

# Request for Technical Proposals (RFTP):

Improve Family planning knowledge, positive attitudes and practice through systematic and evidence-based Social and Behavior Change Communication Interventions

PPIF Innovation Fund Guidelines



Punjab Population  
Innovation Fund

# Improve family planning knowledge, positive attitudes and practices through systematic and evidence based SBCC Interventions

## Request for Technical Proposals Guidelines

### Background

Punjab Population Innovation Fund is a not-for-profit, public sector company, registered under Section 42 of the Companies Ordinance, 1984. The PPIF has been established to finance innovative approaches to delivery of family planning services with a view to achieving the Punjab Growth Strategy's objective of reducing fertility to couples' desired levels. The fund spearheads locally responsive, scalable and sustainable family planning and reproductive health initiatives. PPIF-enabled interventions would play a critical role in accelerating Fertility Decline by increasing Contraceptive Prevalence in Punjab, a province which houses half of the national population of women with unmet need for contraception.

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The PPIF is looking for proposals, to be implemented in Punjab, that would focus on strengthening male engagement in family planning. They need to be involved as:

- **Direct Beneficiaries** - to improve informed choice of FP methods and services
- **Husbands** - to improve joint decision-making among couples
- **Agents of Change** - to increase acceptability of family planning in communities

The aim for this call for proposal is to improve family planning knowledge, positive attitudes and practices through systematic and evidence-based Social and Behavior Change Communication Interventions. Applicants are being invited to develop proposals based on background and guidance detailed in this document.

For PPIF, innovation means inclusively creating and scaling-up data-driven, sustainable and open solutions that accelerate the achievement of transformative results in the lives of women, men and youth. Innovation need not mean a radical departure from previous practice but rather could include new approaches to existing processes. Innovation can also apply to systems or processes and the generation of new knowledge. Finally, innovation extends to applying an existing strategy in a new context for the first time, thereby shedding light on how best to replicate and scale up new approaches at the province level.

## Rationale

Family Planning Programs in Pakistan are pre-dominantly directed at women with very few interventions focused on men. While research shows that men are actually interested in gaining information related to family planning services, hence creating a need for programs to provide special attention to reaching out to men as family planning users in their own right.<sup>1</sup> Such exclusion of men leads to information barriers for them at various fronts. Insufficient knowledge leads to fear of side effects and contraceptive method failure, which is reported as one of the major reasons for a high contraceptive discontinuation rate of **38%** in Pakistan.<sup>2</sup> In a qualitative study conducted by Population Council Pakistan, male respondents expressed their hindrance at having no source of information available to them at the community level. According to Pakistan Demographic Health Survey, **94.8%** of the currently married men have heard of any modern contraceptive method. The ability to recognize a family planning method is not necessarily an indication of the extent of men's knowledge, which is why it has not translated into behavior change. Hence, there is a need for interventions that look deeper into their knowledge, attitude and practice needs in order for them to make informed choice.

In a pre-dominantly male centered society where more than 30% of husbands make decisions for women healthcare, men's understanding of family planning is critical as it can significantly affect women's access and use of contraception and severely limit their capacity to support their wives' adoption and continuation of Family Planning. Socio-cultural factors such as; pressure to maximize progeny through sons, myths and misconceptions associated with the use of contraception, understanding of family planning as women's business, play an important role in men's decision-making process. Lack of communication with the partners is another important factor that affects men's decision-making process. According to Pakistan Demographic Health Survey, **27%** of the couples do not have a mutual agreement on family size.<sup>3</sup> Hence, there is more and more need for an egalitarian approach to create a more conducive environment for men and promote positive health-related outcomes such as improved communication and shared decision-making.

## Role of SBCC Channels

Social and Behavior Change Communication (SBCC) is the use of communication to change behaviors - including service utilization - and promote social change by positively influencing knowledge, attitudes and social norms. There is a growing body of evidence from program evaluations that have demonstrated SBCC's role, specifically with attempts to identify positive correlation between exposure to SBCC and reported changes in intermediate results across a range of health areas, including family planning, maternal and child health. A number of studies have shown that mass media, interpersonal and community-level interventions, coupled with service provision, have increased men's engagement in reproductive health as direct beneficiaries and husbands, positive change in their attitudes, their intention to use and demand for modern contraceptives, and raised contraceptive

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<sup>1</sup> Kamran, Iram, Zeba Tasneem, Tahira Parveen, and Rehan Niazi. 2015. "Family Planning through the Lens of Men: Readiness, Preferences, and Challenges," Policy Paper. Washington, DC: Population Council, The Evidence Project

<sup>2</sup> Pakistan Demographic and health Survey 2012-13

<sup>3</sup> Pakistan Demographic and health Survey 2012-13

prevalence, contributing to lower fertility rates.<sup>4</sup> Communicating complementary FP messages through a variety of channels such as electronic and social media, art and theatre, edutainment, clinic based counselling etc. can effectively promote positive attitude towards contraceptive use.<sup>5</sup> Engaging men audiences and provoking discussion are essential to achieving normative change. Group discussion activities, that question traditional concepts of masculinity while providing information on multiple sexual and reproductive health topics, have been widely successful in affecting the behaviors of a large number of young men.<sup>6</sup> Linking these discussions to other issues faced by younger people such as finding jobs, academic success etc. helps engage without losing their interest.

Interventions focused on engaging men as agents of change helps positively influence behavior of other men in their communities. These men serve as guides and role models within their own family and among others in the community to discuss and look for FP solutions in a group, relying on their own knowledge and experience or those of resource persons.<sup>7</sup> These interventions have demonstrated increased couple communication and has led to men having a greater understanding of the importance of the health and wellbeing of their wives and children. In addition to this, Interactive workshops consisting of games, discussions and role-plays between couples have succeeded in creating a more conducive environment for discussion on family planning.<sup>8</sup>

Given the rapid growth of mobile subscribers and internet access especially in the developing countries, mobile Health solutions are becoming an important solution to strengthen family planning programs in acquiring information about contraceptive usage, access and side effects. They hold a lot of potential to reach the underserved populations and provide family planning services, particularly to men and youth. Multiple mHealth tools, implemented in countries with similar demographics to Pakistan, have been effective in improving knowledge, especially young men, on family planning methods, myths and misconceptions and nearby clinic locations.<sup>9</sup> These tools also help reach family planning clients providing information in a more entertaining and engaging format through fictional drama, personal stories and “smart client” dialogues.<sup>10</sup>

## Coordinating SBCC with Service Delivery and why is it Important?

Coordination between service delivery and SBCC helps programs achieve desired behavioral and health outcomes by ensuring smooth operations and a balance between supply and demand for services. If strategies and messages are out of sequence, clients could show up at the facility for services that are not available, or services could be underutilized because clients do not understand their value or where to access them. If messages are not harmonized, potential contradictions between what is communicated in the community and at the clinic can confuse clients and undermine services. If a client returns home without understanding where

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<sup>4</sup> <https://sbccimplementationkits.org/service-communication/wpcontent/uploads/sites/13/2017/01/ServiceCom-I-Kit-Learn-Section.pdf>

<sup>5</sup> (Kincaid et al. 1992, Piotrow et al. 1997)

<sup>6</sup> <https://www.fhi360.org/sites/default/files/media/documents/MaleEngageBrief.pdf>

<sup>7</sup> <http://www.unfpa.org/news/%E2%80%98school-husbands%E2%80%99-encourages-nigerien-men-improve-health-their-families>

<sup>8</sup> [http://irh.org/wp-content/uploads/2014/10/Male\\_Engagement\\_in\\_FP\\_Brief\\_10.10.14.pdf](http://irh.org/wp-content/uploads/2014/10/Male_Engagement_in_FP_Brief_10.10.14.pdf)

<sup>9</sup> High-Impact Practices in Family Planning (HIP). mHealth: Mobile technology to strengthen family planning programs. Washington, DC: USAID; 2013 August. Available from <http://www.fphighimpactpractices.org/briefs/mhealth>

<sup>10</sup> <https://healthcommcapacity.org/using-mobile-phones-empower-smart-clients-family-planning-services/>

to find support or what to do next, he or she may not adopt or sustain the new behavior.<sup>11</sup> It is, therefore, imperative that the proposed interventions must identify and create effective referral mechanisms with & within the service delivery points while building their capacity to provide efficient family planning services.

## Aims and Objectives:

### Aims of PPIF

- To support the Punjab Growth Strategy 2018 objective of reducing fertility to couples' desired levels.
- To reduce the proportion (18%) and number (3 million) of women with unmet need for family planning services in Punjab, especially in rural, poor and underserved areas, and existing users of traditional methods (2 million) to convert them into modern contraceptive users.

### Objective

The objective of this call is to improve Family Planning knowledge, positive attitudes and practices by applying systematic and evidence-based Social and Behavior Change Communication Interventions and developing effective referral mechanisms with & within the service delivery points supported through training and capacity building.

## The Intervention

This call for proposal is based on PPIF's previous call (*Improve accessibility of Family Planning products, information and services through Pharmacies/Drug Shops and Private Health Service Providers applying sustainable business models*) to strengthen involvement of Men; as Direct Beneficiaries, Husbands and Agents of Change in Family Planning with an emphasis on young men (newly married/about-to-be-married/with 1-2 Children).

The intervention needs to address one or more of the following areas:

- 1. Improve informed choice by developing information pathways, that address Men and Women's concerns about contraception that hinder their own use and that of their partner. This will include information on;**
  - Contraceptive Choice
  - Side Effect Management
  - Myths and misconceptions
  - Location of Family Planning services
- 2. Create gender equitable attitudes that support family planning use and Increase Joint Decision Making among couples whilst;**

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<sup>11</sup> <https://sbccimplementationkits.org/service-communication/wp-content/uploads/sites/13/2017/01/SC-I-Kit-ksm12-9-small.pdf>

- Promoting Male responsibility in Family Planning and providing couple counselling
- Developing a referral mechanism for Client Centered Family Planning services to provide a wide range of contraceptive choice through an aggregated network of public/private health service providers.

Emphasis on young men (newly married/about-to-be-married/with 1-2 Children) is encouraged.

### Expected Outcomes

- Increased knowledge of wide range of contraceptive methods
- Increased acceptability, positive attitude and awareness of family planning due to diffusion of information.
- Increased discussion of family planning between spouses, family members, or friends
- Increase in uptake of modern contraceptive methods
- Decrease in discontinuation of contraceptive use due to better information and counseling.
- Joint Decision Making among couples

### Geographical Location:

The proposed projects should be based in **one or more of the thirty-six (36) districts of Punjab.**

### Duration:

The proposed interventions are expected to generate results within a period of **18 months.**

Because the results of the work to be carried out will shape and inform the PPIF's future work, sustained engagement by successful applicants is critical.

## Application process

Whole procurement process will be governed under Punjab Procurement Regulatory Authority (PPRA) Rules 2014. PPIF is adopting two-stage bidding process for the above-mentioned interventions as given below:

### First stage

(i) in the first instance, the bidders shall submit, according to the required specifications, a sealed technical proposal (marked proposal title on envelope) (Annex 1) without quoting price must be delivered to Manager Procurement, **PPIF, House No. 125 Abu-Bakar Block, New Garden Town, Lahore by April 8, 2019 before 12:00 PM** ([042-35913413-15|hashim.hussain@ppif.org.pk](mailto:042-35913413-15|hashim.hussain@ppif.org.pk)). Technical Proposals will be publicly opened on same day at 12:30 PM in the conference room PPIF Lahore Office, in the presence of the interested bidders;

(ii) the technical proposal shall be evaluated in accordance with the specified evaluation criteria (Annex 2) and may be discussed with the bidders regarding any deficiencies and unsatisfactory technical features;

(iii) after such discussions, all the bidders shall be permitted to revise their respective technical proposals to meet the requirements of the PPIF;

(iv) The PPIF may revise or modify any aspect of the technical requirements or evaluation criteria, or it may add new requirements or criteria not inconsistent with these rules but any revisions or modifications shall be communicated to all the bidders at the time of invitation to submit final bids, and sufficient time shall be allowed to the bidders to prepare their revised bids but such time shall not be less than fifteen days;

(v) the bidders unwilling to conform their respective bids to the PPIF's technical requirements may withdraw from the bidding without forfeiture of their bid security;

### **Second Stage**

(i) the bidders, whose technical proposals or bids have not been rejected and who are willing to conform their bids to the revised technical requirements of the PPIF, may submit a revised technical proposal along with the financial proposal;

(ii) the fresh and revised technical proposals and the financial proposals shall be opened at a time, date and venue announced and communicated to the bidders in advance but in setting the date for the submission of the revised technical proposals and financial proposals, PPIF shall allow sufficient time to the bidders to incorporate the agreed changes in the technical proposal and prepare their financial proposals accordingly; and

(iii) the revised technical proposal and the financial proposal shall be evaluated in the manner prescribed above and the lowest evaluated bid shall be accepted;

If one complying bid is received for an individual project, PPIF may award the contract to the bidder as per PPRA Rule 55-A "Single Complying Proposal".

For any other related information and questions about this technical proposal can be made only in writing: a letter or an e-mail and must be sent by or before **April 1, 2019** to Manager Procurement PPIF.

The Request for Proposal form and annexes can be downloaded from [www.ppif.org.pk/call-for-proposals/](http://www.ppif.org.pk/call-for-proposals/) or from the website of the Punjab Procurement Regulatory Authority (<http://eproc.punjab.gov.pk/ActiveTenders.aspx/>).

## Eligibility Criteria

The applicants, fulfilling the following criteria, will be considered as eligible applicants for the bidding process.

- Must be private sector or not-for-profit or public organization.
- Must be registered for having legal status to operate in Pakistan. (Share the copy of relevant registration certificate). In case of INGO, share the copy of work permission letter from the Ministry of Interior, Government of Pakistan.
- Must have national tax number (NTN) or Free Tax Number (FTN) and Punjab Sales Tax Number (PSTN) at PRA. (Share copy of certificates)
- Must provide a certificate/affidavit on Stamp paper indicating that any Government/Semi Government Autonomous Body has not blacklisted the firm. Share affidavit on stamp paper.

## Application criteria

All applications must observe the following conditions:

- › They should make a convincing case that the proposed activity improves Family Planning knowledge, positive attitudes and practice using gender-transformative approaches to engage men in family planning programs.
- › Preference will be given to implementing organizations that go to the underserved areas.
- › Cost sharing or leveraging of resources is strongly encouraged. It, along with “value for money” will figure prominently in the scoring of proposals. Outcomes should be proportional to the level of investment requested.

## General Considerations

### Documentation Required

Complete proposal must include the following documentation:

- i. Signed Covered Letter- see Annex 1.3
- ii. Technical Application form – see Annex 1; fill-in the application form and submit the full design document which also includes the Declaration (Annex 1.1) and Registration form for Pre-Bid Meeting (Annex 1.2)
- iii. Evidence of the legal status of the applicant (copy of the registration of the organization)
- iv. Certificate/affidavit on stamp paper indicating that any Government/Semi Government Autonomous Body has not blacklisted the firm.
- v. Copy of the NTN/FTN and PSTN Certificate at PRA.

## Contract

- The type of contract will be based on lump sum cost per complete term that includes but not limited to the scope of job and terms of references. Contract will be valid for **18 months** from date of signing of contract. Contract may be extended for another term based on same cost and same terms and conditions mutually agreed by both parties (Applicant and PPIF).
- Only short-listed applicants fulfilling the eligibility criteria will be considered for technical in the first stage. In second stage, the financial proposal of technically qualified applicants will be opened for further evaluation.
- All documents and information received by PPIF from applicants will be treated in confidence.
- Documents submitted to PPIF will not be returned.
- All expenses related to participation in this RFTP document shall be borne by the applicants.
- Technical proposals received after the submission deadline will not be accepted.
- PPIF reserves the right to request submission of additional information from applicants in order to clarify/further understand aspects of technical proposal, if required.

## Declaration

Kindly provide the declaration for acceptance of all terms and conditions as per format provided in Annex 1.1.

## Pre-Proposal Meeting

The interested organizations can register for Pre-proposal meeting by emailing the form (Annex 1.2) to Danish Shahid <danish.shahid@ppif.org.pk> before **March 22, 2019**.

*The pre-bid meeting will be held on March 27, 2019 10:30 AM at PPIF Office (125-Abu Bakar Block, New Garden Town, Lahore)*

The purpose of the meeting is to provide the potential applicants with guidelines for meeting the application requirements such as eligibility, documentation, budget preparation, objective of the call and clarification on any queries.

**Note: Organizations nominate a maximum of one representative who will be responsible for preparation of bidding proposal/document.**

## Reporting requirements

Recipient organizations must submit financial and narrative progress reports and a final financial and narrative report within agreed timeframe. Progress reports must indicate the degree to which the project is meeting the timelines and outcomes as outlined in the application. They must also include additional information if requested in the original award agreement. Finally, they should explain any notable deviations from the application and

the steps being taken to remedy these deviations. The recipient organization will be notified of the reporting schedule upon issuance of the award.

Progress reports and expected deliverables outlined in the grant agreement will be monitored by the PPIF Team. Grantees are expected to actively share project results with the PPIF and engage its team throughout the life cycle of the project (e.g. through participation in annual meetings or regular teleconferences). The successful applicant will be expected to organize a webinar to disseminate the results of the project.

## Relevant background documents:

- > *Pakistan Demographic Health Survey 2012-13*
- > *Engaging Men and Boys: A Brief Summary of UNFPA Experience and Lessons Learned, January 2013*
- > Kamran, Iram, Zeba Tasneem, Tahira Parveen, and Rehan Niazi. 2015. "Family Planning through the Lens of Men: Readiness, Preferences, and Challenges," Policy Paper. Washington, DC: Population Council, The Evidence Project
- > Ashfaq, Seemin and Maqsood Sadiq. 2015. "Engaging the Missing Link: Evidence from FALAH for Involving Men in Family Planning in Pakistan," Case Study. Washington, DC: Population Council, The Evidence Project
- > Kamran et al 2017 "Increasing Access to Reproductive Health Care through Improved Service delivery"
- > <http://www.nurhitoolkit.org/sites/default/files/NURHI%20Demand%20Generation%20Strategy.pdf>
- > [http://irh.org/wp-content/uploads/2014/10/Male\\_Engagement\\_in\\_FP\\_Brief\\_10.10.14.pdf](http://irh.org/wp-content/uploads/2014/10/Male_Engagement_in_FP_Brief_10.10.14.pdf)
- > (Kincaid et al. 1992, Piotrow et al. 1997)
- > <https://www.fhi360.org/sites/default/files/media/documents/MaleEngageBrief.pdf>
- > (Jato et al. 1999, Kane et al. 1998)
- > *High-Impact Practices in Family Planning (HIP). mHealth: Mobile technology to strengthen family planning programs. Washington, DC: USAID; 2013 August. Available from*
- > <http://www.fphighimpactpractices.org/briefs/mhealth>
- > <https://healthcommcapacity.org/using-mobile-phones-empower-smart-clients-family-planning-services/>
- > <http://www.unfpa.org/news/%E2%80%98school-husbands%E2%80%99-encourages-nigerien-men-improve-health-their-families>
- > [http://irh.org/wp-content/uploads/2014/10/Male\\_Engagement\\_in\\_FP\\_Brief\\_10.10.14.pdf](http://irh.org/wp-content/uploads/2014/10/Male_Engagement_in_FP_Brief_10.10.14.pdf)
- > <https://sbccimplementationkits.org/service-communication/wp-content/uploads/sites/13/2017/01/SC-I-Kit-ksm12-9-small.pdf>

## Annex 1: Application form (page 1/5)

### Instructions to applicants:

Use this form to describe and submit your application. **Please limit the length to five pages (not including the cover page (template given below)).** Use eleven-point font, one-inch margins, and single spacing.

For any questions, please contact ([042-35913413-15](tel:042-35913413-15) | [hashim.hussain@ppif.org.pk](mailto:hashim.hussain@ppif.org.pk)).

**Date:**

**Project title:**

**Project start date:**

**Project end date:**

**Name of applicant organization/fiscal agent to receive funds:**

**Contact information (name of main contact, mailing address, telephone, and email):**

Please adhere to the following format in outlining your proposed project. The narrative sections of the application (sections 1 - 8) are limited to a maximum of five pages total.

### Organizational Information

1	Legal name of the organization		
2	Date of Registration / Establishment of the Organisation ( <i>Attach relevant documentation</i> ):		
3	Core business area(s) of the organization		
4	What is the legal status of your organisation? Tick the relevant box (one box only). (Attach Copy/Copies of Registration Certificate/s)	Section 42 Company	
		Public Ltd. Company	
		Private Ltd. Company	
		Partnership Firm	
5	National Tax Number		
	Punjab Sales Tax Number		
	Others (Please specify)		

6	Address	
	Phone and Fax	
	Website and Email Address	

## Organizational Capacity

In less than ten lines, specify the attributes of your organization that make you appropriately suited to undertake the proposed activity. This should not be a boilerplate description of the organization itself but rather a focused statement about its suitability for the activities at hand.

Please identify any other organizations that are expected to play a significant role in the implementation of the proposed work. If the proposed activity is to be carried out jointly, please explain (in less than ten additional lines) the rationale for joint implementation and describe the added value each partner brings.

## Executive Summary (Maximum 1 page)

Brief introduction and justification of the proposal (You may divide the content of the executive summary as Why, How, and What: why you want to start the project to resolve what problem; how you plan to resolve the problem; and what goal you want to reach at the end of the project)

### 1. Innovation

PPIF defines “innovation” as providing opportunities for redesigning existing solutions and developing new solutions to improve accessibility of Family Planning information and services in underserved areas. The approach includes core elements of sustainability and scalability while ensuring inclusiveness and leveraging technology.

- What makes your project innovative?
- Are you proposing new solutions, redesigning existing solutions or aiming to implement previously tried solutions in a new environment?

### 2. Introduction

Describe briefly (two paragraphs maximum) the rationale for the activity being proposed. Specify the particular recommendation(s) that you wish to address and/or challenges identified. Indicate why you have chosen to pursue the recommendations you have, how the intervention(s) you propose to undertake can be considered “market shaping.” Which of the PPIF’s aims (as articulated in the PPIF’s “Background Paper” and elaborated in the RFTP) will the project specifically address? Specify how you see your work benefitting the PPIF’s work as a whole, whether in terms of knowledge sharing and/or replicability. Describe why you have approached the Innovation Fund as a source of funding for this application. Have other donors previously been approached?

**Geographical Coverage:**

- Define areas where your organization will be working?
- What is the criteria for the selection of geographical locations? You may include information such as demographic profile of the population and prevailing health indicators from official/authentic sources.

**Beneficiaries:**

Define your target group of beneficiaries and how will your project improve outcomes for beneficiaries?

<b>Direct beneficiaries</b> (e.g. Private Healthcare Providers, men, married couples, MWRA, Youth etc.)	<b>Number</b>	<b>Description</b> (e.g. marital status, age, type of method user, socio-economic status.)
<b>Indirect beneficiaries</b> (e.g. Children of MWRA, Peers, Community Influentials etc.)		<b>Description</b>
<b>Total</b>		

**Gender and Social Inclusion:**

How was the specific target group selected and how are you defining social differentiation and addressing any barriers to inclusion, which exist in the location(s) where you are working?

**3. Context**

In one paragraph, situate this project within the family planning landscape in your focus area(s). Do include information or insights that you feel strengthen the case for funding your proposal. Describe any consultations with important stakeholders or background research to ensure that the proposal does not duplicate but builds on existing work.

**4. Project goal and objectives**

Describe the overall goal(s) of the project and explain: 1) how they relate to the recommendations you have chosen to address and 2) how you intend to demonstrate the achievement of these objectives.

If possible, depict the project design as flow diagram or pictorial representation, demonstrating the whole change process from design to conclusion.

**5. Major activities and milestones**

What actions will you take to solve the problem described in the introduction? Provide descriptions of the major activities needed to meet each objective outlined in section. Explain how the activities link to the objective/outcome and provide indicators (qualitative or quantitative) and/or milestones that can be used to

gauge progress and/or completion of the major activities. Identify in the format below key milestones that will be used to measure progress on these activities.

Objectives/Activities	Indicators/Milestones	Completion Date(s)
Objective 1:		
Activity X	X	
Activity X	X	
Activity X	X	
Objective 2:		
Activity X	X	
Activity X	X	
Activity X	X	
Objective 3:		
Activity X	X	
Activity X	X	

## 6. Sustainability and Scaling-up:

How will you ensure that the benefits of the project are sustained? Please provide details of ways in which you see this initiative being scaled up in the future (consider if the approach can be further diffused or replicated or adapted in other situations)

## 7. Monitoring and evaluation

What needs to happen for you to be able to claim success, and how will you know you have achieved it? Describe the proposed M&E framework/methodology for measuring project success. Please indicate how and when you plan to assess the results, describing plans for data collection, analysis, and decision-making.

## 8. Dissemination and utilization of knowledge

Describe (one to two paragraphs) what you plan to do to ensure that the results of your proposed activity will be communicated to and inform the work of the PPIF. Where does the PPIF, as an institution, fit into those plans as an agent of change? How do you intend to use the PPIF (e.g. its communications media, meetings, staff, etc.) as a vehicle for disseminating new knowledge and/or facilitating its utilization?

## Annex 1.1: Declaration Form

I, \_\_\_\_\_ hereby declare that:

- all the information provided in the technical proposal is correct in all manners and respects
- and I am duly authorised by the Governing body/Board/Management to submit this proposal on behalf of “Name of the Organization”

Name	
Designation	
Signature	
Date and Place	

## Annex 1.2: Registration Form for Pre-Proposal Meeting

### Pre-Proposal / Capacity Building Conference for Preparation of Proposal

The interested organizations can register for Pre-Bid Meetings by emailing the following form to [danish.shahid@ppif.org.pk](mailto:danish.shahid@ppif.org.pk) before COB **March 22, 2019**.

*The pre-bid meeting will be held on March 27, 2019 10:30 AM at PPIF Office (125-Abu Bakar Block, New Garden Town, Lahore)*

Date and venue of the conference will be shared through an email confirming the registration.

Information About Organization	
Name of Organization	
Office Address	
District	
Nomination for Capacity Building Conference	
Name	
Contact Numbers	
Email Address	

**Note:** Organizations nominate a maximum of one representative who will be responsible for preparation of bidding proposal/document.

## Annex 1.3: Cover Letter for Submission of Technical Proposal

[Firm letterhead]

[Date]

To

Chief Executive Officer

[Address mentioned in Data Sheet]

**Re:** Technical Proposal in respect of [Insert title of assignment]

Dear Sir,

We offer to provide the Services for [Insert title of assignment] in accordance with your RFTP dated [Insert Date of RFTP advertised]. We hereby submit our technical Proposal including the required documents in a sealed envelope.

We hereby declare that all the information and statements made in these proposals are true and accept that any misinterpretation contained therein may lead to our disqualification. Our proposal is binding upon us and subject to the modifications resulting from contract negotiations. We undertake that we will initiate the services as per the client's request if our proposal is accepted. We understand that you are not bound to accept any or all proposals you receive.

Thank you.

Yours sincerely,

Signature

Name and title of signatory:

**Important Note:** The competent authority may reject all Proposals at any time prior to the acceptance of a bid or proposal. PPIF shall upon request communicate to any bidders, the grounds for its rejection of all proposals, but shall not be required to justify those grounds.

## Annex 2: Evaluation Criteria

### 1. Justification of the project (20 points)

- › Is the project in line with the objectives of this call and PPIF theory of change?
- › Does the proposal focus on underserved areas?
- › Does the project hold out reasonable promise of delivering on expectations? Is it likely to have an impact on overcoming barriers of engaging men?
- › Does the project provide an effective plan of knowledge generation and dissemination?

### 2. Well-defined (20 points)

- › Are objectives and outcomes clearly defined and linked to activities?
- › Can the work be carried out adequately in the proposed timeline? Risks identified and mitigation strategies defined.
- › Is the implementation plan reasonable and rational?

### 3. In House Capacity (20 points)

- › Does the proposed implementing organization(s) have the capacity and experience required to carry out the work successfully?

### 4. Synergies & Linkages (10 points)

- › Does the project develop synergies and collaborations with key stakeholders and local bodies for program efficiency?

### 5. Innovative (10 points)

- › Are you proposing new solutions, redesigning existing solutions or aiming to implement previously tried solutions in a new environment?

### 6. Scalability (10 points)

- › What is the scaling up potential? Can the design or approach be further diffused? Can it be replicated or adapted in other situations?

### 7. Sustainability (10 points)

- › How is sustainability pursued/ensured? What are the expected benefits beyond project's life?