



REQUEST FOR PROPOSAL FOR ACCESS TO FINANCIAL SERVICES IN NIGERIA 2025 SURVEY

In pursuit of our goal of providing credible market information on the Nigerian financial sector, EFInA launched a ground-breaking initiative to study Nigeria's financial service demand.

The first national survey of this scope, the 2008 Access to Financial Services in Nigeria (A2F) survey, provided insights into how consumers manage their financial lives.

Further surveys were conducted in 2010, 2012, 2014, 2016, 2018, 2020, and 2023. The Access to Financial Services in Nigeria surveys are based on the FinScope survey methodology developed by FinMark Trust (FMT) in South Africa and implemented in 17 African countries.

We plan to conduct its ninth Access to Financial Services in Nigeria survey in 2025. This Terms of Reference is a request for proposal to provide peer review, monitoring, evaluation, and oversight of the A2F 2023 survey.

This qualitative research aims to explore financial inclusion topics and will provide insights to guide policy development/program design/decision-making for a wide range of stakeholders. To ensure high-quality and reliable data collection, we seek a qualified firm's services to support this effort.

1. Objectives

The objective of this assignment is to engage a firm to:

1. Recruit and train enumerators to interview selected participants.
2. Recruitment of participants, including ensuring the representativeness of the sample.
3. Conduct data collection activities such as in-depth interviews, focus group discussions (FGDs), and field observations in accordance with the study protocol.
4. Ensure accurate and ethical data collection practices, including proper documentation and handling of sensitive information.
5. Deliver transcribed and quality-assured data in a timely manner.

2. Scope of Work

The firm will undertake the following tasks:

- Identify and select qualified enumerators with experience in qualitative data collection and familiarity with the study context.
- Deliver training sessions to the enumerators on the research objectives, protocols, ethical considerations, and interview techniques.
- Identify and recruit participants based on inclusion/exclusion criteria provided by the EFInA team. Secure informed consent from all participants.
- Conduct in-depth interviews, FGDs, and observations as per the study protocol.
- Record all sessions (audio or video as required) and take detailed notes during data collection.
- Provide verbatim transcripts of all interviews and FGDs, ensuring accuracy and completeness.
- Translate transcripts into [English, if applicable] where necessary.



- Ensure that all activities adhere to ethical standards, including participant confidentiality and data protection.
- Provide regular progress updates to the research team.
- Deliver a final data report summarizing the data collection process and any challenges encountered.

3. Deliverables

The firm is expected to provide the following:

- a. A detailed participant recruitment plan (how the participants will be recruited into the project)
- b. Audio recordings, detailed notes, and verbatim transcripts of interviews and FGDs.
- c. Video recordings of the interviews, pictures from the field activities
- d. Field observation notes (if applicable).
- e. A final report summarizing the data collection process, including key challenges and mitigation strategies.

4. Required Qualifications

The selected firm must meet the following criteria:

- Demonstrated experience in conducting qualitative research, particularly in financial inclusion space.
- Skilled in recruiting diverse and representative participants for qualitative studies.
- Expertise in conducting interviews, FGDs, and field observations.
- Proficiency in transcription and translation (if applicable).
- Strong understanding of ethical research practices.
- Adequate logistical capacity to operate in [study location].

5. Application Process

Interested firms are invited to submit a proposal that includes the following:

1. Company profile and relevant experience.
2. Proposed methodology for participant recruitment and data collection.
3. Work plan and timeline.
4. Budget, including a detailed breakdown of costs.
5. CVs of key personnel who will be involved in the project.

6. Evaluation Criteria

Proposals will be evaluated based on:

- Relevant experience and qualifications of the firm (30%).
- Quality and feasibility of the proposed methodology and work plan (40%).



- Cost-effectiveness of proposed project fee/budget (20%).
- References and past performance (10%).

7. Submission Details

Proposals should be submitted via email to ueromosele@efina.org.ng copy cnwaiwu@efina.org by 24th January 2024 For further information or inquiries, please get in touch with Chioma at cnwaiwu@efina.org

8. Confidentiality

The selected firm must maintain the confidentiality of all information and data collected during the assignment. All materials produced under this assignment will remain the property of EFInA.