

Request for Proposal **Terms of Reference (TOR)**

TITLE: Data Collection and Client Exit Interviews of Greenstar Social Marketing, Private Healthcare Providers for 'Beyond Bias' Intervention

REPORTS TO: BHFA MEL

PROJECTS: BHFA

LOCATION: Districts Hyderabad, Jamshoro, Tando Allahyar, Tando Muhammad Khan and Mirpurkhas, Sindh

Overview of Pakistan Building Healthy Families Activity:

The Building Healthy Families Activity is a USAID-funded consortium led by Pathfinder International with Greenstar Social Marketing being the Private Sector Partner. The project is aimed to cover the underserved communities of Sindh and KP provinces of Pakistan and ensure access to aimed beneficiaries including mothers, children under 05 years, and young men and women, especially in flood-affected areas or where access to essential healthcare needs is a challenge.

Under the 'Nai Umang' (Beyond Bias) intervention 136 Private Healthcare providers of Greenstar Social Marketing are being engaged in 05 districts of Sindh. The quality of care will be measured on six principles of unbiased care for young people. More on Beyond Bias can be read on: <https://www.pathfinder.org/projects/beyond-bias/>

Purpose of this TA:

Two rounds of client satisfaction surveys shall be carried out by the consultant.

Data collection before each recognition event is mandatory for this intervention. Data is to be collected from 136 healthcare facilities selected for this intervention. Interviews with 10 young clients aged 19-29 years from each facility are to be carried out (1,360 interviews in total) in 05 districts.

Scope of work for Data Collection Consultant Firm:

The purpose of this assignment is to:

- Collect, compile, analyze, and maintain responses from Client Satisfaction Surveys conducted at 136 Healthcare facilities using data collection tool provided by Greenstar.
- Develop Scorecards based on the format provided by Greenstar for each provider facility.
- Data collected shall be analyzed in two rounds, with a summary of scorecards shared with Greenstar at the end of each round which shall help in the identification of providers for recognition.

Deliverables:

- 25 young enumerators (age 19-29 years) identified for training by Greenstar on data collection, and survey questionnaires (shared by Greenstar Social Marketing) before the beginning of the interview round.
- Two rounds of client satisfaction surveys with 1,360 young married clients aged 19-29 years, taking family planning services from selected healthcare providers. *(All interviews shall be conducted within 10 days of initiating interview activities at private healthcare providers of districts Hyderabad, Jamshoro, Tando Allahyar, Tando Muhammad Khan, and Mirpurkhas)*
- Data analyzed and shared along with raw data based on the indicators identified by Greenstar Social Marketing.
- 136 scorecards for each facility prepared
- Final Report of the completed activity

Selection Criteria:

- a) 35 percent Profile of the firm
- b) 35 percent on Methodology and Workplan
- c) 30 percent on financial

Payment Plan:

- a) 40 percent on the assignment of consultancy
- b) 20 percent after completion of the first round
- c) 20 percent after completion of the second round
- d) 20 percent at the final report

Proposal should include:

- a) **Detailed Profile of the firm** (Profile of key personnel, experience specifically in Family Planning and with young people of rural areas)
- b) **Methodology and Workplan**
- c) **Budget excluding training costs**

Timelines:

The total duration for the completion of the project will be six (06) months i.e., from April - 2024 to September - 2024.

Proposal Submission

Last date for submission of sealed proposal is **March 26, 2024** on or before **2:00 pm** on the address below:

Supply Chain Department

Greenstar Social Marketing Pakistan

8th Floor Ocean Tower, Block 9 Clifton, Karachi.

Subject of the envelope must be "Proposal for Data Collection and Client Exit Interviews of Greenstar Social Marketing, Private Healthcare Providers for 'Beyond Bias' Intervention".