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16 November 2010

File ref:

Terms of reference: FinScope Lesotho 2011

Research supplier – Fieldwork

1. Back ground

I. FinMark Trust

FinMark Trust, an independent trust based in Johannesburg, South Africa, was established in March 2002 with funding from the UK's Department for International Development (DIFD). FinMark Trust is a not-for-profit independent trust whose purpose is to 'make financial markets work for the poor in Africa'.

In pursuit of its purpose, FinMark Trust supports institutional and organizational development which increases access to financial services in Africa through conducting research to identify the systemic constraints that prevent financial markets from reaching out to poor consumers and by advocating for change on the basis of research findings.

II. FinScope Survey

FinScope is a research tool that was developed by FinMark Trust. It is a nationally representative study of individuals' perceptions on financial services and issues, which creates insight into how people source their income and manage their financial lives. The sample covers the entire adult population, rich and poor, urban and rural, in order to create a segmentation or continuum of the entire market and to lend perspective to the various market segments.

Since its development, a FinScope survey has been implemented in 15 countries in Africa. The main objective behind the FinScope initiative is to establish an authoritative, universally accepted benchmark of financial inclusion and, with repeat surveys, assess the impact of interventions to enhance access. Another objective is to support commercial innovation - access to finance can only improve if financial service providers deliver relevant products and services to more people. FinScope has a proven track record in stimulating new product innovation for lower income consumers.

The FinScope Lesotho 2011 survey will be conducted in collaboration with the Central Bank of Lesotho.

2. Survey objectives

The primary objective of the FinScope survey is to measure, and profile levels of access to financial services by all adults in Lesotho, rich and poor, located in rural and urban areas and making this information available for usage by key stakeholders such as policy-makers, regulators, and financial service providers.

The information provided by this survey will help extend the reach of financial services in Lesotho as it provides an understanding of the Lesotho adult population in terms of:

- Their livelihoods and how they generate their income
- Their financial needs and/or demands
- Their financial perceptions, attitudes, and behaviours
- Their demographic and geographical distribution
- The obstacles they face and the factors that would have an influence on their financial situations
- Current levels of access to, and utilisation of, financial services and products (formal and/or informal)
- The landscape of access (i.e. types of products used in terms of transactions, savings, credit, insurance and remittances)
- Drivers of financial products and service utilisation
- Barriers to utilisation of, and access to, financial products and services
- The size of the market
- The differences and commonalities between different market segments.

In addition to the FinScope objectives, supply-side information regarding informal financial services needs to be collected. A section of the proposal should be dedicated to how this can be achieved creatively and effectively preferably using a participatory approach within communities selected for the purpose of the quantitative survey. The cost for this portion should be stated separately.

3. Scope of Work

For the implementation of the FinScope Lesotho 2011 survey, the research house will have the following deliverables:

- Participate in a one day FinScope briefing session conducted by FinMark Trust
- Participate in meetings of the Technical Committee that will oversee the implementation of the FinScope Lesotho 2011 survey

- Design the sample for the survey with EAs as the primary sampling unit together with the Bureau of Statistics (BoS). For the purpose of EA selection a PPS approach at regional level should be used, boosting the EA sample for the smallest region(s) if necessary to ensure that the sample is representative at regional level. The sample must be representative at the following reporting levels:
 - National
 - Urban-rural
 - Ecological zone
- Participate in questionnaire customisation – this process will entail:
 - Evaluating existing financial sector survey questionnaires to identify questions that should be included in the FinScope Lesotho 2011 survey questionnaire
 - Participation in 1 half-day financial sector stakeholder workshop to obtain input for the questionnaire design
 - Submitting the final questionnaire to FinMark Trust for sign off prior to translation into SeSotho
- Translate the English questionnaire into SeSotho
- Pre-test the translated version of the questionnaire in field by conducting a number of face-to-face interviews and adapting the translation where necessary
- Recruit an adequate number of enumerators to ensure that fieldwork could be completed within a period of 4 weeks
- Conduct interviewer training with assistance from FinMark Trust, allowing for 10 days of training which will include a pilot survey to test enumerators' readiness to go to field in terms of having mastered the questionnaire as well as the sampling approach
- Produce enumerator training materials and field manuals
- Conduct a pilot survey at the end of the enumerator training period to test the ability of enumerators to conduct the fieldwork in terms of:
 - Implementation of the survey methodology
 - Administering the FinScope Lesotho questionnaire
- Conduct the fieldwork for the FinScope Lesotho 2011 survey on the following basis:
 - Obtaining the EA maps for the selected EAs in the sample from BoS
 - Conducting a household listing exercise within each of the sampled EAs
 - Selecting 10 qualifying households at random (systematically) from each sampled EA
 - Selecting one respondent at random from qualifying individuals from each of the 10 households selected in an EA using a Kish grid
 - Conducting face-to-face interviews with each of the selected respondents (duration of the interviews envisaged to range between 60 and 75 minutes)
 - Implementing necessary quality control measures to ensure the validity and accuracy of the data collected by:
 - Having adequate supervision teams and processes in place

- Ensuring that adequate back-check procedures as well as questionnaire checking processes are in place
- Capture the FinScope Lesotho 2011 survey data and produce a clean dataset. Quality control measures should include:
 - Data capturer training - ensuring inter alia a thorough understanding of the questionnaire
 - Data checking procedures and data validation programmes
- Produce a final clean dataset in SPSS for the purpose of data weighting and analysis
- Produce a technical survey report addressing the sampling approach, the fieldwork and quality control process as well as the data capture and cleaning processes.

4. Timing

The following table provides a guideline on the timing of the exercise:

Activity	Timing
Selection of the Research Firm and Contracting	November 2010
Finalisation of questionnaire content, translations, sampling framework and field preparation	December 2010
Enumerator training and field work	January – February 2011
Data capture, cleaning and weighting	January – February 2011
Final clean weighted dataset	10 March 2011

5. Technical and Financial Proposals

Research firms are invited to submit technical and financial proposals that address the scope of work outlined above within the suggested timeframe.

6. Timeline

Firms should provide a detailed timeline for executing the project activities within the guidelines provided and include perceived project risks and contingency plans.

7. Budget

The financial proposal should provide a detailed costing as per the scope of work and deliverables described above. Costs should be broken down into professional fees, and expenses.

8. Required skills and qualifications

Proposals from interested firms must provide evidence of the technical capacity of the firm to undertake this exercise. This includes capacity to deliver the results **in the timeframe provided**, as well as some indication of prior experience in conducting a survey of this magnitude within financial services.

The application must identify the core management and technical team, their technical expertise in sample design, statistical analysis, field work, questionnaire design and overall project management. Core team member CV's must be included as well as identifying any further resources required. The companies client portfolio, and past experience with financial industry research is to be included.

9. Selection criteria

Contract selection criteria and award will be made on the bases of the following scoring mechanism:

	Criteria	Weighting
1	Technical soundness of the proposal and general approach	35%
2	Competence and previous experience of the firm(s)	15%
3	Knowledge of the Lesotho financial market	15%
4	Involvement of local (Lesotho) capacity	15%
5	Financial proposal	20%
	Maximum score	100%

10. Submissions

Proposals should be addressed to Trevor Kaseke, FinMark Trust, Block A East, Central Park, 400 16th Rd, Randjiespark, Midrand. The deadline is **12h00 on Friday, 19 November 2010**. Firms should provide hard copies and electronic versions of all documentation. Electronic submissions should be sent to trevork@finmark.org.za

11. Important

Shortlisted firms will be invited to make a presentation of their proposal on a date to be announced at the offices of the Central Bank of Lesotho in Maseru, Lesotho. All unsuccessful bidders will be notified before the presentation dates.

The successful bidder will be notified by **30th November 2010**.

The selected firm and its key project personnel must be prepared to meet with FMT on a date to be announced for a briefing.

12. Contract

Once the selection process has been completed, FinMark Trust will issue a contract.

13. Queries

Any queries relating to the preparation of the proposal should be referred to Trevor Kaseke by email: trevork@finmark.org.za

Guidance notes to bidders

FinMark Trust reserves the absolute right to use its discretion in the interpretation of these award criteria. The following notes are intended to provide broad guidance only on how proposals will be evaluated. Bidders may be required to clarify their proposals by way of a telephone call or presentation.

“Relevant, demonstrated competence of firm(s) in this area” - you should aim to demonstrate how the firm’s collective past experience can be applied (or adapted) to address the specific brief set out in the terms of reference. You are welcome to describe the firm’s general experience of financial sector development issues (e.g. in other geographies or topical areas) but the evaluation will focus particularly on the application of that experience for the specific task at hand.

“Demonstrated expertise of key individuals to be involved in this project” – the evaluation places considerable emphasis on the role and demonstrated expertise (ie track record) of the key individuals to be involved on the project rather than on the expertise of the firm itself.

“Use of local professional capacity (consulting, analysis, coordination etc.)” – FinMark Trust wishes to ensure that local capacity is used and developed. International firms are therefore encouraged to partner with local organisations.

“Content, quality and originality of proposal” – proposals should address the brief set out in the terms of reference in a comprehensive manner. Bidders should aim for innovation as well as professional presentation. Whilst similar, relevant experience in other markets will be an advantage for a bidder, each market is different and so proposals need to reflect the particular characteristics of that market, as well as the challenge set by the terms of reference.

“Affirmative action scorecard”- ownership, management, staff development.

“Fee basis” – value for money, as well as absolute cost, will be taken into account.



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Terms of reference: FinScope Lesotho 2011 Project Coordinator

1. Back ground

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- The size of the market
- The differences and commonalities between different market segments.

3. Role and scope of the local project coordinator

The scope of the activities of the local Project Coordinator on the FinScope Lesotho 2011 survey includes:

- Acting as local Project Coordinator in the implementation of the FinScope Lesotho 2011 survey. This is expected to take place during the period November 2010 – March 2011 and will require approximately 50 days of time commitment.
- The Project Coordinator will work closely with FinMark Trust (FMT), based in Johannesburg, South Africa, who will act as implementing agency for the project and will provide technical assistance throughout the implementation of the project.
- The Project Coordinator will be contracted by FinMark Trust and will report to the FinMark Trust FinScope Lesotho 2011 Project Manager – Trevor Kaseke.
- The Project Coordinator will be responsible for all on-the-ground logistical support to FMT for visits (hotel bookings, ground transport, etc.) to Lesotho.
- In terms of the FinScope Lesotho 2011 survey implementation, the Project Coordinator will be responsible for:

- Building support for FinScope Lesotho 2011 survey amongst key government agencies and other relevant stakeholders
- Familiarising him/herself with regard to the management arrangements in terms of the implementation of the survey. A key responsibility of the Project Coordinator would be to liaise with all implementation role players at all times, ensure communication between FMT and other role players, keeping all role players informed with regard to implementation progress, deviations from timelines and reasons for these, as well as key concerns and constraints during implementation. The Project coordinator should convene meetings of relevant role players as needed.
- The convening and facilitation of a stakeholder workshop for the purpose of obtaining input from key stakeholders and government agencies with regard to design and contextualization of the FinScope Lesotho 2011 survey questionnaire.
- Providing input with regard to the customization of the FinScope Lesotho 2011 survey questionnaire and to elicit issues that the questionnaire does not address sufficiently by:
 - Familiarizing her/himself with the approach of the FinScope survey and the core of the FinScope survey questionnaire
 - Doing desktop research reviewing existing material (e.g. relevant government, donor, and other relevant surveys or analyses)
 - Collecting and collating data around financial services and products available in Lesotho
- Working closely with the Bureau of Statistics (BoS) and the research house during the implementation of the FinScope Lesotho 2011 survey fieldwork. The Project Coordinator should keep FMT informed with regard to fieldwork progress, as well as delivery in terms of timelines.
- Ensuring that a full quality protocol is in place prior to the commencement of fieldwork and that this protocol is signed off with FMT. The Project Coordinator will further be responsible to ensure that the quality control protocol is adhered to during the implementation of fieldwork and data capture.
- Close monitoring of the fieldwork process through liaison with the research house supervisors in the field, random checking of interviewers, spot checking of completed questionnaires (reviewing these for accuracy and completeness), and investigating reasons for replacements of Enumerator Areas (if any). Regular reporting to the FMT Project Manager in this regard is required.
- All preparations (including materials such as brochures, CDs etc.) for the official launch of the FinScope Lesotho 2011 survey findings.
- Participate in any other dissemination activities as agreed with FMT.

4. Submissions

Applications with comprehensive CVs, accompanied by two relevant contactable references, should be addressed to Trevor Kaseke, FinMark Trust, Block A East, Central Park, 400 16th Rd, Randjiespark, Midrand. The deadline for receiving applications is **12h00 on 19 November 2010**. Applicants must provide electronic versions of all documentation. Electronic submissions should be sent to trevork@finmark.org.za

5. Important

Shortlisted applicants will be invited to an interview on a date to be determined - at the offices of the Central Bank of Lesotho in Maseru, Lesotho. All applicants will be notified of the outcome of their applications by **30th November 2010**.

The selected applicant must be prepared to meet with FMT at a date to be announced for a briefing.

6. Contract

Once the selection process has been completed, FMT will issue a contract.

7. Queries

Any queries relating to the preparation of the proposal should be referred to Trevor Kaseke by email: trevork@finmark.org.za