

PUNJAB SKILLS DEVELOPMENT FUND

INVITATION FOR EXPRESSION OF INTEREST (EOI)

“Hiring of a Company/Firm for Study on Women
Employment Trends in Urban Areas”

August 2020



Submission Date: August 27, 2020 on or before 03:00 PM

21 A, H-Block, Dr. Mateen Fatima Road, Gulberg II, Lahore – Pakistan.

UAN: 042-111-11-PSDF (7733) | Toll Free:0800-48627 (HUNAR) | Website: psdf.org.pk

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1) Background

Punjab Skills Development Fund (PSDF) is the largest skills development fund in Pakistan. PSDF was established in 2010 as a not-for-profit company by the Government of Punjab (GoPb) in collaboration with UK's Department for International Development (DFID). PSDF's purpose is to shape the future and well-being of poor and vulnerable youth by giving them access to skills training of the highest standard so they can find sustainable employment and income-generating opportunities in Pakistan and beyond.

PSDF started its operations in the 4 poorest districts of Punjab. Since 2016, the geographical remit has expanded to the entire 36 districts of Punjab. PSDF has trained almost 330,000 underprivileged youth across Punjab in approximately 250 demand-driven and market relevant trades across 10 sectors. PSDF is currently implementing the 5-year Skills Development Programme (SDP). Under the SDP, PSDF has offered multiple schemes for its target beneficiaries. Females are a key priority group for PSDF. Therefore, to ensure a 40% participation of females in all its trainings, PSDF has launched various programmes aimed at equipping women with the critical skills required for income generation.

One such programme launched in October 2017 is the "Women Focused Employment Driven Training" scheme. The objective of the scheme was to equip women in large urban cities with technical skills so they can seek formal employment and other income generation opportunities. Additionally, the scheme aimed to develop industry-training providers consortium to ensure market relevant training and placement of graduates. The scheme targeted to train 10,000 females of age 18 and above in 9 large urban centres with a 50% employment outcome target. The scheme witnessed a promising 82% contract to completion ratio; however, it fell short to meet the 50% employment target. Only 35% women graduates were able to find employment whereas 65% remained unemployed. The Return on Skills Investment (ROSI) was also estimated to be only 27%, therefore raising concerns regarding the efficacy of the program.

2) Invitation to Expression of Interest

Given the low verified employment rate for the Women Focused Employment Driven Training scheme, PSDF is soliciting Expression of Interest from consulting firms to conduct a study on **Women Employment Trends in Urban Areas**. Through this study, PSDF aims to understand and evaluate the training and employment experiences of the trainees of the Women Focused Employment Driven Training scheme and use the insights to improve future programme design. This will allow PSDF to understand challenges inhibiting two-thirds (65%) of women graduates from securing employment and deepen its understanding of factors that facilitated approximately one-third of women graduates to secure employment post training. PSDF also wishes to gain insights into the factors that led to successful employment for women who had not benefited from the PSDF skills trainings but are employed by the same employers as that of PSDF graduates. Lastly, PSDF wishes to conduct demand-side analysis with employers to get their perspective on employing women and the challenges faced by them in retaining them.

In this regard, the consulting firm will conduct the research study as mentioned in the scope of work / terms of reference below.

a) Eligibility Conditions (Qualification Criteria)

The Consulting firm submitting proposals should have the following eligibility for qualifications:

- i. Should be a legal entity i.e. Firm/Company (Proof required - copy of incorporation in SECP / registration certificate as firm) **(Sole Proprietorship and Individuals are not allowed)**
- ii. Provide National Tax Number (NTN) and General (GST)/ Provincial Sales Tax (PST), (if applicable) in the name of Organization and provide a copy of registration.
- iii. Active Taxpayer as per “Active Taxpayer List” of FBR.
- iv. Affidavit on stamp paper, declaring that firm is not blacklisted by any Government / semi government / autonomous body / agency / authority / organization. (Original required)

Note: Consortium will not be permitted. Incomplete, unsigned/unstamped/unbind or late EOIs will not be accepted.

b) Other Necessary Information

i. Expression of Interest (EOI) Document

The interested firm can obtain EOI document containing all details, shortlisting criteria and terms & conditions, from PSDF website (<https://www.psdof.org.pk/downloads/#tabservice-procurement>) and PPRA website (www.ppra.punjab.gov.pk).

ii. b. Acceptance or Rejection of EOI

The competent authority may reject all EOI at any time prior to the Request for Proposal (RFP). The procuring agency shall upon request communicate to any interested consulting firm, the grounds for its rejection of expression of interest, but shall not be required to justify those grounds.

3) Time Schedule for Submission of Expression of Interest (EOI)

Complete EOI containing all required information & documentary evidences (**one original and one scanned copy in USB**) must be delivered to **Procurement Department, PSDF, 21-A, H-Block, Dr. Mateen Fatima Road, Gulberg-II Lahore** in a sealed packet and submitted before **03:00 PM August 27, 2020**. EOI will be publicly opened on the same day i.e. **August 27, 2020 at 3:30 PM** in the presence of consultant firm representatives who wish to attend the EOI opening.

Kindly fill the following necessary annexures required for the qualification criteria and attach the supporting documentary evidences as mentioned in each annexure:

Annex – A:	Firm Information
Annex – B:	Eligibility Response Checklist
Annex – C:	Evaluation Criteria
Annex – C-1:	Key Management Staff of the Firm

Annex – C-2:	CV of Proposed Key Management Team
Annex – D:	Relevant experience of the Firm
Annex – E:	Cover Letter for the Submission of Expression of Interest

4) Instruction & Guidelines for Consulting Firms

- a) PSDF wishes to shortlist the interested firms through the EOI, and only short-listed firm(s) will be invited to submit Technical and Financial Proposals through Request for Proposal (RFP). Quality & Cost Based Method will be adopted for the selection of the firm at RFP stage.
- b) All documents and information received by PSDF from applicants will be treated as strictly confidential.
- c) Documents submitted to PSDF will not be returned.
- d) All expenses related to participation in this EOI shall be borne by the firm.
- e) The envelope containing hard copy of EOI along with the scanned copy in USB shall be received in PSDF office at Lahore.
- f) EOI received after closing time shall not be accepted and returned without opening.
- g) PSDF reserves the right to request submission of additional information from applicants for clarity, if required.
- h) PSDF reserves the right to verify any information provided by prospective bidders. **False information will lead to disqualification and the organization will be barred for bidding in PSDF schemes/projects.**
- i) PSDF will evaluate the EOI of eligible organizations based on their capacity, previous experience, qualification, and competence of key professional staff of core team **annexure B, C-1 & C-2.**
- j) PSDF will notify to the short-listed consulting firms (**found eligible and scoring more than 65 marks in their evaluation**) and request for proposal (RFP) document will be issued to them accordingly.
- k) Any clarification requests may be made in writing or through e-mail to the following address by **August 24, 2020 COB.**

Procurement Department

Punjab Skills Development Fund

21-A, H-Block, Dr. Mateen Fatima Road,

Gulberg-II Lahore –Pakistan

E-mail: Procurement@psdf.org.pk

Tel: 042-35752408-10

Fax: 042-35752190

5) Scope of Work/Terms of Reference of the Consulting Firm

Successful consulting firm shall provide complete services to conduct the research study including data collection and management, analysis and final report writing. Indicative scope of work/Terms of Reference

are appended below, however, final scope of work/TORs shall be shared in Request for Proposal (RFP) to responsive firms in EOI. Duties of the Consulting Firm will include but not limited to:

i. Critical Review of Women Focused Employment Driven Scheme

Review relevant documents and conduct meetings with key informants (PSDF management or any other external/internal as deemed necessary) to become familiar with the objectives of Women Employment Driven Training Scheme.

ii. Study Design & Methodology

ii.a. Study Methodology

- The study will be quantitative in nature. However, in addition, the consultant may propose other qualitative methods to augment the study. Survey methodology has to be approved by the Client before the field pilot.

ii.b. Study methods & Data collection Instruments

- Develop a list of indicators/variables of the survey instrument (questionnaires) for PSDF women graduates, non-PSDF women graduates and employers.
- Finalize the survey instrument (questionnaires) in consultation with PSDF for each respondent category.
- Translation of survey instrument (questionnaires) into Urdu language after signing off from PSDF.
- Study instruments shall be administered face-to-face and telephonically.

iii. Sampling Framework

iii.a. Population & Sample Details

Population of Interest for each survey		Sample to be provided by PSDF	Minimum Sample to be covered by the Consulting Firm
A: PSDF Trainees/Graduates from Women Employment Driven Schemes	N=10,000 across 9 districts of Punjab.	n=1500; split proportionately for 35% employed (525), 65% unemployed (975)	n=750; (50% of the given sample with proportionate representation for employed (262) and unemployed (488))
B: Non-PSDF Women Employed	-	n=300; for non-PSDF women employees	n=180; (60% of the given sample)
C: Employers	(PSDF employers of Women Employment Driven Scheme and Cost-sharing schemes)	n=50	n=40; (80% of the given sample)

iii.b. Sample Provision

- The study will include a representative sample of all categories of respondents. The consultant must ensure that entire sample population provided by Client (PSDF) is exhausted on pre-agreed criteria before the Consultant requests Client to draw a new sample. The Consultant shall also aim to achieve a minimum statistically significant sample size above the minimum sample indicated by PSDF.
- PSDF will provide the sample data of PSDF women graduates and employers, however, Consultant shall be responsible for collecting the data of Non-PSDF women employees from the employers (preferably PSDF employers) on their own. Consultant must provide accurate and verifiable data of the employers and women employees.
- The non-PSDF women employees should be proportionately sampled from all three sizes of employers i.e. small, medium and large.

iii.c. Pilot test (Minimum sample to be covered)

- Survey instruments for all categories of respondents shall be tested during the pilot test. A pilot survey report is to be submitted to PSDF.
- The minimum sample to be achieved for each category include:
 - 50 PSDF graduate trainees (proportionately sample 35% employed and 65% unemployed)
 - 25 Non-PSDF trained women employees
 - 10 employers

iii.d. Geographic Scope

The study will be conducted in 9 urban districts given below:

- | | | |
|---------------|---------------|------------------|
| 1. Lahore | 2. Gujranwala | 3. Gujrat |
| 4. Faisalabad | 5. Rawalpindi | 6. Islamabad |
| 7. Multan | 8. Bahawalpur | 9. Rahimyar Khan |

iii.e. Time Periods to be tracked

For graduates of PSDF only, three time periods will be tracked i.e. Before training, 6 months after training and Current (At time of survey). Whereas, for non-PSDF women the time periods to be tracked are Before training and After training.

iv. Data Collection

iv.a. Enumerators

- Recruit female enumerators bearing the scope of study in mind and ensure safeguarding training against harassment.
- Determine the required number of enumerators and ensure their recruitment for the study. Also indicate adequate back-up for the field work in urgent cases.
- Ensure gender sensitivity and survey training of the enumerators to be engaged in the study.

iv.b. Field Surveys

- Devise engagement and detailed fieldwork/survey plan.

- Conduct pilot-test after finalizing questionnaires and other data collection tools to test the validity and reliability of data collection tools before launch of the full survey.
- Conduct survey using the data collection tools with a finalized and statistically valid sample considering possibilities for disaggregation (sector, occupation, district etc).
- Implementation & monitoring of the field survey plan to ensure high quality data.
- Generate a field check (data quality) table and share with PSDF.
- Submit a fieldwork completion report entailing all these details to PSDF.
- The Consultant shall also describe a field survey contingency plan for face-to-face interviews given the possibility of lockdown in respective districts due to Covid-19 and identify any other risks associated with the activity and describe their risk mitigation plan.

v. **Data Management and Analysis**

- Develop a tabulation plan on the agreed indicators.
- Develop a database and dashboard for real time visibility of survey results.
- Ensure entry, cleaning of raw data and documentation of the data collected using relevant software and generate output tables based on the analysis plan.
- Share do files (STATA or SPSS) or syntax file of data analysis.
- Prepare draft report integrating findings from the survey and quantitative analyses.
- Provide weekly progress to PSDF from the inception of the project.
- Describe mechanisms of quality control to be used at all stages throughout the assignment.
- Present final study findings and insights to PSDF management.
- Develop and deliver final report incorporating comments and suggestions from PSDF as well as MS Excel, STATA and other files of raw data collected (coded and cleaned). The indicative format for the final report will be shared by the Client.

vi. **Deliverables**

The Consulting Firm will be responsible for the following deliverables:

Deliverable 1: Inception report detailing the conceptual framework, assignment work plan, detailed approach and methodology and the nature and structure of all the expected deliverables. Capture any other significant development in the study approach or ToRs after the kick-off and inception meeting with the Client.

Deliverable 2: Pilot test report entailing analysis based on results of the pilot along with pilot data. Document any suggested changes in the survey tool with respect to the trends in data collected from pilot.

Deliverable 3.a: Fieldwork completion report including but not limited to understanding of the sample surveyed, development of data collection instruments, data collection methods, strategy to reach the sample respondents (both telephonic and/or face-to-face), response rates, how complete sample was exhausted, cases of unresponsive sample. Also comment on any challenges with implementation, including logistical problems and detailed explanation of any changes made in the survey strategy, data collection instruments or other survey components after the pilot was conducted.

Deliverable 3.b: Cleaned data sets including Stata, SPSS or excel files and do files along with original copies of the completed questionnaires.

Deliverable 4: Draft final survey report entailing analysis based on results of the full survey and recommendations for initial review of the Client.

Deliverable 5: Final report incorporating Clients feedback on the draft report and **presentation** of the key findings to PSDF management.

Note: As per business need, PSDF reserves the right to opt any of the above scope of work / terms of reference at the time of signing the contract. Above mentioned is a tentative scope of work, however, in case of any change, the revised scope of work will be shared at the time of floating of RFP to responsive firms.

6) Evaluation/Selection Criteria

The evaluation/selection criteria for consulting firms is given in Annexure B and C.

7) Duration

Duration of contract shall be 4 months (excluding client review period), starting from the signing of the contract with PSDF.

8) Declaration

Kindly provide the declaration as per format provided below.

I, _____ hereby declare that:

- all the information provided in the Expression of Interest (EOI) is correct in all manners and respects
- and I am duly authorised by the **Governing body/Board/Management** to submit this EOI on behalf of "[Click here and type the name of organization]"

Name	
Designation	
Signature	
Date and Place	

Note: Please attach documentary proof for authorization by the governing body/board/management.

Annexures

Annex – A “Firm Information”

Firm Profile		
Sr. No.	Required Information	Response
1	Legal name of the Firm	
2	Year of Registration / Establishment of the Firm	
3	National Tax Number	
4	Core business area/s of the Firm	
5	What is the legal status of your organisation? Tick the relevant box (one box only). (Attach Copy/Copies of Registration Certificate/s) (Sole Proprietorship and Individuals are not allowed)	Public Organisation
		Section 42
		Public Ltd.
		Private Ltd.
		Partnership Firm
		Others (Please specify)
6	Name and designation of ‘Head of Firm’	
7	Mobile:	
	Phone/s:	
	Email:	
	Fax:	
	Address of Firm:	
	Website address:	
8	Name and designation of ‘Contact Person’:	
	Phone/s:	
	Mobile:	
	Email:	
	Fax:	

Annex – B “Eligibility Response Checklist”

Sr. No.	Necessary Eligibility Information	Response/Elaboration/Proof	
1	Should be a legal entity i.e. Firm/Company (Proof required - copy of incorporation in SECP / registration certificate as firm) (Sole Proprietorship and Individuals are not allowed)		Copies of required documents are attached
			Copies not attached
2	Provide National Tax Number (NTN) and General (GST)/ Provincial Sales Tax (PST), (if applicable) in the name of Organization and provide a copy of registration.		Copies of required documents are attached
			Copies Not Attached
3	Active Taxpayer as per “Active Tax Payer List” of FBR.		Copies of required documents are attached
			Copies Not Attached
4	Affidavit on stamp paper, declaring that firm is not blacklisted by any Government agency/authority/organization. (Original required).		We solemnly declare that our firm has never been suspended/debarred or blacklisted.
			Our firm has been blacklisted once or more than once.

Annex – C “Evaluation Criteria”

The firm who have not submitted the information required as in annexure B, shall be excluded and remaining complying firms would be evaluated according to following criteria.

Sr. No.	Evaluation Criteria	Total Marks	Marks Breakup	Response
1	<p>Worked for international donors / Government funded projects</p> <ul style="list-style-type: none"> • Experience of at least 5 years. • Experience of more than 5 less or equal to 7 years. • Experience of more than 7 years 	10	03 05 10	Attach relevant document (Evidence copies of Contracts/POs/Service Orders and client performance satisfactory Letter. No marks shall be awarded in case the relevant documents are not provided.) Also fill Annex-D.
2	<p>Qualification with same / similar prior experience of key management staff:</p> <ul style="list-style-type: none"> • Team Lead: <ul style="list-style-type: none"> ○ Master’s or equivalent in Economics/Development Studies/ Social Sciences/Education and 15 years of experience out of which 5 years of relevant experience ○ Master’s or equivalent in Economics/Development Studies/ Social Sciences/Education and 10 years of experience out of which 5 years of relevant experience • Project Manager: <ul style="list-style-type: none"> ○ Master’s or equivalent in Economics/Development Studies/ Social Sciences/Education and 07 years of similar experience ○ Bachelor’s or equivalent in Economics/Development Studies/ Education/Social Sciences or relevant subject and 10 years similar experience 	60	15 10 10 05	<p>Provide details in Annexure C-1 and C-2 for CVs of key management staff i.e. (Team Lead, Project Manager, Survey & Data Manager, Gender expert, Report Writer). Also provide engagement letter.</p> <p>Marks will be given based on the provision of CV against all positions of key management staff, otherwise no marks will be awarded.</p>

	<ul style="list-style-type: none"> • Survey and Data Manager: <ul style="list-style-type: none"> ○ Master's degree or equivalent in Economics/Development Studies/ Social Sciences/Education, 07 years of survey management experience ○ Master's degree or equivalent in Economics/Development Studies/ Social Sciences/Education, 05 years of survey management experience ○ Bachelor's or equivalent in Economics/Development Studies/ Education/Social Sciences or relevant subject or equivalent and 07 years of relevant experience. • Gender Expert: <ul style="list-style-type: none"> ○ Master's or equivalent in Gender studies/ Economics/ Development Studies/Education/Social Sciences or relevant subject with at least 05 years similar experience ○ Bachelor's or equivalent Gender studies /Economics/Development Studies/ Education/Social Sciences or relevant subject or equivalent and 10 years similar experience ○ Bachelor's or equivalent in Gender studies /Economics/Development Studies/ Education/Social Sciences or relevant subject and 07 years similar experience • Report Writer: <ul style="list-style-type: none"> ○ Master's or equivalent in Economics/Development studies/ Education/Social Sciences or relevant subject and 03 years similar experience ○ Bachelor's or equivalent in Economics/Development studies/Education/Social Sciences or relevant subject and 05 years similar experience 		<p>15</p> <p>10</p> <p>05</p> <p>10</p> <p>10</p> <p>05</p> <p>10</p> <p>05</p>	
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3	<ul style="list-style-type: none"> • Experience in gender specific projects • Experience in development sector • Experience in skills development or vocational training assignments 	10	05 03 02	Provide documentary evidences / proofs of contract copies / service orders.
4	<p>Office Outreach</p> <ul style="list-style-type: none"> • Office only in Pakistan not in Punjab • Office in Lahore • Office in Lahore & other parts of Punjab 	10	03 05 10	Need documentary evidence / declaration on firm's letterhead.
5	<p>Annual Turnover/Total Income</p> <ul style="list-style-type: none"> • Minimum Annual turnover PKR 05 million as per the latest Income tax return or audited financial statements. • Annual turnover PKR more than 05 million but less than 07 million as per the latest Income tax return or audited financial statements. • Annual turnover PKR equal to or more than 07 million as per the latest Income tax return or audited financial statements. 	10	03 05 10	Provide copy of ICAP audited financial statements of 2018-19 or Income Tax Returns of 2018-19 or latest period.

Annex – C-1 “Key Management Staff of the Firm”

Key Management Staff						
Sr. No.	Name of Management Staff	Designation	Qualification	Area of Expertise	Number of Years in Firm	Total Experience
1						
2						
3						
4						
5						

You may add more information, if applicable.

Note: In case of change in the identified key management staff, firm will have to provide the details of key management staff having same or equivalent qualification & experience and get prior approval from PSDF for such change.

Annex – C-2 “CV of Proposed Key Management Team”

(Pl. also attach the detailed CV with the EOI)

1. **Proposed Position** *[only one candidate shall be nominated for each position]:* _____
2. **Name of Firm** *[Insert name of firm proposing the staff]:* _____

3. **Name of Staff** *[Insert full name]:* _____
4. **Date of Birth:** _____ **Nationality:** _____
5. **CNIC No** *(if Pakistani):* _____
6. **Education:**

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

7. **Employment Record** *[Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment (see format here below): dates of employment, name of employing organization, positions held.]:*

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

11. Detailed Tasks Assigned
[List all tasks to be performed under this assignment]

12. Work Undertaken that Best Illustrates Capability to Handle the Tasks Assigned
[Among the assignments in which the staff has been involved, indicate the following information for those assignments that

best illustrate staff capability to handle the tasks listed under point 11.]

1) Name of assignment or project & Location: _____ **Cost of Project** _____

Date of Start _____ Date of Completion _____

Actual Time Spent on the Project: _____ in months.

Client: _____

Main project features: _____

Positions held: _____

Activities performed: _____

2) Name of assignment or project & location: _____ **Cost of project** _____

Date of Start _____ Date of Completion _____

Actual Time Spent on the Project: _____ in months.

Client: _____

Main project features: _____

Positions held: _____

Activities performed: _____

*Please must attach certificate/evidence to prove experience and working on project.

13. Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience. I understand that any wilful misstatement described herein may lead to my disqualification or dismissal, if engaged.

[Signature of staff member or authorized representative of the staff] Date: _____
Day/Month/Year

Full name of authorized representative: _____

Annex – D “Relevant Experience of the Firm”

Relevant Experience		
Sr. #	Required Information	Response
1	Name of the Client	
2	Scope of work performed	
3	In no more than 100-150 words please elaborate your role in relevant consultancy assignment	Attach a separate Page
4	Sector/Industry	
5	Key Deliverables	
6	Duration of consultancy assignment	

* Please submit certificate/evidence that the work was successfully completed by the firm.

Annex – E Cover Letter for the Submission of Expression of Interest

[Firm letterhead]

[Date]

To

Chief Executive Officer

[Address mentioned in Data Sheet]

Re: Expression of Interest (EOI) in respect of [Insert title of assignment]

Dear Sir,

We offer to express our interest to conduct consultancy Services for [Insert title of assignment] in accordance with your EOI dated [Insert Date of Tender advertised].

We hereby declare that all the information and statements made in this expression are true and accept that any misinterpretation contained therein may lead to our disqualification. Our expression 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: