USAID Training for Pakistan Project

Terms of Reference (ToR)

Baseline study for “Pathways to Success (PTS)” Project, in Khyber Pakhtunkhwa, Punjab and Sindh”
1. **Background**

Pathways to Success is a 15-month initiative by USAID Training for Pakistan Project (TFP) to be implemented through local implementing partners in selected areas of Khyber Pakhtunkhwa, Punjab, and Sindh.

The goal of PTS is to contribute to reducing barriers to girls’ education and empowerment in underserved areas of Pakistan. The overall objective of the program is to empower adolescent girls in underserved areas of Pakistan by increasing access to skills development, income generation, entrepreneurial, awareness raising, and capacity building interventions.

The PTS Program will support adolescent girls between the ages of 13 and 19 in completing technical and vocational education and trainings (TVET); develop strong work readiness skills to support their transition to employment and provide entrepreneurship training and seed funding for a select group of adolescent girls to start their own small business. Developing partnerships and enhancing local ownership of the program activities and outcomes will be a centerpiece of the PTS approach. World Learning will partner with private industries, vocational training institutes, government entities, local organizations, communities and provide targeted capacity building, as requested, to help these entities plan for the sustainability of PTS activities past the life of the program. The Program will consist of three components:

- **Component 1**: Formal technical training in public and private schools
- **Component 2**: Entrepreneurship and income generation training
- **Component 3**: Complementary programs to develop work readiness skills (soft skills, life skills, ICT skills) and promote awareness of career pathways for women in the workplace

Additionally, gender equality, girls’ empowerment and promoting positive images of girls and women in leadership will be cross-cutting themes through all program activities.

2. **Objective of the baseline study**

The main purpose of this assignment is to collect and present baseline information on knowledge, attitudes, and practices (KAP) of local communities related to education and employment of adolescent girls. The assignment will feed into an overall baseline data collection exercise comprising of information collected over various months, from stakeholders including target adolescent girls (beneficiaries), local businesses, vocational training institutes etc.

This assignment will specifically provide community-centered information on KAP for girls’ education and employment collected through qualitative and quantitative methods. Those methods include focus group discussions and interviews with the general public, key informants and households. Information coming from this assignment will act as a benchmark for community-related indicators and will be used to measure change brought about by the program, possibly measured through a final project evaluation undertaken by a third-party.

In addition to information on indicators, (see section 3.2) One of the main purposes of this study is to identify barriers and enablers to girl’s education and employment and recommend the best course of action to address those barriers and use enablers to achieve a sustainable positive impact.
3. Methodology

USAID Training for Pakistan suggests the use of both qualitative and quantitative methods for this assignment. Following is the summary of suggested methods with indicative numbers for each of the target area/locality. The baseline shall be conducted in 60 target areas/localities in three geographical regions in Khyber Pakhtunkhwa, Punjab, and Sindh. A list of target areas/localities will be provided to the selected firm.

### Table 1. Indicative number per target area (village/locality/town)

<table>
<thead>
<tr>
<th>Type</th>
<th>Male</th>
<th>Female</th>
<th>Adolescent girls</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Focus Group Discussions (FGDs)²</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Key Informant Interviews</td>
<td></td>
<td></td>
<td></td>
<td>4²</td>
</tr>
<tr>
<td>Meeting with local administration</td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
</tbody>
</table>

*Table 1.* Indicative number per target area (village/locality/town)

The meeting with local administration of union council or town area should ideally collect general information about the target area/locality. TFP will share a target area/locality profile format with the selected agency after the award is made, for initial review, finalization and subsequent data collection. The objective of the qualitative tools is to seek to understand the stakeholders’ perspective which will help in shaping the project interventions for a period of the project from its inception.

Following are some of the indicative variables (related to adolescent girls) that should be referenced while designing the baseline study tools for each of the above methods. Tools should collect information on these and other important variables (to be suggested by applicant agencies) in terms of perception of target audiences and where possible provide some quantitative data supplementing the qualitative information.

- Barriers and enablers to girls' education (formal and non-formal)
- Barriers and enablers to girls' employment (self and paid jobs)
- Perception of communities on girls' education (formal and informal)
- Perception of communities on girls' employment (self and paid jobs)
- Recommended ways our program can contribute towards addressing the barriers, building on the existing strengths and support mechanisms to improve the ways communities can participate to empower adolescent girls
- Any other variable(s) relevant to the subject matter, educational opportunities, and economic participation of adolescent girls.

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1 For KP, the areas will be in and around Peshawar, for Sindh they will be in Karachi and Gohtki. For Punjab, it will be 2 to 3 districts in southern or northern Punjab.

2 Although we are open to discuss and modify the methodology with the selected firm, semi-structured FGDs are suggested, where before the start of FGDs, information on three questions (related to indicators) is collected via handing over questions to FGD participants (anonymously) and then go ahead with proper FGD collecting in-depth information.

3 KIs can either be male or female, therefore we didn’t disaggregate it by male and female, however, where possible, include female KIs.

Terms of Reference (TORs) for Baseline Study, Pathways to Success (PTS) April-May 2017
3.1 Selection of respondents

For each of the methods, there are a distinct group of respondents given in Table 1 above. For the FGDs the survey agency will make sure that people participating are representative of the project target areas/localities, and are sampled in a way that they satisfy the requirements both for the quantitative and qualitative indicators. TFP understands that it may not be possible for the agency to have the entire target area/locality represented in the FGDs. The agency should put in efforts to achieve maximum representation and indicate in their technical proposal the strategy and plan, to get the appropriate level of representation from entire target area/localities. Selection of key informants (KIs) should be based on standard best practices available and the KIs should possibly include teachers, imam masjid, local leaders and influential people etc., where possible, female KIs may also be contacted and interviewed.

For FGDs, we suggest that the data collection firm considers using the FGD method to collect both quantitative and qualitative data to feed into the indicators mentioned below. This will require a careful sampling approach, to ensure that the responses can be generalized and representative of the whole population. Due to time, resources and security limitation, we suggest combining qualitative and quantitative data collection methods into FGDs, and start each FGD with asking the respondents a small number of close-ended questions that they respond individually, and provide in written anonymously. This set of the data will be analyzed to report on the quantitative indicators below. This should take no more than 15 minutes of the FGD time, after which the data collection continues as FGDs, and focuses on collecting the perceptions, attitudes and deeper issues related to girl education and employment in the targeted communities. The latter part of the FGD data (the qualitative part) will be used to further analyze, reflect and explain the findings from the quantitative part.

3.2 Indicators

At the end of the baseline data collection, the agency will have to consolidate data from all the methods, and provide baseline information (numbers) against the below indicators.

- % of respondents in communities who support girls education (disaggregated by age, sex, social position)
- % of respondents in communities who support girls vocational training (disaggregated by age, sex, social position)
- % of respondents in communities who support girls employment (disaggregated by age, sex, social position)
- The level and type of support that the community members provide for girl education, vocational training and employment

As part of the technical proposals, the agency is required to clearly state their strategy for consolidation/aggregation of data from all sources to provide numeric and qualitative information against the above indicators.

4. Confidentiality, Ethical Considerations, and disclosure of Data/Information

Focus group discussion with women and adolescent girls should be carried out by female researchers only. Whereas all the other data collection streams should ideally have female representation in the data collection team. Proper consent should be taken prior to starting the FGDs (also the initial data collection from
individuals) and key informant interviews. In case an individual refuse to participate; s/he should not be compelled to participate or demoralized by any means and agency should move on to another appropriate interviewee to meet the target numbers indicated in Table 1.

All documents, study design, data collection tools and guides, and all the data collected during this assignment, shall be treated as confidential\(^4\) and the agency shall not disclose any part of the confidential information to any third-party, without the written approval of TFP. All the documents provided by TFP shall be returned to TFP, after the 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 TFP. No part of the report shall be reproduced except with the prior, expressed and specific written permission of TFP.

5. **Key Tasks**

Following are the key tasks to be performed by the agency under the baseline study:

- **Developing study tools:** The agency will develop the study tools and guides for focus group discussions, interviews, and meetings and will finalize the same in consultation with TFP before starting the actual data collection.

- **Recruitment and training of investigators & supervisors:** The agency will recruit the required number of investigators and supervisors preferably from each of the target areas in Khyber Pakhtunkhwa, Punjab, and Sindh, to undertake the fieldwork. The agency will also organize the training of the field team on the tools for the primary data collection. TFP may participate in the training organized by the field team.

- **Preparation and sharing of field work plan:** The agency will prepare a detailed field visit plan for all the study areas and will share the same in advance with TFP.

- **Preparation of analysis plan:** The agency will prepare a detailed analysis plan by looking at the objectives of the study. The analysis plan would be shared with TFP before finalizing the same.

- **Report writing:** The agency after the analysis of the data would prepare the draft report of the study and will share the same with TFP for comments and suggestions. The agency will incorporate the comments and will submit the final report to TFP.

6. **Time Frame**

It is proposed that the agency should complete the study in 45 calendar days, from the date of signing the contract. Indicative timeline for various activities are given below:

\(^4\) The selected agency will need to explain its strategies to consider ethics of interview especially if/when interviewing females and girls, and also include a confidentiality statement in the data collection instruments and will need to brief the participants of FGDs, KIs etc about the same at the outset of relevant data collection activity.
Terms of Reference (TORs) for Baseline Study, Pathways to Success (PTS) April-May 2017

7. Deliverables

Under this assignment, the agency shall be responsible for collecting and producing high-quality data and finalize the finding report on the baseline survey and will submit to TFP. Following are the key deliverables that the agency will abide by under this agreement.

1. Baseline study methodology and tools finalization
2. Pre-test report with suggestion(s) for improvement, if any
3. Weekly field progress report (max. one page)
4. Clean data sets and analysis file in XLS format and notes from the FGDs
5. Draft report
6. Presentation
7. Final report

8. Terms of Payment

The following would be the payment stages during the assignment –

- Submission of study methodology and data collection tools – 35%
- Completion of data collection – 30%
- Submission of final report and other deliverables – 35%

9. Requirements for Bidding

The agency should have demonstrated research experience with adequate capacity of proposed team to undertake a qualitative and quantitative study and must have experience on similar assignments with major institutional donors. All applicant agencies/firms are required to complete the below ‘Eligibility Criteria Checklist’ and attach it with their technical proposals. Failure to include this checklist in the technical proposal would result in immediate disqualification of the agency from the further process.
Eligibility Criteria Checklist

<table>
<thead>
<tr>
<th>S.No</th>
<th>Criteria</th>
<th>If yes, please check the box</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Agency/firm have at least five years of experience conducting similar assignments in the areas of education, vocational training and social and economic aspects</td>
<td>☐</td>
</tr>
<tr>
<td>2</td>
<td>Experience conducting similar assignments for projects funded by major international donors including USAID, DFID, CIDA, World Bank, ADB etc</td>
<td>☐</td>
</tr>
<tr>
<td>3</td>
<td>The lead consultant on the assignment should have at least 10 years of experience quantitative and qualitative research including baseline studies</td>
<td>☐</td>
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<tr>
<td>4</td>
<td>At least 50% of the proposed team are women</td>
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<tr>
<td>5</td>
<td>CVs of each of the key team member for the assignment are included in the technical proposal</td>
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<tr>
<td>6</td>
<td>The agency is sales tax registered (Evidence attached with proposal)</td>
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</table>

**a. Technical Proposal**

Interested agencies should provide the following information to elicit their agency’s comparative advantage in undertaking this study-

a. A statement on organization’s capabilities including:
   - Agency profile outlining areas of expertise with samples of select works;
   - Current list of clients;
   - Any direct or relevant past experience of undertaking similar initiatives
b. Names and CVs of the professionals who will be the lead and associated with the study and how the study will be managed. A brief CV of the staff to be assigned to the study must be enclosed.

c. The detailed proposal that draws upon the scope of the work (provided above) outlining the approach and the plan to accomplish the assignment.

d. A proposed timeline indicating activities/sub activities to be undertaken.

**b. Financial Proposal**

Along with the technical proposal, the applicant agencies are required to submit the financial proposals in line with their technical proposal. It is important to note that this is a rapid baseline study and have limited budget provisions. The ToR has laid out the technical details and agencies are requested to quote only genuine costs in their financial proposal.
Financial Proposal Should Include the Following

<table>
<thead>
<tr>
<th>Item</th>
<th>No. of Units</th>
<th>No. of days</th>
<th>Unit Cost</th>
<th>Total Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Suggestive line items for cost proposal are as below –</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Personnel Cost</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>2. Training cost (research team)</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>3. Field Cost for data collection (please provide detailed breakup of field cost)</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>4. Printing, stationery, and communication</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Data processing and analysis</td>
<td></td>
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<tr>
<td>6. Report writing</td>
<td></td>
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<tr>
<td>7. Any other (please specify and justify the cost line item)</td>
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</tbody>
</table>

In the financial proposal, the agency would be required to provide details of the budget (budget narrative) to further describe the costs.

Selection Process:
Following steps will be undertaken to select the agency:
- Evaluation criteria and a point based scoring system have been developed and included in this Request for Proposals.
- TFP will constitute a technical committee to review proposals.
- Upon receipt of proposals from interested agencies by the due date, review committee members will independently review and score all proposals from the technical perspective only.
- The committee will then meet and collective scores based on the individual assessments will be calculated
- Financial bids of the agencies scoring more than 70% on the technical assessment will only be opened.
- TFP shall award the contract to the agency/bidder who obtains the highest combined score of the technical and price evaluation.
- The selected agency will be notified by email or phone.

c. Evaluation Criteria
Evaluation criteria (both technical and financial) for selecting the agency will include:

<table>
<thead>
<tr>
<th>S.No</th>
<th>Evaluation Criteria</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Agency background including list of clients</td>
<td>10</td>
</tr>
<tr>
<td>2</td>
<td>Demonstrated experiences of undertaking research on adolescent’s issues</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td>Knowledge and prior experience of quantitative and qualitative studies including baselines</td>
<td>20</td>
</tr>
<tr>
<td>4</td>
<td>Proposed team composition</td>
<td>10</td>
</tr>
<tr>
<td>5</td>
<td>Technical approach including data collection tools, and management and quality assurance plan to ensure high-quality data collection and completing the baseline study</td>
<td>20</td>
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<tr>
<td></td>
<td>Total - Technical Assessment</td>
<td></td>
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<td>---</td>
<td>------------------------------</td>
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</tr>
<tr>
<td>6</td>
<td>Financial Assessment Budget: Total budget and rates</td>
<td>70</td>
</tr>
<tr>
<td>7</td>
<td></td>
<td>30</td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL (6+7)</strong></td>
<td>100</td>
</tr>
</tbody>
</table>

10. **Due Date**

Interested agencies are requested to submit the technical and financial bids separately in sealed envelopes. Please send in your proposal in a sealed envelope with “Baseline study on “Pathways to Success (PTS)” in Khyber Pakhtunkhwa, Punjab and Sindh, 2017” superscripted on the envelope, to:

**P.O Box 1496, Government Post Office, Islamabad.**

Please note that your sealed proposal must **reach** at the given address by April 14, 2017, 5:00 PM. The **technical** proposals (excluding the financial part) should also be sent to procurement@trainingforpakistan.org by the **same** deadline. TFP will not be responsible for proposals (hard and soft copies) that do not reach by the cut-off date and time.

The decision of TFP will be final and binding on all those who submit proposals. For any clarification, please contact procurement@trainingforpakistan.org. No telephone inquiries, please.

**Annex 1: Report format**

We would be happy 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
3. List of abbreviations and acronyms
4. Executive Summary (maximum 2 pages, clearly summarizing the assessment and key findings)
5. Background (maximum 2 pages in the context of the intervention and project objectives)
6. Methodology (maximum 3 pages detailing data collection methods, what data was collected, how it was collected and by whom)
7. Findings and analysis (approximately 15 pages giving the results of the assessment according to the objectives given in this ToR, combining qualitative and quantitative data, where possible disaggregated by sex and age. This section should also include a summary table showing the baseline values for indicators given in section 3.2 above.
8. Recommendations (approximately 5 pages, lessons, and recommendations must be clearly related to the evidence given in the Findings section of the report. Please refer to the indicative variables given in section 3 above.)
Annexes: These might include the following:

a. Itinerary/ schedule of data collection
b. List of people and organizations consulted
c. References/list of documents reviewed
d. Copies of data collection tools used (e.g. questionnaires, individual interviews, KIs, and interviews with local administration)
e. Full data tables of all quantitative results (if appropriate and if not all included in the main report)
f. Not in the actual report, but all raw data (quantitative data files, transcripts of FGDs, interviews etc.) should also be submitted to TFP for reference and future use.

Suggested page lengths above give a 30-page report (excluding annexes).