

PUNJAB POPULATION INNOVATION FUND

RFP DOCUMENT

Request For Proposal (RFP)

Baseline Study

September, 2017



Submission Date for Sealed Bids: 17th October, 2017 (11:00 AM)

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1- PPIF Introduction

Punjab Population Innovation Fund (PPIF) is a not for profit, public sector company set up by the Government of Punjab - Planning and Development Department and incorporated under Section 42 of the Companies Ordinance 1984. It aims to support the Punjab Growth Strategy 2018's objective of reducing fertility to couples' desired levels by supporting projects to seed and mainstream innovative approaches.

2- Background

PPIF's first call for proposals aims to fund three innovative family planning interventions at urban and rural locations in 8 districts which have the highest numbers of women with unmet need. Main objective of the baseline study is to assess the baseline situation at the time of project award in target locations on given outcomes and areas of impact for during and end of the project evaluation. Detail terms of reference and scope of work is given in Annexure – A.

a) Competencies and experience

Consultant (independent consulting firm/joint venture/consortium) should:

- Have knowledge of and/or proven expertise in designing and conducting baseline studies/surveys in population welfare and family planning area.
- Have experience of conducting similar research work in line with PPIF mandate.
- Possess demonstrable experience of having worked on all areas that need to be reviewed and advised on for the purposes of this assignment including managing logistical and training needs.
- Have required technical team and expertise consisting of technical domain experts / researchers. Data entry team, data analysis experts, field enumerators, training experts and logistic / security management staff.
- In-depth knowledge and understanding of the following areas:
 - i. Family Planning and Development Sector Knowledge with special focus on research and survey's design
 - ii. Development of research and baseline tools and survey forms
 - iii. Quantitative and qualitative research expertise

b) Inception meeting and finalisation of workplan

Meetings are to be held with PPIF at regular intervals, to discuss the process of conducting the analysis, clarifying the roles and responsibilities and to receive concurrence on assignment direction. Relevant background information will be provided to the consultant during this initial phase. The final workplan and schedule of deliverables are to be submitted by the consultant as per given time frame. The scope of work proposed in the submission and relevant details may therefore be revised after the meeting upon mutual agreement.

c) Ownership and Disclosure of Data/Information

All documents, data and information shall be treated as confidential and shall not without the written approval of PPIF be made available to any third party. In addition, the consultant(s)

formally undertakes not to disclose any parts of the confidential information and shall not, without the written approval of PPIF be made available to any third party. The utilization of the report is solely at the decision and discretion of PPIF. All the documents containing both raw data/materials provided by PPIF or generated through field research and final report, both soft and hard copies are to be returned to PPIF upon completion of the assignment. All documentation and reports written as, and as a result of the research or otherwise related to it, shall remain the property of PPIF. No part of the report shall be reproduced except with the prior, expressed and specific written permission of PPIF. Moreover, all research ethics and guidelines given by statutory bodies will be duly adhered and non-plagiarism certificate will be provided by the consultant.

d) Conflict of Interest

It is the responsibility of the applicant to disclose any potential conflict of interest that can be arise in case of given assignment with respect to any related assignment, award of contract / project, procurement or individual involved in the given study etc. Any relevant information is required to be disclosed by the applicant as a prime responsibility which can create any sort of conflict of interest.

3- Instructions to Applicants

This document contains all information pertinent to our solicitation, and must govern the preparation and submission of proposals. The Terms of Reference (ToR) for the assignment are annexed with this document. Proposals must be submitted by the deadline, completed on the formats provided by Punjab Population Innovation Fund (PPIF), with supporting documents, according to the guidelines given in the document. The proposals will be evaluated by an Evaluation Committee nominated by PPIF. The selection will be based on experience, competence and proposed methodologies.

Please complete every section of the following form, being as concise as possible. The document should be submitted on page size A4, MS. Word minimum font size point 12, Arial with single line spacing.

Please note that technical and financial proposals are to be submitted in separate envelopes. The selection of consultant firms will be based on Quality and Cost Based Selection (QCBS) method.

The bid shall be a single package consisting of two separate envelopes, containing separately the financial and the technical proposals. The envelopes shall be marked as “Financial Proposal” and “Technical Proposal”. In the first instance, the “Technical Proposal” shall be opened and the envelope marked as “Financial Proposal” shall be retained unopened in the custody of the PPIF. The PPIF shall evaluate the technical proposal in the manner prescribed in this document, without reference to the price and shall reject any proposal which does not conform to the specified requirements. During the technical evaluation no amendments in the technical proposal shall be permitted. After the evaluation and approval of the technical proposals, the PPIF shall open the

financial proposals of the technically accepted bids, publically at a time, date and venue announced and communicated to the bidders in advance, within the bid validity period. The financial bids found technically nonresponsive shall be returned un-opened to the respective bidders. The technical and financial proposal will be evaluated on the basis of PPIF evaluation criteria as provided in sections “Technical Proposal” and “Financial Proposal” of the document.

The scope of activities set the basis of technical approach to be adopted by the potential consultant firms. The firms who will get minimum 65 marks in technical evaluation will be called for financial bid opening and top ranked firm will be called for contract negotiations.

4- Conditions for Eligibility (Qualification criteria)

Your technical application requires the following attachments to be submitted alongside your application form.

- i. Must be a legal entity registered in Pakistan or country of origin since at least 10 years, and must have a corporate office in Pakistan (Copy of registration certificate required).
- ii. Must be an active taxpayer in country of origin (Tax returns for the previous year required)
- iii. Must have minimum annual turnover of PKR 20 million as per audited financial statements also to be submitted with the proposal (audited financial statements of the two most recent years required, issued by an Institute of Chartered Accountants of Pakistan (ICAP)-licensed Chartered Accountant or ICAP-equivalent authority in country of origin are to be submitted. The statements must include Auditors’ Report, Balance Sheet, Income & Expenditure Statement of Account, Cash Flow Statement and related Notes to the Accounts).
- iv. NTN/GST Registration or FTN/PRA registration
- v. Signed affidavit on stamp paper attesting to the fact that the organization has not been blacklisted by any government department, agency or any donor agency.

5- Terms of Reference and Scope of Work

Detailed terms of reference are attached as annexure-A. PPIF reserve the right to award any number of baseline studies out of three to the suitable applicants based on their overall evaluation with a particular focus on proposed approach and methodology for each baseline in its given context.

6- General Guidelines

- a) Consultant Firm must not be providing any assistance to any other person/entity in conflict with 'PPIF' to avoid any sort of conflict of interest.
- b) All direct & indirect taxes will be deducted in accordance with the provisions of Government Rules amended time to time.
- c) Successful Consultant Firm will sign a service contract and will provide the agreed services within the stipulated agreed time of issuance of the purchase order. While delay in providing services, a penalty at the uniform rate of 2000/- or more per day will be charged in case of delay.
- d) If the firm completely fails to provide the services within prescribed period of service delivery and doesn't comply with the reminders, the case of consultant firm may be put to relevant authorities to declare the Firm as "Black Listed".
- e) Payment of consultancy services will be made on the satisfactory completion of services.
- f) The consultant Firm must respond efficiently for providing consultancy services in a timely manner.
- g) In case of any dispute regarding services; the decision of the PPIF shall be final & binding.
- h) Only short-listed firms fulfilling the eligibility criteria will be considered for technical and financial proposals. The financial proposal of technically qualified consultant firms will be opened for further evaluation.
- i) All documents and information received by PPIF from applicants will be treated in strict confidence.
- j) Documents submitted to PPIF will not be returned.
- k) All expenses related to participation in this tender document shall be borne by the applicants.
- l) Documents shall be submitted in a separate sealed envelopes marked as "TECHNICAL PROPOSAL" and "FINANCIAL PROPOSAL" as hard copy in a sealed envelope for 'Skills Needs Assessment of Export-Led Sectors'. Technical proposal must also be provided in soft form (word form) in a flash drive (USB). The envelope containing hard and soft copy of technical proposal and financial proposal shall be received on the postal address given below.
- m) Technical and financial proposals received thereafter will not be accepted.
- n) PPIF reserves the right to request submission of additional information from applicants in order to clarify/further understand aspects of technical proposal, if required.
- o) PPIF reserves the right to verify any information provided by the applicants.
- p) The competent authority may reject all bids or proposals at any time prior to the acceptance of a bid or proposal. The procuring agency shall upon request communicate to any bidder, the grounds for its rejection of all bids or proposals, but shall not be required to justify those grounds.

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- q) Prices quoted shall remain valid for a period of 120 days from the closing date of proposal.
- r) Questions about this technical proposal can be made only in writing: a letter or an e-mail and must be asked by or before COB **6th October, 2017**. For any other related information please contact the undersigned.

Manager Procurement
PUNJAB POPULATION INNOVATION FUND
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E-mail: hashim.hussain@ppif.org.pk
T: +92-42-35913414 & 15, F: +92-42-35913413

7- Technical Proposal Evaluation Criteria

This tender document is governed by the procedure approved by PPIF management. The technical proposal of eligible organisations will be evaluated using the scoring guide attached as annexure – D.

8- Financial Proposal

Please refer to the annexure titled “Financial Proposal”, attached as annexure – C. Financial bid shall be submitted in a separate sealed envelope and all applicable taxes like WHT/NTN, PST, GST & FED (if applicable) should be mentioned clearly. Any future tax will be adjusted as per tax law.

9- Financial Evaluation

The financial proposal of only technically responsive consultant firm who will obtain minimum 65 marks will be opened.

The top ranked firm will be short listed for financial bid opening, if the cost is not within the approved limit set by the management. PPIF may negotiate with the highest ranked bidder regarding methodology, work plan, staffing, contract price and special conditions of the contract. In case of failure of negotiations, PPIF may invite the next ranked bidder as per PPRA Rules.

10- Type of Contract

Contract will be a time bound task base (a complete processed invoice) contract that includes but not limited to the scope of job and terms of references. Contract will be valid for project duration from date of signing of contract.

11- Pre-proposal Meeting

A pre-proposal meeting will be conducted on **6th October, 2017** at 11:00 AM in PPIF office for clarification of queries and more understating of the project.

12- Declaration

Kindly provide the declaration as per format provided below at the end of proposal.

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 "[Click here and type the name of organization]"

Name	
Designation	
Signature	
Date and Place	

13- Submission of Bids (Technical and Financial Proposal)

Please return completed application materials, one hard copy along with an electronic version (only for technical proposal) copied on a CD to the below mention address by **17th October, 2017** before 11:00 AM:

Manager Procurement,
Punjab Population Innovation Fund (PPIF)
125 Abu Bakar Block, New Garden Town, Lahore
T: +92-42-35913414 & 15, F: +92-42-35913413
Email: hashim.hussain@ppif.org.pk
Website: www.ppif.org.pk

Technical proposals will be publically opened on the same day i.e. **17th October, 2017** at 11:30 AM in the presence of consultant firm's representatives who wish to attend the bid opening.

Kindly fill the following necessary annexures required for the above qualification criteria and attach the supporting documentary evidences as mentioned in each annexure. And also sign the declaration form at the end of document and attach with your other documents.

**a- Cover Letter for the Submission of Technical Proposal and
Financial Proposal**

[Firm letterhead]

[Date]

To

Chief Executive Officer

[Address mentioned above]

Re: Technical Proposal and Financial 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 Tender for Proposal dated [Insert Date of Tender advertised]. We hereby submit our technical Proposal and financial proposals 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:

Annexures

Annexure – A Terms of Reference and Scope of Work

PPIF seeking to hire a consultant firm to carry out a baseline study for three upcoming projects focusing on family planning related interventions. The objective is to gather relevant baseline data and information for key project interventions at the inception phase to use as a useful guide for measuring the results and change throughout and at the end of the project.

1. Background

PPIF seeks to finance innovative and potentially scalable pilot approaches to build evidence of what works to accelerate fertility decline in Punjab.¹ PPIF will be supporting innovative family planning interventions at urban and rural locations in 8 districts which have the highest numbers of women with unmet need and include Lahore, Faisalabad, Multan, Rawalpindi, Bahawalpur, Rahim Yar Khan, Gujranwala, and Muzaffargarh. Proposed projects will broadly focus on the specific area(s) of project proposal that aims to propose and implement locally responsive, out-of-the-box, scalable, and sustainable solutions for:

- (1) Mitigating information related obstacles that lower the demand for and access to modern family planning methods among current and potential users, including both men and women;
- (2) Increasing the uptake of modern methods through advisory services and counseling that help address concerns related to usage;
- (3) Delivering contraceptive products and services to users at their doorstep in communities not adequately served by community health workers;
- (4) Enabling private health service providers, including non-physician and male cadres, to initiate and sustain provision of an adequate range of quality family planning services for underserved communities and households with unmet need;
- (5) Any other innovations that address the acceleration of efforts to address unmet need for modern family planning services.

2. Purpose and Scope

The baseline study is intended to provide programme staff with baseline data on key project interventions/indicators to be measured over the course of the project. The data collected will be both qualitative and quantitative in nature, and will include information gathered on the outcome, output and related indicators as per project details including knowledge, attitudes and practices on family planning related aspects as per project design / interventions. The data collected will also be used to develop relevant practical tools and approaches for on-going project monitoring and learning.

Baseline purpose and Scope will be further elaborated with respect to three projects that requires baseline study for stipulated objectives as mentioned above. Relevant details of the projects are as follows;

¹ Review the Background Paper on Punjab Population Innovation Fund available at www.ppif.org.pk/downloads3

i. Project 1:

Promoting Long Term Acting Reversible Methods in Urban Slums of Rawalpindi

Overview of the Project:

The proposed project will be implemented in 4 Urban Union Councils of District Rawalpindi (Urban Settlements) namely Dhok Mangtal, North Dhok Hassu, South Dhok Hassu and Fauji Colony. Overall population in the target locations is approximately 102,605 according to Punjab development statistics (density around 172,000/km²) and a multi-ethnic population mix of Pashtuns and Punjabis. Approximately, there are 17100 households with 6-8 members each, 16,417 MWRA, 17,443 children <5y, and 18,469 girls ages 12-19y, 42 private healthcare providers at the project location, whereas as per project proposal (target population is approximately 285,000 (density around 172,000/km²) and a multi-ethnic population mix of Pashtuns and Punjabis. Approximately, there are 35,000 households with 6-8 members each, 40,000 MWRA, 48,000 children <5y, and 47,000 girls ages 12-19y, 150 private healthcare providers and 125 schools at the project location.)

Main objective of the project is to test a holistic, sustainable, social mobilization based, entrepreneurial model to increase Contraceptive Prevalence Rate (CPR) and reduce unmet need and facilitate the couples to achieve “desired fertility preferences” in 12 months in North Dhok Hassu, South Dhok Hassu Fauji Colony and Dhok Mangtal. The measurable goals will be to 1) Increase CPR by 10% over the 12 months project period compared to the baseline. 2) Increase the use **Long-Acting Reversible Contraception** (LARCs) by 7% over the 12 months project period compared to the baseline.

Project Targets:

Following are the main project indicators:

1. Outcome Indicators

- 1.1 4,500 new users
- 1.2 Increase LARC by 7%
- 1.3 Increase in CPR by 10%

2. Output Indicators

- 2.1 Counseling of 16,471 Married Women of Reproductive Age (MWRA)
- 2.2 MOUs with 14 Private Providers
- 2.3 36 Aapis trained for social entrepreneurship model
- 2.4 3,000 behavior-change sessions
- 2.5 51,267 Couple Year of Protection (CYP) generated

3. Input/Intervention indicators

- 3.1 Behavior change communication
- 3.2 Contraceptive supplies and services focusing on Long Term Contraceptives
- 3.3 Referrals to PPs for long term methods
- 3.4 Income Streams of Aapis through Business in Box Social Entrepreneur Model

Demand Side

- Information dissemination and mobilization through 36 Aapis, 12 Male Social Mobilizers and Nigran Committee Meetings
- Behaviour Change interventions through Positive Deviance Inquiry and Cognitive Behaviour Therapy tailored for the target audience in Partnership with NUST

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- Addressing Myths and Misconceptions.

Supply Side

- Door-Step Counselling services, delivery of Short Term Contraceptives and referral for LARC through Aapis.
- Develop a network of 14 Local Private Providers to provide LARC
- Side effect management

Note: The main indicators given in the project are mentioned above that needs to be analysed in the baseline study, but are not exhaustive, we will be open to receive suggestions for new relevant indicators (in particular, qualitative indicators) as relevant to project design. This note is valid for all the given three projects.

Available Information:

Preliminary Data from North Dhok Hassu, South Dhok Hassu Fauji Colony and Dhok Mangtal. **will be required validation through baseline** study, current estimates shows CPR of 35% (with a range of 0-75% across the 16 neighborhoods and driven mostly by one neighborhood), mCPR: 7% - 33%: Condoms: 29%, Injections 24%, pills: 15% of method mix, and LARCs at less than 3%. Public sector FP services (PWD or Health Department) reach less than 4% of the population with free services, and the rest are self-purchased short-term methods from 14 private providers, 22 pharmacies with little or no counselling. On average, less than 26% women feel comfortable to leave their homes for running errands in the neighborhood, 7% work outside of the home, and only 13% have a bank account..

Required Deliverables:

Based on the project details and available information following deliverables will be required from the consultant firm in the form of final report:

1. To establish baseline information for four slums of Rawalpindi i.e. North Dhok Hassu, South Dhok Hassu Fauji Colony and Dhok Mangtal on given and other suitable indicators.
2. Status of unmet need among MWRAs in the proposed intervention areas
3. Dropout trend (method wise) with reasons of dropouts
4. Issues in access to FP services (social barriers, Health Care Providers (HCP) behaviors etc.)
5. Review of the given indicators with baseline data for selection of more suitable mix of indicators, as necessary, to monitor and evaluate project progress and finalization of log frame accordingly.

ii. Project 2:

Increased Acceptability of Family Planning due to diffusion of technology through Standard Days Method Application

Overview of the Project:

Under this project a software/application (App), namely Khushaal Khandaan (meaning prosperous family), will be developed having the utility to track and alert about Standard Days Method (SDM) of Family Planning. Through SDM, a woman may track her cycle and can identify the fertility days in each menstrual cycle when she has higher chances to get pregnant. The couples will be requested to get register to this App through answering some screening questions. This App will alert the couple about their unsafe (fertile) days each month via SMS/voice call in Urdu and English. The couples will be sensitized to follow safe sex methods during fertile days to avoid pregnancy. Besides this, through this App, the information about different contraceptive methods will also be shared via SMS or Call to registered couples. In addition, the couple may ask FP related queries via SMS or Call and the trained mobile operators will provide the required information.

Main objective of the project is to develop a mobile based application having the utility to record, track, receive and retrieve information. Sensitize the community members including men, women, and local key influential persons about significance of Family Planning (FP) and mobile based application. The proposed project will have two-pronged strategy to achieve 30,000 new users of the SDM application which is recognized as a contraceptive method by WHO with 1.5 Couple Year of Protection (CYP) factor thus generating 20,000 CYP by the end of the project. At one end project will use communication channels to target 8 town in PPIF target districts with estimated population of 4.9 million to generate 15,000 new users of the SDM application. Second strategy will focus on targeting 8 Union Councils in target districts with community mobilization as well as communication channels to generate 15,000 new users of the SDM application. Details of the target Towns and Union Councils are given below in available information section.

Project Targets:

Following are the main project indicators:

1. Outcome Indicators

- 1.1 30,000 registered users of SDM Application
 - 15,000 Communication Campaign
 - 15,000 Community Mobilization

2. Output Indicators

- 2.1 Targeting 191,032 couples through field and communication activities
- 2.2 20,000 CYP generated through SDM Application users

3. Input/Intervention indicators

- 3.1 Develop Khushhaal Khandan App
- 3.2 Text messages for normal phones
- 3.3 Community mobilization
- 3.4 Communication campaigns
- 3.5 Helpline

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Available Information:

Given the fact that SDM application is a new application that is anticipated to be introduced to encourage natural birth control methods of family planning in the target locations the available demographic information is provided below for reference. SDM is recognized as evidence-based, modern method of family planning by the World Health Organization, replicated in over 30 countries and adopted in National policies of 16 countries with given CYP factor of 1.5. Referrals created by users which according to studies is around 70% referrals by Users on average with respect to User Friendliness and Pregnancy Prevention as success by reported users stands at 95%. Total estimated population in eight selected town of Punjab Province is 4,966,000 and estimated population of eight selected UCs is 301,902 [Ref: Punjab Development Statistics 2016](#).

Table: Project Location with Details²

Districts	Total Town in each District	Population For Communication Part			Population for Community Mobilization		
		Name of selected Town	Population in selected Town	% not Using Any Contraceptive Method (NUACM) in selected Town	Number of UCs in Selected Town	Name of selected UC	Selected Ucs population
Lahore,	10	Aziz Bhatti Town	623000	62.6	7	Guldasht Colony	64,141
Faisalabad,	8	Tandianwala Town	686000	72.7	21	Chak No.411/GB	38,304
Multan,	4	Jlалpur Pirwala Town	440000	82.9	19	Wahi Salamat Rahi	25,293
Rawalpindi,	8	Gujjar Khan Town	480000	70	3	Bewal	22,708
Bahawalpur,	6	Hasilpur	451000	82.3	11	Chak No.163/Murad	30,307
Rahim Yar Khan,	4	liaqatpur	1042000	87.2	24	tranda Gurgoi	49,082
Gujranwala,	7	Qila Didar Singh town	655000	66.5	5	Papnakhа	28,445
Muzaffargarh	4	Ali Pur	589000	80	6	Seet Pur	43,622
Total	51	8	4966000	75.525	96	8	301,902
				Average			

² PSLM, (2014). Pakistan social and living standard measurement survey. Retrieved from;

http://www.pbs.gov.pk/sites/default/files/pslm/publications/PSLM_2014-15_National-Provincial-District_report.pdf

² Population counsel, (2016). LANDSCAPE ANALYSIS OF FAMILY PLANNING SITUATION IN PAKISTAN BRIEF SUMMARY OF FINDINGS. Retrieved from; https://www.popcouncil.org/uploads/pdfs/2016RH_LandscapeDistrictProfile_Lahore.pdf

² MICS, (20107-08). Multiple indicator cluster survey. Retrieved from; http://www.bos.gov.pk/system/files/MICS_2007-08_GWA.pdf

Required Deliverables:

Based on the project details and available information following deliverables will be required from the consultant firm in the form of final report:

1. Provide Project Management and M&E staff baseline data for project indicators as per international practices for innovative intervention like SDM
2. Provide recommendations on ways to monitor project indicators and to maximize learning and adjust/improve the project design
3. Indicators and monitoring mechanism be provided according to the two specific strategies mentioned in the proposal i.e. 1) Communication Strategy and 2) Community Mobilization with Communication Strategy to achieve project targets as mentioned above.
4. Status of unmet need among MWRAs in the proposed intervention area (through RCT or other suitable Analysis for Social Mobilization Target areas)
5. Dropout rate/trend (method wise) with reasons of dropouts
6. Issues in access to FP services (social barriers, HCPs behaviors etc.)
7. Review of the given indicators with baseline data for selection of more suitable mix of indicators to monitor and evaluate project progress and finalization of log frame accordingly.
8. Consultant will consider Town and UCs as different population Universe because different set of activities in selected town as well as in UCs will be applied.

iii. Project 3:
Providing Comprehensive Family Planning Services through Social Enterprise in District Muzaffargarh

Overview of the Project:

Main aim of the project is to target 6,000 new users of family planning services through counselling of 40,000 MWRA with an establishment of the network of community based distributors in the form of MARVIs duly supervised by LHVs. Through supply of FP services, it is expected that 37,225 CYP will be generated at the end of the project.

Project aims to establish ICT based video library for the effective behavior change and social mobilization of the communities to achieve given targets. ICT based monitoring and data recording system is also proposed to be established through given project as pilot.

The proposed project will be implemented in around 15 Rural Union Councils of District Muzaffargarh where overall LHWs coverage is 7-10% and represent large proportion of un served marginalized population.

Project Targets:

Following are the main project indicators:

1. Outcome Indicators

1.1 6,000 new users

2. Output Indicators

2.1 Counseling of 40,000 MWRAs

2.2 Selection and training of 160 MARVIs as community based distributors through social entrepreneurship model

2.3 Awareness Sessions and Linkages with Private Providers (PPs)

2.4 37,224 CYP generated

3. Input/Intervention indicators

3.1 ICT based audio/visual material

3.2 Supply chain and logistic system

3.3 Awareness sessions/HH visits

3.4 Linkages and Services Offered by PPs (LARC and others)

3.5 Income Streams of Marvis through Business in Box Social Entrepreneur Model

Demand Side

- Information and Social Mobilization through 160 MARVIs and 5 Community Mobilizers
- mHealth – FP Video Library
- Sensitization sessions for Men

Supply Side

- Door-Step Counselling services, delivery of Short Term Contraceptives and referral for LARC.
- Provide LARC through 5 LHVs visiting the Marvi Markaz
- Develop a network of 20 Local Private Providers to provide LARC

Available Information:

Project plans to cover 15 rural UCs (Khairpur Sadat, Sultan Pur, BhindaIshaq, Jhugiwala, JatoiShumali, Rang Pur, Chakfarazi, Ghanga, Manakpur, Ghazanfargarh, Darin, Patal Munda, Wandher, 565 TDA and Gujrat) of district Muzaffargarh. The locations selected for intervention are the non-LHW areas, as per validation from district health department and LHW program. The estimated uncovered population of these UCs is around 643,594 with nearly 40,000 Married Women of Reproductive Age (MWRA) which will be our prime target for project implementation. To provide community based services to this uncovered population project aims to select about 160 Marvis and 5 LHV supervisors, and 20 private providers.

Required Deliverables:

Based on the project details and available information following deliverables will be required from the consultant firm in the form of final report:

1. Estimation of mCPR in selected Union Councils at the time of project inception with method mix details.
2. Outreach of Family Planning Services by PWD and Health department in the target location and Quality of Care assessment.
3. Access to Family Services in the target location by Private Providers with Quality of Care assessment.
4. Status of unmet need among MWRAs in the proposed intervention areas
5. Dropout rate/trend (method wise) with reasons of dropouts
6. Issues in access to FP services (social barriers, HCPs behaviors etc.)
7. MWRA trends assessment on running errands in the neighborhood and their willingness.
8. Review of the given indicators with baseline data for selection of more suitable mix of indicators to monitor and evaluate project progress and finalization of log frame accordingly.

Proposed Tasks Outline

- Engage relevant technical experts to carry out the baseline study and mobilization of required resources.
- Propose baseline survey methodology including secondary sources, qualitative and quantitative data generation plan to target suitable indicators.
- Hiring and training of required field staff for primary data collection and to provide them with required logistic support.
- All data, qualitative and quantitative, collected through the assessment must be disaggregated by location, age and sex.
- Designing and implementation of field survey tools and instruments including pre-testing.
- Data collection and analysis on agreed baseline tools and instruments.
- Implementation of designed sampling methodology and substitution protocol with the approval of PPIF.
- Implementation of checks and controls designed in conjunction with the PPIF team to ensure the quality of the information being collected during the baseline study implementation and a protocol for returning to the field if necessary when errors for a particular questionnaire reach a certain threshold.
- Creation of a computerized data entry template using software approved by the evaluation team, with relevant quality control checks to ensure the quality of data entry.
- Provide copy of primary survey forms including respondent's details along with their location and contact numbers for reference.
- To make necessary logistic and technical engagements for the training of field enumerators and other project staff.
- Provide access to PPIF monitoring team or relevant district administration for monitoring of the project.
- Participate in lesson learning and sharing activities, monitoring and evaluation review(s), and data sharing with the PPIF.
- To provide research authenticity certificate for the said study including anti plagiarism report for PPIF.
- To maintain full confidentiality and integrity of the data collected for baseline study as copyright to PPIF.
- Fulfill any other obligation agreed to in the final Contract.

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Suggested Timeframe

(Preferably within 30 Days)

List of proposed milestones are given and is open to suitable suggestions. Please suggest suitable number of days for each milestone.

Milestones	Suggested timeframe
a. Inception meeting with project staff and a review of key background documents	days
b. Detailed inception report including detailed draft methodology and sampling approach for quantitative data collection, quantitative and qualitative tools finalised in agreement with the baseline study committee	days
c. Recruitment and training of relevant staff including data collectors/enumerators	days
d. Submission of detailed work plan	day
e. Data collection and data entry.	days
f. Data analysis and draft baseline study report submitted for comments – written in line with guidance given in Annex 1	days
g. Comment on first draft	days
h. Final baseline study, responding to comments above	days
i. All raw data (quantitative data files, notes from all focus group meetings/key informant interviews etc.)	Included in above
j. Oral presentation/meeting and de-brief with project staff	days
Suggested total	days

Suggested Report Format

Annex 1: report format

PPIF would be open to receive suggestions for report formats from interested parties, but would expect the final baseline study report to include the following:

1. Title page
2. Contents page
3. List of abbreviations and acronyms
4. **Executive Summary** (maximum 2 pages, clearly summarising the assessment and key findings in accessible language)
5. **Background** (maximum 3 pages on the context of the intervention and project objectives)
6. **Methodology** (maximum 3 pages detailing what data was collected, how it was collected and by whom, what the sample size was, details of control groups used (as applicable), any possible limitations to the assessment etc.)
7. **Findings and analysis** (approximately 15 pages giving the results of the assessment according to the ToR guidelines, combining qualitative and quantitative data, disaggregated by sex and age. The Findings section should also include a summary table showing updated information for project log frame indicators)
8. **Lessons Learnt and/or Recommendations** (approximately 4 pages, lessons and recommendations must be clearly related to the evidence given in the Findings section of the report. This should also include recommendations for on the future monitoring and evaluation of the project and related work.
9. Annexes: These might include:
 - a. Itinerary/ schedule
 - b. List of people and organisations consulted
 - c. References / list of documents reviewed
 - d. Examples of all data collection tools used (e.g. questionnaires, semi-structured interview questions)
 - e. Additional methodological information if required (e.g. more detailed information on sampling)
 - f. Full data tables of all quantitative results (if appropriate and if not all included in main report)
 - g. Additional maps, photos or more detailed case studies if available
 - h. Not in the actual report, but all raw data (quantitative data files, transcripts of FGDs etc.) should also be submitted to PPIF for reference and future use.

Suggested Report length - 30 pages (excluding annexes).

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Annexure B - Organizational Profile

Required Information	Response
Legal Name of Organisation	
Year of Registration / Establishment of the Organisation	
Is your organisation a Private Sector entity, Not-for-Profit Organization or a University? Put cross in the relevant box	
	<input type="checkbox"/> Section 42 Company
	<input type="checkbox"/> Private Ltd. Company
	<input type="checkbox"/> Sole Proprietor
	<input type="checkbox"/> Partnership
What is the legal status of your organisation? Tick the relevant box (one box only). (Attach Copy/Copies of Registration Certificate/s)	<input type="checkbox"/> Organisation registered under Voluntary Social Welfare Agencies (Registration and Control) Ordinance 1961
	<input type="checkbox"/> Organisation registered as Joint Stock Company under the Societies Registration Act 1860
	<input type="checkbox"/> Organisation registered under The Trusts Act (II of 1882)
	<input type="checkbox"/> Others (please specify)
Name of Head of Organisation	
Designation	
Email	
Phone & mobile numbers	
Postal address of Organization	
Phone	
Email	
Website	
Name of contact person*	
Designation	
Phone & mobile numbers	
Email	
In case of Joint Venture / Partnership or Consortium, please provide additional details as relevant.	

This section carries 15% weightage for evaluation purposes

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Form A - Experience Profile

1. To determine the applicant's suitability for this project, PPIF requires information regarding *relevant* current or prior assignments conducted by the applicant. Use this form to provide details of your experience. Please note that this section will be scored based on your description of a maximum of **three** *baseline* / *relevant* *researches* (which can be independently verified) and will demonstrate relevant local and international experience similar to the scope of work mentioned in the ToR.

Replicate the table for all baseline / relevant researches
(15 points)

Project title
Client, name and designation of contact person, office address and telephone number
Country and location
If any of these reports were prepared under a sub-contractual arrangement, provide names and contact information of references from the contracting entity.
Value of the agreement (in PKR or original currency of agreement):
Project description
Duration of the assignment (months)
Start date (month/year) and Completion date (month/year)
Size and description of sample (if applicable)
Methodology and tools used
Total number of staff-months (by your firm) on the assignment:
Name of associated consultants (if any)
Outcomes of the research / baseline / end line (please elaborate on ways in which this information was assessed, used and/or quoted).
Name of senior professional staff of your firm involved and functions performed (indicate most significant profiles such as Project Director/Coordinator, Team Leader)
Description of actual services provided by your staff within the assignment

**This section carries
30% weightage for
evaluation purposes**

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Form B - Implementation Team

PPIF expects that the applicants have adequately qualified and competent personnel available to carry out the tasks required for effective implementation of the given task. Please provide separate plan for each project's baseline.

Note: *The applicants will not be allowed to change the proposed key staff except by the approval of PPIF.*

1. Describe how you will organise and structure the team working on this task. Provide detailed resource plan linked with the workplan and the number of hours/days allocated to each project team member during the various phases of the project. **(10 points)**

2. Indicate relevant qualifications and experience of the project team related to the task requirements defined in the ToR. **(10 points)**

3. Provide information regarding individual key project team members who will be responsible for activities needed to be carried out for this assignment. Make sure the CV of the Technical lead of the study is also attached. **(10 points)**

Serial no.	Name of Staff	CNIC No. /Passport No.	Qualifications and Experience	Area of Expertise	Position Assigned	Task Assigned

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Curriculum Vitae (CV) for proposed Key professional staff

1. Proposed Position: _____

2. Name of Staff: _____

3. CNIC No: _____

4. Education:

<i>Degree</i>	<i>Major/Minor</i>	<i>Institution</i>	<i>Date (MM/YYYY)</i>

5. Employment record:

<i>Employer</i>	<i>Position</i>	<i>From (MM/YYYY)</i>	<i>To (MM/YYYY)</i>

6. Detailed tasks assigned

[List all tasks to be performed under this assignment]

7. Work undertaken that best illustrates capability to handle the tasks assigned

1) Name of assignment or project: _____ Cost of Project _____

Year: _____

Location: _____

Client: _____

Main project features: _____

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This section carries
35% weightage for
evaluation
purposes

Form C - Proposed Approach and Methodology
(Please provide relevant details for each project baseline)

1. Provide a brief statement describing your understanding of PPIF's needs as per the ToR for this assignment. (5 points)
2. a) Describe the overall methodology of baseline study, this should cover your proposed primary and secondary research methodology, data collection methods (Secondary, Quantitative, Qualitative and triangulation mechanism). (10)
b) Indicate the main activities and phases of the assignment in the work schedule provided on the next page (Form D). (5)
3. a) Explain how you would develop the analysis framework and instruments for conducting this study. Please provide detailed rationale and basis for sampling and related procedures to reach at given baseline indicators. (5)
b) Outline the proposed operations strategy that will be used to reach out to stakeholders and experts. (Please elaborate in detail on field operations and how teams will be dispersed geographically.) (5)
c) Outline the quality assurance mechanisms that will be employed to conduct the baseline study. (2)
d) What are the risks you might face during this assignment? What is your risk mitigation strategy to address the given risks? (2)
e) Mention any <i>other</i> operational, technical or organisational strength not solicited elsewhere (or mentioned elsewhere in your proposal) that you consider relevant to this task. (1)

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Form D - Work Schedule

Tentative Start Date:

Sr.No.	Activity	Weeks				
		1	2	3	4	5
1						
2						
3						
4						
5						

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**This section carries
20% weightage for
evaluation
purposes**

FORM E – FINANCIAL CAPABILITY

Financial Capability of the Firms		20 Marks
Last 3 years audited statements of the firms not less than Rs. 20 Million accumulatively		
Sr. No	Year	Marks
1	2013-14	6.67
2	2014-15	6.67
3	2015-16	6.67
Total Marks		20

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Annexure C: TOTAL COST OF PROPOSAL

Item	Pak Rupees
Remuneration	
Reimbursable Expenses	
Applicable Taxes	
Total Costs of Financial Proposal¹	

¹Total costs must coincide with the sum of the relevant Subtotals indicated in Form C1 provided with the Proposal.

2. Milestones Based Payment Schedule will be finalized with the selected applicant as per mutual understanding at the time of agreement.

FORM C 1 - BREAKDOWN OF COSTS BY ACTIVITY

S. No.	Activities ¹	Description ²	Total Cost of Activity (Pak Rupees)
1	Baseline Study Design Finalization		
1 A			
1 B			
2	Assessment Tools / Training of Field Staff		
2 A			
2 B			
3	Data Entry / Field Activities		
3 A			
3 B			
4	Report Writing and Analysis		
4 A			Add as necessary
	Total		

1 Names of activities should be the same as, or correspond to the ones indicated in the second column of Form D (Work Schedule).

2 Please include short description of the activities whose cost breakdown is provided in this Form.

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FORM C 2 BREAKDOWN OF REMUNERATION

S. No.	Name ²	Position	Remuneration Rate (per Day)	No. of Units	Total Remuneration (PKR)	Justification/Budget notes
	Professional Staff					
	Support Staff					
	Total (PKR)					

Instructions:

¹ Professional/Key Staff as listed in Form B.

² Professional Staff should be indicated individually; Support Staff should be indicated per category (e.g. clerical staff).

FORM C3 - BREAKDOWN OF REIMBURSABLE EXPENSES

S. No	Description	Unit	Unit Cost (PKR)	No. of Units	Total (PKR)	Justification/Budget notes
1	Per diem allowances	Day				
2	Travel expenses	Trip				
3	Communication costs					
4	Drafting, reproduction of reports					
5	Use of computers, software					
6						
7						
8						
	Total (PKR)					

Annex – D “Technical Evaluation Criteria”

Sr. No.	Category	Marks
1	Approach and Methodology	35
2	Relevant Experience	15
3	Team Structure	30
4	Financial Capability	20
Total:		100