

Request for proposal

For baseline for Population Stabilization Program in Bahraich, Uttar Pradesh

A. Population Foundation of India

[Population Foundation of India](#) is a national civil society organization, which promotes and advocates effective formulation and implementation of gender-sensitive population, health and development strategies, and policies. It was founded by JRD Tata, recipient of Bharat Ratna in 1970.

We work with national and state governments and with other civil society organizations. Our areas of work include the following:

- Family planning
- Adolescent health, particularly sexual and reproductive health
- Community monitoring of public health services
- Women's rights, and especially ending violence against women
- Social and behaviour change communication

B. Background

Population Foundation of India is going to implement a two-year project in partnership with Save a Mother (SAM) for population stabilization in Bahraich district of Uttar Pradesh. The project will be implemented in 100 out of 112 revenue villages of Jarwal block of Bahraich district.

The goal of this intervention to 'Develop a sustainable model for population stabilization for underprivileged and marginalized society by systems approach, using effective social persuasion and community action for health through community activists, for stable and healthy population in Bahraich District'.

The impact, outcome(s) and output(s) statements are pasted below. A detailed result framework is enclosed in annexure-1.

Impact: Ensuring universal access to high-quality family planning services and addressing regressive social norms related to Sexual and Reproductive Health to achieve population stabilization

Outcomes:

- Improved social environment for delaying marriage and motherhood, and youth friendly reproductive health programming
- Increased demand and access for family planning services among women and men in the reproductive age group

Outputs:

- Positive shift in knowledge and attitudes among young couples (in the age group of 15 – 24 years) and their parents related to age at first pregnancy and spacing between births
- Positive shift in knowledge and attitude towards age of marriage among unmarried adolescents' girls and their parents
- Public health system provides quality family planning services, including counselling and contraception choices to women and men in reproductive age group Public health system
- Improved knowledge and attitude of eligible couples towards family planning
- Improved attitude of front-line workers (ASHAs, ASHA Sanginis and ANMs) towards sharing information on family planning with newly married couples
- Strengthening community groups such as VHSNCs, RKSs to promote and monitor family planning services

C. Target Audience

For the program to sustain itself beyond the project period of two years, it is important to involve whole community. While the emphasis is on women and men of reproductive age, adolescents and elderly will not be excluded. The young, who will enter reproductive age should be sensitized at the earliest to combat population rise momentum. The elderly, who may be the decision makers at home, need to be part of the education process to avoid decision obstacles. Through this approach we hope that leaders and champions will evolve from all age groups, who will sustain this program beyond three years.

The target population will be reached to in the Jarwal block, but the project will focus on the following

1. Recently married couples who have no children to encourage them to delay birth of first child (18 - 24 years of age)
2. Those with one child to space the second child (18 - 24 years of age)
3. Youngsters to delay marriage until minimum age of 18 years for girls and 21 years for boys

Population Foundation of India intends to conduct a baseline study to benchmark the key measurable output/outcome indicators, which will help to measure the impact of the programme at the end of the project.

D. Purpose of Baseline

The purpose of this assignment for the evaluator is to collect baseline data to guide project implementation, monitoring and project benchmark setting in order to effectively achieved project targets. The scope of the work would include designing the study framework by using appropriate research techniques.

The specific objectives of this baseline are:

- Review, and if necessary, revisiting project indicators and their current situation & targets so they are meaningful and measurable in assessing change.
- Review the status of implementing block in context of NFHS-5 (2019-21) data for the Bahraich district.
- Establish baseline values and current status of the project outcomes and outputs indicators.

- Develop specific, actionable and practical recommendations to guide refining of project outcomes & outputs and setting of overall targets.

E. Proposed Methodology

The study is to be designed as a holistic assessment, comprising both the qualitative and quantitative components to capture the current level of knowledge, attitude & the process/practices adopted at individual and community level. We suggest to use quasi experimental research design with intervention and control group.

It is expected that the baseline will use various assessment tools comprising primary data collection (through quantitative and qualitative survey questionnaires) at household (HH) level & at the institutional level (district level functionaries and block level functionaries.). The qualitative assessment involved in depth interviews with district & block level health officials and focus group discussions with ANMs, ASHAs and AWWs

Sample should be drawn keeping the followings in mind –

- The sample should be statistically representative to measure a 10% change between baseline and the final impact evaluation for all attitudinal, self-efficacy, and knowledge indicators;
- Appropriate significance level i.e. assigning probability to conclude that an observed change was a reflection of effort and did not occur by chance i.e. at 95% level;
- Appropriate power i.e. the probability to conclude study has been able to detect a specified change i.e. at 80% power;

Population Foundation of India will provide all relevant key project documents.

Major tasks and coordination: the major processes in conducting the baseline will include-

- I. Complete literature review, based on which the survey design will be finalised. The survey design, study tools and reporting format should be agreed on before the field work.
- II. Coordinating with Population Foundation of India's focal person(s) in preparation and planning of survey design, study tools/data collecting instruments, sampling strategy, plan for data analysis and implementation of the survey.
- III. Pilot testing of the tools.
- IV. Training of field teams (arranged by evaluator) for data collection, on format agreed by Oxfam focal person(s).
- V. Ensuring that high quality survey standards and harmonised, globally endorsed methodologies are applied to complete the survey. It is therefore important to share all relevant information in time, including information on the survey methodology, the sample size calculation, the listing exercise (including a list of people interviewed/approached), questionnaire design, the training report, the field data collection report, the preliminary analysis, the draft and final analysis, and reports and the database.
- VI. Analysis of the data from both quantitative & qualitative tools.
- VII. Preparation and submission of draft report in electronic version.
- VIII. Submission of all data files in soft version.
- IX. Submission of all filled-up schedules
- X. Submission of final report (hard and soft copies) which addresses specific feedback from the Project Team on the draft report.

- XI. Prepare a power point presentation (maximum 20 slides) capturing background, Methodology, result of the study with recommendations.
- XII. Prepare a summary document (maximum 8 pages) capturing background, Methodology, result of the study with recommendations.
- XIII. Maintain a gender lens in each aspect of the study.

F. Project deliverables

- i. Inception Report (Design Document), which will include the detailing of the design, sampling strategy, indicators, tools, work plan, quality control mechanism in data collection, and schedule to conduct the study.
- ii. Final set of the translated interview guide, survey tools/questionnaire after pilot/field testing
- iii. Raw data and transcripts of interviews
- iv. Draft report of the study
- v. Final report and presentation of the study incorporating inputs received from the Population Foundation of India

G. Duration for the project

The study should be completed within 90 days of contract signing with agency/consultant.

H. General Terms and Condition

1. Population Foundation of India requires the agency/consultant to uphold and demonstrate best practices in Safeguarding and Child protection. The agency/consultant will confirm that it will comply with Population Foundation of India 's Safeguarding and Child protection policy requirements.
2. The agency/consultant will coordinate with Population Foundation of India's authorized personnel for this project for all related activities under this assignment.
3. The end-deliverables should be approved by authorized personnel of Population Foundation of India for the release of payments.
4. All work/ reports developed/prepared under this assignment are the intellectual property of the office of Population Foundation of India and cannot be used, published, copied or otherwise disseminated without written approval from Population Foundation of India. The findings will be disseminated and the publications will be as per publication/authorship policy of Population Foundation of India.

I. Eligibility Criteria

1. The agency/consultant should have experience in the design and implementation of baseline surveys, evaluations, and assessments including qualitative and quantitative data collection.
2. The agency/consultant should have experience in gathering and systematizing large amounts of data.

3. The agency/consultant should have experience in conducting the study on the subject of the intervention.

J. Requirement to apply

- Technical and financial proposals should be submitted separately.
- Technical proposal should carry all technical details for this project along with company profile and team bio-data.
- Financial proposal should carry detailed cost proposal along with **Organization's legal name/ If - Individual, the name should be as per your PAN Card and Official address.**
- Both technical and financial proposals should be submitted in one email by **EOD on June 20, 2022**, to parul.satsangi@populationfoundation.in. **Please mention the subject of the email as - Response – Proposal for Population Stabilization Programme – (Your Organization's name / Your name – if an individual)**
- In case you have any queries before submitting the proposal, you may write to avajpeyi@populationfoundation.in before the last date.