

# **Application Guideline for Contract Research on “Livelihood Transformation in the Rural Mekong Delta over a Decade” Commissioned by IDE-JETRO**

August 18, 2025  
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President, Japan External Trade Organization

## **APPLICATION GUIDELINE**

All of applicants should apply in accordance with this guideline, with recognition about contents of this specification.

### **1. Proposal Form Submission**

Submit the Proposal Form in which all necessary items are filled, following the instruction stipulated above clauses by the deadline shown below by e-mail or courier service.

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**Application DEADLINE: 12:00, September 4, 2025 (JST=GMT+9)**

### **2. Evaluation Schedule**

Accepting Proposal:	August 18, 2025 ~September 4, 2025
Evaluation Process:	September 4, 2025 ~September 9, 2025
Notification:	by the end of September, 2025
Contract:	September 29, 2025 (the date shall be finalized upon completion of the administrative procedures)

# **SPECIFICATION**

Enclosed Proposal Form shall be submitted following all requirements and conditions specified in the clauses below.

## **1. Title of the Research**

Livelihood Transformation in the Rural Mekong Delta over a Decade

## **2. Evaluation Criteria**

- 1) Feasibility of technical approach and methodology for the survey
- 2) Adequacy of work plan to complete the survey in the required timeframe
- 3) Organizational experience with and capability of the survey
- 4) Familiarity with the conditions of the survey area
- 5) Qualifications of staff

## **3. Background and Objectives of the Research**

In the 2010s, Vietnam's rural economy experienced significant de-agrarianization. Non-farm income opportunities for rural households increased, and the share of non-farm income in total rural household income expanded dramatically. Despite this, agriculture continued to develop during the same period. While rice remained the main product after 2000, the production and export of non-rice crops also grew, maintaining agriculture's importance for domestic food security and export expansion.

In 2015, the Institute of Developing Economies, Japan External Trade Organization (IDE-JETRO), in cooperation with Can Tho University in Vietnam, conducted a questionnaire survey of 200 households in two rice farming villages in the Mekong Delta, focusing on livelihood activities and landholdings. The results showed that even in the Mekong Delta, Vietnam's agricultural center, there was regional heterogeneity in the structure of livelihoods and landholdings, with some villages primarily engaged in agriculture and others mainly in non-agricultural activities.

Ten years have passed since then, and conditions surrounding rural livelihoods have evolved. The number of households engaged in agriculture has declined as non-farm income opportunities for rural households have further expanded, while the number of agricultural enterprises has substantially increased. The growth of the middle class, driven by economic development, has led to a more sophisticated and diversified market demand, resulting in a rapid increase in agricultural product sales through modern distribution channels like supermarkets. The government is also increasingly relying on the development of high-tech agriculture, including digital technology, and has positioned enterprises as key players in achieving its goal of becoming an advanced agricultural country by 2030.

These changes are likely to have impacted how rural households engage in agriculture. So, how have rural livelihood strategies changed over the last ten years? This contract research aims to

answer this question through a follow-up survey of the rural households that participated in the 2015 study.

#### **4. Scope of Work on the Research**

Questionnaire survey on rural households that participated in the 2015 survey

##### **1) Sampling**

- Contact the communes (xa) in An Giang and Dong Thap (formerly Tien Giang) provinces that were part of the 2015 study.
- Obtain a list of all residential households in each commune.
- Confirm the existence of the households that participated in the 2015 survey.
- If any households have moved out, supplement the sample by randomly selecting new ones from the list until the total sample reaches 100 in each commune.

##### **2) Questionnaire Development and Fieldwork Assistance**

- Assist in creating the questionnaire and conducting the fieldwork by IDE-JETRO researcher.

##### **3) Survey administration**

- Conduct a questionnaire survey covering 100 households in each commune.
- Researchers will directly interview each household and fill out the questionnaires (questionnaires should not be distributed to households).

##### **4) Data entry**

- Enter all collected data into an electronic Excel format.

#### **5. Expected Outcome**

- Survey Raw Data (Excel format)  
The sample size will be 100 in each commune.

#### **6. Research Schedule**

Term of Research work:

Research work shall be conducted from September 29, 2025 to February 13, 2026.

Making a contract: September 29, 2025

(the work commencement date and the contract date shall be finalized upon completion of the administrative procedures)

Submission of the final report (as specified in Clause 8): January 30, 2026

#### **7. Payment method**

IDE-JETRO shall remit the amount of contract in two (2) installments as follows after receiving an invoice from a CONTRACTOR for each payment.

- (1) First payment (50% of total amount): upon the signing of the Agreement
- (2) Second and final payment: upon submission of the Report (as specified in clause 8)

## **8. Reports**

A CONTRACTOR shall submit to IDE-JETRO the following items by January 30, 2026;

- Survey Raw Data (Excel format)
- Time sheets

Items mentioned above which contain the data shall be submitted to IDE-JETRO by email.

## **9. Budget Estimation Guideline**

- (1) Total Budget: Maximum budget is JPY 1,286,000 which consists of Direct Expenses and Administrative Overhead.
- (2) Direct Expenses: See Clause 10 for details.
- (3) Administrative Overhead: Administrative expenses on the Research activities, such as the cost on facility management and maintenance. 10 % of direct expenses is maximum.
- (4) Amount: Payment is conditional on the completion of submission specified in Clause 8.  
In the case the requirement in Clause 8 is not satisfied, the amount of payment specified in Clause 9 shall be reduced. The amount to be reduced shall be negotiated between the two parties.

## **10. General Condition of Expenditure and Account Management on the Research**

Expenditure items on the Research should be confined to the following items.

### **(1) Direct Expenses**

#### **a. Honoraria for researchers**

Keep daily work logs on report sheet provided by IDE-JETRO to confirm the status of the Research work.

#### **b. Wages and salaries for research assistants**

Upon hiring research assistants, keep daily reports specifying the name of the employee and content of service, to confirm the status of work.

#### **c. Point to Notice on Calculation of Honoraria for Researchers or Wages and Salaries for Research Assistants**

A CONTRACTOR shall be required to instruct joint researchers or research assistants to take an appropriate and adequate recess (e.g. noon recess) in accordance with the labor law or the employment practice of its country.

A CONTRACTOR shall be required to exclude the rest period from the working hours of the day when a CONTRACTOR calculates the honoraria for joint researchers or wages for research assistants.

(2) Administration Overhead

Expenditure such as telecommunication and translation on the Research shall be borne within the amount of Administration Overhead.

**11. Statement of Accounts for Settlement and Working Record**

Statement of Accounts for Settlement and Working Record (hereinafter “Time Sheet”) of which form is provided by IDE-JETRO shall be submitted immediately after submission of final report within the contract period.