



**Punjab Population  
Innovation Fund**

**IMPROVE ACCESSIBILITY OF  
FAMILY PLANNING PRODUCTS,  
INFORMATION AND SERVICES THROUGH  
PHARMACIES/DRUG SHOPS AND  
PRIVATE HEALTH SERVICE PROVIDERS  
APPLYING SUSTAINABLE BUSINESS MODELS**

**REQUEST FOR PROPOSAL (re-advertise)**

**SUBMISSION DATE: MAY 3, 2019, 11:00AM**

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## OBJECTIVE OF THE CALL:

### A. Background:

1. This call for proposals is to select a recipient or consortium of recipients to receive PPIF financing to implement a project on developing and piloting projects that would focus on involving men in family planning 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 is to ‘improve accessibility of Family Planning products, information and services through Pharmacies/Drug Shops and Private Health Service Providers applying sustainable business models.’ Applicants are being invited to develop a proposal based on background and guidance detailed in this document.

2. 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.
3. 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. (For details see Background Paper for the PPIF at <http://ppif.org.pk/wpcontent/uploads/2017/09/Background-Paper-PPIF-2.pdf>.)

### B. Rationale:

A large and growing body of research has shown how gender inequality undermines health and development. Research has also demonstrated how working with men and boys as well as women and girls to promote gender equality contributes to achieving health and development outcomes.<sup>1</sup> Family Planning Programs in Pakistan are largely directed at women with very few interventions focused on men to increase the contraceptive prevalence rate in the province. Men’s own perceptions of FP as women’s business and their culturally driven unease with the idea has been one of the major reasons for the slow progress in family planning in Pakistan. Following are the key barriers<sup>2</sup> to the involvement of men in family planning:

- Lack of information about contraceptive usage, access and side effects is a key impediment among men to make an informed choice. This issue also severely limits their capacity to support their wives’ adoption and continuation of FP. 30% of husbands make decision for women healthcare, while 27% of the couples do not have a mutual agreement on family size.
- Fear of side effects and method failure are on the major reasons for a high contraceptive discontinuation rate of 38% in Pakistan.<sup>3</sup>
- The social pressure to father many children, especially sons, and the disapproval of FP by local clerics and elders can prevent men from acting on their preference for fewer or more spaced births.

<sup>1</sup> Engaging Men and Boys: A Brief Summary of UNFPA Experience and Lessons Learned, January 2013

<sup>2</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>3</sup> Pakistan Demographic Health Survey 2012-13



- Men and Women in rural areas have to travel large distances to obtain FP services, which is both costly and time consuming. In addition, female mobility is often limited in rural areas, which means somebody—usually their husbands— must accompany them on the long trip to the nearest health facility. Longer distances and low availability of transportation services translate into higher travel costs. At times, couples reach facilities to only find that they have to come back later because service providers or contraceptives are unavailable. Combined with already short working hours and only morning hours of many public health facilities, there is a good chance that when men bring their wives to health facilities they will not be able to consult a qualified provider. After experiencing such a disappointment, men are reluctant to risk time and resources for another visit.
- Many rural communities are served by Lady Health Workers (LHWs), but the LHW program is directed at women, not men. These community-based workers are trained to provide only basic services. People still have to visit health facilities for clinical methods and for management of side effects. The effectiveness of LHWs is further curtailed by frequent breaks in the supply of contraceptives to them.
- When a man arrives at a public or private health facility, he finds no point of contact to cater to his FP needs.
- Men prefer to visit private rather than public healthcare facilities for FP services because they perceive private providers to offer greater method availability and better quality of care.

### **Role of Private Sector:**

Private sector providers generally outnumber public sector providers and consumers express preference for private facilities for reproductive healthcare. Increasing private sector involvement is necessary especially in areas that are underserved by the public sector. Mid-level providers are more motivated and widely available channels (especially in rural areas) for family planning provision. Private health service providers hold great potential not only as distribution units for ensuring supply of long term contraceptive products but also for providing requisite information and counseling to the clients.

In terms of numbers and distribution pharmacies have the greatest potential for expanding access to contraceptive products. Pharmacies are quite widespread and an important potential source of not only contraceptive commodities but also information and counsel for men and women. Pharmacies are approached by males and youth and therefore the staff of pharmacies must possess adequate family planning knowledge and counseling skills to guide and prescribe appropriate method. While many pharmacists are willing and eager to play a role in informing and counseling clients, significant proportions don't sell contraceptives, mainly citing supply constraints, as well as insufficient demand and doubts about religious permissibility of family planning. Distributors have a low interest in supplying to rural areas, where the market is diffused and rural pharmacists therefore complain more frequently of stock-outs and having to purchase from wholesalers, often reducing profit margins and increasing costs.<sup>4</sup>

### **C. 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**

To improve accessibility of Family Planning products, information and services through Pharmacies/Drug Shops and Private Health Service Providers applying sustainable business models.

<sup>4</sup> Landscape Analysis Of Family Planning Situation In Pakistan - Brief Summary Of Findings, 2016

#### D. Proposed Intervention

The project proposal to be submitted should cover the components outlined below. The submitting organization is expected to further develop the project by building on its experience and expertise, presenting a well-laid out and convincing methodology based on sustainable business models.

1. Develop strategic partnerships between manufacturers/distributors, pharmacies/drug shops and private health service providers to advance contraceptive supply with inbuilt quality assurance mechanisms.
2. Build capacity to provide a wide range of contraceptive choice, information and services through an aggregated network of pharmacies/drug shops and private health service providers.
3. Develop a two-way referral mechanism between Pharmacies/Drug Shops and Public/Private Health Service Providers for Family Planning services.
4. Integrate demand-creation efforts for market growth such as Social Marketing combining product, price, placement and promotion.

Focus on promoting birth spacing among young couples, especially through long acting reversible contraceptive methods, is encouraged.

#### Expected Outcomes

- Increase in uptake of modern contraceptive methods due to increased access, reduced costs and improved quality.
- Decrease in discontinuation of contraceptive use due to better information and counseling.
- Increased acceptability and awareness of family planning due to diffusion of information.

#### E. Geographical Location:

The proposed interventions should be based in one or more of the following districts: Lahore, Rawalpindi, Faisalabad, Multan, Muzaffargarh, Bahawalpur, Gujranwala and Rahim Yar Khan.

#### F. Duration:

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

### 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 organization.
- Must be registered for having legal status to operate in Pakistan. (Share the copy of relevant registration certificate). In case of NGO, 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) or Punjab Sales Tax Number (PSTN) at PRA. (Share copy of certificates)
- Must provide a certificate/affidavit on Stamp paper indicating that any Government Autonomous Body has not blacklisted the firm.

### GENERAL CONSIDERATIONS

#### A. How to Apply

PPIF will follow Punjab Procurement Regulatory Authority (PPRA) Rules for the entire bidding process. PPIF will adopt single stage two envelopes bidding procedure to call for proposals. Documents shall be submitted in separate sealed envelopes marked as “TECHNICAL PROPOSAL” and “FINANCIAL PROPOSAL” in hard copy for “Call for Proposal”. Technical proposal must also be provided in soft form (word form) in a flash drive (USB).

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. After evaluation of technical proposals, financial proposals of technically qualified bidders will be opened.

Complete bid containing technical and financial proposal along with all required information and documentary evidence should be delivered to Manager Procurement, PPIF, House # 125, Abu Bakar Block, New Garden Town Lahore and submitted before 11:00 PM on May 3, 2019. Technical proposals will be publicly opened on the same day i.e. May 3, 2019 at 11:30. in the presence of applicant’s representatives who wish to attend the bid opening.

### **DOCUMENTATION REQUIRED**

Complete proposal must include the following documentation:

- i. Signed Covered Letter- see Annex A and B
- ii. Technical Application form — see Annex A; fill-in the application form and submit the full design document which includes the implementation plan (Annex A.1), Logical Framework (Annex A.2), Declaration (Annex A.3) and Registration form for Pre-Bid Meeting (Annex A.4)
- iii. Financial Application Form see Annex B - Provide Budget in Annex B.1, Quarterly Milestone based payments in Annex B.2 (Excel File), Business Model in Section B.3 (Word File)
- iv. Evidence of the legal status of the applicant (copy of the registration of the organization)
- v. Certificate/affidavit on stamp paper indicating that any Government Autonomous Body has not blacklisted the firm.
- vi. Copy of the NTN/FTN or PSTN Certificate at PRA.

### **B. 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).
- Quarterly payment will be done as per two given heads;

#### **A. Non-Program Cost**

- Non-program payment and all project staff salaries in quarterly payments shall be based on the accomplishment of all the financial protocols.

#### **B. Program Cost**

- Program cost in quarterly payments will be made equivalent to the percentage achievement of output-based milestones. However, 10% of every quarterly invoice of program cost will be retained as retention money. This retention money will be linked to outcomes achieved and

assessed through the end line evaluation as per the percentage formula provided below. The weightages assigned to each outcome will be mutually agreed at the time of the contract agreement.

Percentage of outcomes achieved	Payment Slabs
90% or more	100% payment
80% - 89%	85% payment
65%- 79%	70% payment
50% - 64%	50% payment
Less than 50%	Equivalent to % of outcome

- Only short-listed applicants fulfilling the eligibility criteria will be considered for technical and financial proposals. 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 RFP document shall be borne by the applicants.
- Technical and financial 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.
- Questions about this technical proposal can be made only in writing: a letter or an e-mail and must be sent by or before COB **April 26, 2019**. For any other related information please contact Manager Procurement PPIF, 125 Abu-Bakar Block, New Garden Town, Lahore-Pakistan, [042-35913413-15](tel:042-35913413-15) | [hashim.hussain@ppif.org.pk](mailto:hashim.hussain@ppif.org.pk)

### C. Declaration

Kindly provide the declaration for acceptance of all terms and conditions as per format provided in Annex A.3.

## TERMS OF REFERENCE (TORs)

Responsibilities of the Applicants/Contract Partners:

1. Implement an innovative and scalable solution to improve accessibility of Family Planning products, information and services through Pharmacies/Drug Shops and Private Health Service Providers applying sustainable business models.
2. Proposed Projects must be in one or can be in more of the following districts: Lahore, Faisalabad, Multan, Rawalpindi, Bahawalpur, Rahim Yar Khan, Gujranwala, and Muzaffargarh.



3. The project should be able to demonstrate results within 18-month period and incorporate a sound monitoring and evaluation plan to measure impact and have an appropriate method for forecasting and setting targets.
4. The project should comply with the PPIF's Theory of Change and program design explained in the Objective of the Call.
5. Bear all costs associated with the preparation and submission of the proposals.
6. Appoint a project head/manager, maintain a project staff and manage logistics for implementation of the project.
7. Develop a communications/outreach plan in keeping with the objectives of the proposed intervention, clearly defining activities, intended audience, communications platform and digital technology media to be employed and expected outcomes.
8. If applicable to the proposed project, make provision for the training of service providers including arrangements for a facility/training area, qualified trainers as well as the training material for family planning service providers.
9. If applicable to the proposed project, undertake arrangements to ensure supply for the delivery of contraceptive products
10. Engage vendors for implementation of any aspect of the project.
11. Establish a system for providing reports to PPIF within stipulated time through email or on a web-based data management system. Track and report the project status to the PPIF team.
12. Facilitate and provide access to PPIF monitoring team for the monitoring of the project.
13. Maintain separate financial records relating to the PPIF assignment(s).
14. Assist any PPIF partner in carrying out a tracer study / evaluation of the projects.
15. Assist PPIF auditors in carrying out random audits of the project account books.
16. Showcase the project at different forums in collaboration with the PPIF.

*In case of non-compliance of the above-mentioned responsibilities, financial penalties will be applicable.*

**Responsibilities of Punjab Population Innovation Fund are to:**

1. Provide funds to meet project costs as per the payment schedule agreed to in the Contract.
2. Monitor and evaluate the implementation of the project, either directly or through a third party.
3. Facilitate partners to incorporate quality control measures in the projects.
4. Provide technical support for smooth implementation of projects, where necessary.
5. Conduct workshops for project implementation and capacity building purposes.
6. Bear costs on account of promotion of knowledge generated through the project, as considered appropriate by PPIF management.

**EVALUATION METHODOLOGY AND CRITERIA**

The technical proposals will be evaluated as per the selection criteria given below, without reference to the cost. During the technical evaluation no amendments in the technical proposal shall be permitted. The applicants who will score a minimum **65 marks** in technical evaluation will be called for financial bid opening, publically at a time, date and venue communicated to the applicants in advance. The financial Proposals that do not meet the minimum score will be returned un-opened to the respective applicants. Financial proposals with sustainable business models providing value for money will be assessed on the 'least cost basis' for the grant of contract.



### Evaluation Criteria

After the eligibility of the applicant is confirmed, technical proposals will be evaluated by a Competitive Screening Evaluation Process according to the following criteria:

Criteria	Score
<p><b>Technical content</b> and consistency with the Objective of the Call and PPIF Theory of Change. Considerations include:</p> <ul style="list-style-type: none"> <li>• Quality of the overall approach proposed, objectives and barriers addressed.</li> <li>• Well-defined Monitoring &amp; Evaluation Framework. Prospective impact on reducing unmet need and increasing CPR in Punjab.</li> <li>• Realistic proposal within the timeframe and technically feasible. Risks identified and mitigation strategies defined.</li> <li>• Innovation in approach.</li> <li>• Quality of plan of knowledge generation and dissemination.</li> </ul>	50
<p><b>Implementation capacity</b> of the proposing organization (and of any associated implementation partner) to carry out the proposed activities and to account for funds should be demonstrated in the proposal documents.</p> <p>Expected experience and capacity of the proposing organization(s) includes:</p> <ul style="list-style-type: none"> <li>• Linkages with manufacturers/distributors, pharmacies/drug shops and private health service providers. Development of contraceptive supply chain and quality assurance mechanisms (including capacity building of service providers).</li> <li>• Demand creation for market growth.</li> <li>• Technical track record of similar projects. Capacity of in-house staff and adequacy of the team proposed.</li> </ul>	30
<p><b>Scaling up/Sustainability</b></p> <ul style="list-style-type: none"> <li>• How is sustainability pursued/ensured?</li> <li>• What is the scaling up potential? Can the design or approach be further diffused? Can it be replicated or adapted in other situations?</li> </ul>	20
<b>Total</b>	<b>100</b>

The financial proposals of only those applicants who will obtain the minimum score will be opened. The financial proposal should be accompanied by a duly filled detailed budget template and milestone based payment schedule, attached as Annex - B.1 and B.2. The Financial Proposal should include the cost of all items and activities mentioned in the Technical Proposal. Applicants should quote the cost of the entire project as well as all items and activities in Pakistani Rupees. Applicants should ensure that their Financial Proposals are free of any computational errors.

# ANNEX A

## Technical Application Form



## Cover Letter for the Submission of Technical Proposal and Financial 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 RFP dated [Insert Date of RFP 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.

## Section 1: Organisational Information (Maximum 2 pages)

ORGANISATION'S PROFILE			
1	Legal name of the organization		
2	Date of Registration / Establishment of the Organisation (Attach relevant documentation):		
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		
6	Organization's address		
	Organization's phone and Fax		
	Organization's website and email address		
MANAGEMENT STAFF INFORMATION			
1	Name and designation of 'Head of Organization'		
	Mobile:		
	Phone(s):		
	Email:		
	Fax:		
2	Name and designation of 'Contact Person':		
	Phone(s):		
	Mobile:		
	Email:		
	Fax:		

### Implementing Partners:

If the project involves partners, include a list of all organisations to be involved in project implementation. Please set out the roles of each partner in implementing the project and provide a brief track record of each partner to confirm their relevance to the project. Please only include those partners who will be funded from the project budget.

### Other Actors:

Include all key stakeholders who will have a role in the project.

### Implementation Capacity:

Describe the previous or current initiatives undertaken by your organization that demonstrate the organization's capacity and experience required for the proposed intervention.

[Technical capacity or experience should be demonstrated/evidenced on several fronts such as operating in similar infrastructure in the same sector or with similar features as the project in terms of volume/number of targeted beneficiaries, capacity to train service providers, generate demand through social marketing and aggregate a network of suppliers/pharmacies/drug shops/private health providers].

## **Section 2: 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)*

## Section 3: Project Details (Maximum 4 pages)

### Project Title:

### Rationale:

- Which of the PPIF's aims (as articulated in the PPIF's "Background Paper" and elaborated in the RFP) will the project specifically address? Please justify the timeframe and scope of your project.
- What is your strategy to address the problem and/or challenge identified?

### Key Objectives:

Include a purpose statement that covers the problem and the key theme around the proposed solution. [You may want to include what will be done, what won't be done, and what the result(s) will look like].

### Methodology:

Set out your approach or methodology for how the proposed objective will be achieved? If possible, depict the project design as flow diagram or pictorial representation, demonstrating the whole change process from design to conclusion.

### Geographical Coverage:

- Define which areas within PPIF's 8 target districts your organization will be working in (preferably include details of the network of pharmacies and/or private providers).
- What is the criteria for the selection of geographical locations? You may include information such as existing health care/family planning coverage, 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?

### 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?



### 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)*

## **Section 4: Implementation Plan (Maximum 1 page)**

*Provide a narrative summary and break each objective into identifiable activities; assigning each activity to one or more person and clearly stating when each activity will be completed*



## Section 5: Results-Based Logical Framework (Maximum 1 Page)

### Logical Framework:

*Please fill the Logical Framework (Annex A.2) to outline key features which will lead to the project achieving its outcomes and impact.*



## Section 6: Monitoring and Evaluation Plan (Maximum 1 Page)

- Describe in detail the mechanism you propose for monitoring and evaluation of the project. How will you measure inputs, outputs, outcome and impact?
- Explain the quality assurance mechanism that will be applied to ensure that the project achieves its desired outcomes within the available resources.
- Use the following template for a clear description of how indicators will be tracked, monitored and analysed.

Indicators	Definition	Data collection Method/ Source	Frequency	Person/ Responsible Section	Information Use/ Audience
E.g. No. of Additional Users		Progress tracking Sheet	Monthly/ Quarterly	M&E section	
E.g. Client Satisfaction		Exit Interviews	Monthly/Quarterly		







## Section 8: Knowledge Generation & Dissemination (Maximum 1 page)

Outline your Communications Plan for the proposed intervention by providing the relevant information below. Please note that the examples provided in the parentheses are illustrative only.

### Objectives:

Define specific objectives of your outreach strategy

### COMMUNICATIONS PLAN:

Clearly outline your key activities and outcomes for the target audience and explain which media platforms will be used to maximize outreach.

Activities  (e.g. Sensitisation Meetings, PSAs, IEC, Digital Campaigning)	Target Audience  (e.g. Men, Youth, MWRAs)	Key Messaging & Communication Mediums  (e.g. electronic, print, social, mobile)	Frequency  (e.g. Daily, Weekly, Quarterly)	Outcome  (e.g. increased awareness, stakeholder support ensured)

### Measuring Success:

Explain how you will measure the impact of the planned outreach activities and what indicators (mention specific) will be employed to measure their success?

### Results dissemination:

How do you envision disseminating learnings/results of your project (e.g. Stakeholder Seminars, Project Report, Documentary)? To whom this information will be targeted (e.g. project stakeholders and others outside of the project)?

## ANNEX A.1: Implementation plan

	Objective/Activity	Outcomes/Outputs	MOVs	Implementation Schedule					
				Q1	Q2	Q3	Q4	Q5	Q6
	<b>Inception Phase</b>								
Activity 1				X	X	X			
Activity 2				X	X	X			
Activity 3				X	X	X			
Activity 4					X	X			
<b>OUTCOME 1</b>		<b>Overall project outcomes</b>		Quarterly milestones	Quarterly milestones	Quarterly milestones	Quarterly milestones	Quarterly milestones	Quarterly milestones
Activity 1.1		Activity Based Outputs (including quarterly milestones)				X	X	X	
Activity 1.1.2		Activity Based Outputs (including quarterly milestones)							
<b>OUTCOME 2</b>		<b>Overall project outcomes</b>		Quarterly milestones	Quarterly milestones	Quarterly milestones	Quarterly milestones	Quarterly milestones	Quarterly milestones
Activity 2.1.1		Activity Based Outputs (including quarterly milestones)						X	X
Activity 2.1.2		Activity Based Outputs (including quarterly milestones)							

## ANNEX A.2: Logical Framework

Project Description		Objectively verifiable indicators of achievement	Sources and means of verification	Assumptions
<b>Goal</b>	What is the goal to which the intervention will contribute?	What are the key indicators related to the overall goals?	What are the sources of information of these indicators?	What are the external factors necessary to sustain objectives in the long term?
<b>Outcome</b>	What are the objectives that the project should be able to achieve? Results in terms of learning (awareness, knowledge, attitudes, skills) and results in terms of changing actions (Behavior, practice, decision making)	What are the key indicators related to the objectives? Which indicators clearly show that the objective of the action has been achieved?	What are the sources of information for measuring progress against these indicators?	Which factors and conditions outside the recipient's responsibility might affect the achievement of the objectives?
<b>Outputs</b>	What are the outcomes and outputs necessary to achieve the objectives?	What are the indicators to measure whether and to what extent the action achieves the expected results?	What are the sources of information for these indicators?	What external conditions must be met to obtain the expected results on schedule?
<b>Activities</b>	What are the key activities to be carried out and in what sequence are they to be carried out in order to produce the expected results?	What are the indicators to measure the key activities undertaken?	What are the sources of information for measuring progress against these indicators?	Which pre-conditions must be met before the action starts?



### ANNEX A.3: Declaration

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 Organisation”

Name	
Designation	
Signature	
Date and Place	

# ANNEX B:

# FINANCIAL Application Form



## Cover Letter for the Submission of Financial Proposal

[Firm letterhead]

[Date]

To

Chief Executive Officer

[Address mentioned in Data Sheet]

**Re:** 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 RFP dated [Insert Date of RFP advertised]. We hereby submit our 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:

**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.

### Section b.1: FINANCIAL INFORMATION

Provide details of the Project Budget in Annex B.1.

Along with the budget details, all applicants **MUST** provide detailed budget notes for each of project budget line, in Annex B.1. The budget notes should address the following:

- Why a particular item/service/human resource is required.
- Basis of Calculation (e.g. based on quotes, market research) including reasonable detail of numbers, units and unit costs.

Please use the following template as a guide for the budget notes:

Sr. #	Budget Line	Example
1	<b>Project Staffing</b>	<ul style="list-style-type: none"> <li>• role of each member of project staff</li> <li>• basis for the determination of their salary level</li> <li>• Breakdown of actual salary with any allowances and other benefits</li> </ul>
2	<b>Branding &amp; Communication Costs</b>	Details of costs incurred on advertising, banners, flex, posters, short documentaries, Online publishing of digital case studies
3	<b>Program Costs</b>	<ul style="list-style-type: none"> <li>• Cost of project activities such as workshops, trainings, etc.</li> <li>• Number of workshops proposed</li> <li>• Number of participants and the nature of the costs to be incurred (e.g. facilitators, venue, refreshments and transport).</li> <li>• Basis for estimations (historical trend, bench marking, market trend)</li> </ul>
4	<b>Monitoring &amp; Evaluation costs</b>	The notes should include justification and rationale of cost for Monitoring & Evaluation activities
5	<b>Other Program Costs</b>	Any other costs associated with the program. (All the program expenses will be 80% or above 80% of total project cost)
6	<b>Administrative &amp; Management Costs</b>	<ul style="list-style-type: none"> <li>• All the administrative costs clearly linked to the Project</li> <li>• Justification and rationale of shared cost (if any)</li> <li>• List of expenses like admin staff salary, operational costs that are not part of overhead costs, project audit or financial monitoring costs.</li> <li>• Justification for all administrative and management costs.</li> <li>• Administrative and Operational expenses will be 20% or less than 20% of total Project Cost</li> </ul>

## SECTION B.2: BUSINESS MODEL

Demonstrate a sustainable Business Model for the proposed project. Use the Business Model Canvas proposed below:

<p><b>1. Key Partnerships</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Pharmacies</li> <li>• Distributor</li> <li>• Manufacturer</li> <li>• Private health providers e.g. clinics</li> <li>• Leveraging other resources (in kind contribution)</li> </ul>	<p><b>2. Key Assumptions and Risk Factors</b></p> <ul style="list-style-type: none"> <li>• List down the basic assumptions for developing the business model.</li> <li>• Identify the known risk factors in the implementation of the project affecting/impacting financial target results</li> </ul>	<p><b>3. Economy (Cost Structure)</b></p> <p>Demonstrate that the project manages its resources economically, buying inputs of the appropriate quality at the right price.</p> <p>Use the following variables:</p> <ul style="list-style-type: none"> <li>• Unit cost for supplies</li> <li>• Cost of sales</li> <li>• Cost of any subsidies</li> <li>• Operational Expenditures (transport cost, repair maintenance, helper)</li> <li>• Other expenditure (training, communication activities etc.)</li> </ul>
<p><b>4. Sustainability (Revenue Streams)</b></p> <p>Demonstrate how to sustain the benefits of the project.</p> <p>Use the following variables:</p> <ul style="list-style-type: none"> <li>• Total sales/service provided</li> <li>• Price for each unit of service provided</li> <li>• Revenue/sales (FP products and other products)</li> <li>• Gross Profit and Net profit/loss</li> <li>• Subsidy/Stipend provided (if any)</li> <li>• Investment required by provider's facilities (if any)</li> <li>• Income maintained after subsidy/stipend is withdrawn</li> </ul>		<p><b>5. Cost Effectiveness</b></p> <p>Demonstrate that the project achieves outcome and impact targets, which are larger than its inputs.</p> <p>Use the following variables:</p> <ul style="list-style-type: none"> <li>• Cost per beneficiaries</li> <li>• New Users per UC/Tehsil</li> <li>• New Users Per Method</li> </ul>
<p><b>6: Efficiency</b></p> <p>Demonstrate that the project produces the intended quality and quantity of deliverables, within the available resources.</p>		





				<b>Sub Total</b>								
												-
<b>G. Punjab Services Tax (16%)</b>												
<b>Grand Total</b>												



### BUDGET GUIDANCE NOTES

All applicants MUST provide detailed budget notes for each of project budget line. The notes should explain: Why a particular item/service/human resource is needed. How the estimates have been calculated (e.g. based on quotes, market research), and including a reasonable detail of numbers, units and unit costs.

Note No.	Detail
<b>A</b>	<b><u>A. PROJECT STAFFING</u></b>
1.1	
1.2	
1.3	
1.4	
	<i>Please add more rows if needed.</i>
<b>B</b>	<b><u>B. BRANDING AND COMMUNICATIONS COSTS</u></b>
1.1	
1.2	
1.3	
1.4	
	<i>Please add more rows if needed.</i>
<b>C</b>	<b><u>C. PROGRAM COSTS</u></b>
1.1	
1.2	
1.3	
1.4	
	<i>Please add more rows if needed.</i>
<b>D</b>	<b><u>D. MONITORING &amp; EVALUATION COSTS</u></b>
1.1	
1.2	
1.3	
1.4	
	<i>Please add more rows if needed.</i>

<b>E</b>	<b><u>E. OTHER PROGRAM COSTS</u></b>
1.1	
1.2	
1.3	
1.4	
	<i>Please add more rows if needed.</i>
<b>F</b>	<b><u>F. Administrative &amp; Management Costs</u></b>
1.1	
1.2	
1.3	
1.4	