative research techniques and tools for data triangulation. It will follow Survey, KII, IDI, FGDetc. as techniques. Demographic representation of data from rural and urban, advantageous and marginalized, digitally literate and handicapped, physically challengedetc. must be considered while sampling. Case stories must be incorporated.

Bangladesh Betar will provide background information necessary for the entire study design including sampling for the survey. Most divisions should be covered along with geographical coverage, urban/rural representation, and gender, disable disaggregation as much as possible.

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Schedule of Deliveries

The assignment shall commence and be completed within a span of 45 days, starting from the date of contract signing.

SL		Major Activities
1.	**Inception phase**	- Desk Review of existing documents - Consultation with key external stakeholders - Preparing the inception report, including concept note, research framework, and methodology - Finalization of Work Plan and data collection tools.
2.	**Field mission phase**	- Initial introductory meeting/workshop with the stakeholders and partners. - Survey, key informant interviews and focus group discussions with the stakeholders and beneficiaries - Presentation of the draft and key findings to the Bangladesh Betar and a2i Programme's research team for collecting initial feedback
3	**Reporting Phase**	- Arranging a webinar - Submission of the 1st draft report - Incorporation of comments and revision of the report - Presentation on findings and collecting feedback from the Bangladesh Betar and a2i Programme's research team. - Incorporating feedbacks and furnished report - Dissemination of findings with stakeholder conference
4	**Finalization of Report**	- Finalization of the report with the comments from stakeholder consultation. - Submission of the Final Report to the Bangladesh Betar and the a2i Programme

Supervision and Performance Evaluation

The consultancy firm will work closely with the Research Team of Bangladesh Betar and the Aspire to Innovate (a2i) Programme. The Research Team of Bangladesh Betar will review and approve the performance/activities and provide necessary feedback which must be incorporated accordingly.

List of Deliverables:

	Description of the deliverables	Delivery Installment	Timeline
D 1.	Submission of the Inception report	1st	5 days (after signing the contract)
D 2.	Data collection, data processing &analysis.	2nd	32 days (after signing the contract)
D 3.	Arranging a Webinar, Submission of the 1st draft report		
D 4.	Reviewing and incorporating the feedback on the draft report	3rd	40 days (after signing the contract)
D 5.	Dissemination of findings with stakeholder conference on research findings		
D 6.	Submission of Final Report (including PPT, raw data, case stories, dataset, etc.)		
D 7.	Seminar on research findings	3rd	45 days (after signing the contract)

The final report (deliverable) should be logically structured, contain evidence-based findings, conclusions, lessons, and recommendations, and be free of irrelevant information to the overall analysis. It should include a set of specific recommendations and identify the necessary actions required further, who should undertake those, and possible timelines (if any).

Eligibility Criteria

One researcher will lead the study. S/He will be overall responsible for conducting the study and can deploy his/her team member according to his/her own needs and preference.

a) Key Person:

Name of the position: Lead researcher	
Number of Persons	One Person
Requirements	i. Master's in Social Science preferably Mass Media and Communication/ Business Studies / Management / Management Information System/ Economics/ Development Studies / Sociology / Social Welfare / Anthropology / Population Science / Statistics / Psychology / Public Administration or relevant studies. ii. Have at least 3 publications in national/international journals with ISSN / ISBN number. (Provide all relevant documents or URL as evidence) iii. Proficient knowledge and experience in using SPSS, STATA, R, etc. iv. Previous experience in working with Govt./NGOs will be a plus.

b) Qualification criteria: (Firm)

i. Have more than 03 (three) years of experience in conducting social research

ii. Have minimum 3 Need Assessment Study conducted on social studies; preferably media related studies. (Provide all relevant documents or URL as evidence)

iii. The firms must submit the following documents along with EOI: a) Firm's Profile; b) Updated Valid Trade license; c) Updated Income Tax Clearance Certificate and VAT Registration Certificate; d) Bank Solvency Certificate.

iv. The firms must have minimum working capital of Tk 15 lakh or Liquid Assets of minimum Tk 15 lakh in the form of an unconditional line of credit from any scheduled bank in Bangladesh.

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Payment Schedule

SL No.	Deliverables	End of Fortnightly	% of Payment
1	Upon submission of the inception report, including concept note, research framework, methodology, and data collection tools, Conduction of field visit	1st	25%
2	Arranging a webinar, Submission of the draft report, Reviewing and incorporating the feedback on the draft report, Stakeholder consultation for findings dissemination	2nd	25%
3	Submission of final report and Journal Publication	3rd	50%