

Request for Proposal

Project Evaluation of the Jarwal project, Bahraich

About Population Foundation of India

Founded in 1970 by the late JRD Tata, Population Foundation of India is a leading NGO in the fields of population dynamics, gender equity, and sexual and reproductive health (SRH). It addresses population issues within the context of empowering women, men, and young people, enabling them to make informed decisions about their fertility, health, and well-being. The organization's approaches include strategic engagement with policymakers, media, and other key stakeholders; knowledge generation and dissemination; leveraging technology; scaling up pilot projects; and social and behavior change communication. Population Foundation of India also collaborates closely with and provides technical support to both national and state governments, as well as other NGOs. For more details please refer website of the organisation is <https://populationfoundation.in/>

Background and Scope of Work

The UMEED project, supported by the Mobius Foundation, is currently being implemented by Population Foundation of India (PFI) across 118 villages in the Jarwal block of Bahraich district, Uttar Pradesh. The project commenced on 1 April 2023 and is designed as a three-year community engagement initiative. The overall objective is to improve the health and well-being of women, adolescent girls, and communities by improving access to and provision of family planning (FP) and sexual and reproductive health (SRH) services with the following objectives:

- ✓ Increase awareness and demand for FP and SRH services among individuals of reproductive age.
- ✓ Address socio-cultural norms and barriers that adversely impact the health and well-being of adolescent girls, through community-based and digital Social and Behaviour Change Communication (SBCC) interventions.
- ✓ Strengthen access to FP and SRH services through the organisation of Swasthya Sammelans or Melas (Health Camps).
- ✓ Reinforce institutional mechanisms at the district and block levels to ensure consistent availability and accessibility of FP and SRH services at the community level.
- ✓ Promote the adoption and replication of the project model in five additional blocks of Bahraich district.

To assess the impact and effectiveness of the UMEED project, a realist evaluation is proposed. This approach is particularly well-suited for evaluating complex, community-based public health interventions, where outcomes are influenced by a combination of programme activities, local contexts, and social dynamics. By identifying the underlying causal mechanisms and examining how they interact with contextual conditions, the evaluation will generate a nuanced understanding of the project's effectiveness. Rather than focusing solely on attribution, this approach emphasizes learning, adaptation, and scalability providing valuable insights to inform future programming, enhance impact, and support the replication of successful strategies in similar settings.

The evaluation aims to go beyond measuring whether change occurred. It will explore:

- What changes have taken place, How and why these changes occurred, and
- In which specific contexts the project succeeded or struggled to achieve its intended outcomes.

Through this evaluation process, the Population Foundation of India (PFI) aims to uncover how and why project interventions lead to specific outcomes—by identifying the underlying causal mechanisms and analyzing how these interact with the surrounding context. This theory-driven approach is particularly effective for evaluating complex initiatives, such as community-based public health programs, where insights go beyond mere attribution to inform continuous learning, adaptive strategies, and potential scale-up.

As the UMEED project nears completion, PFI is seeking to engage a qualified research agency to conduct a comprehensive evaluation that will assess both the impact and effectiveness of the intervention.

The scope of this assignment includes:

Inception and Design

The agency will begin with a comprehensive review of project documents, including the proposal, the results framework and the project progress reports. Based on this review, the agency will prepare an inception report outlining the evaluation framework, methodology, sampling strategy, data collection tools, securing ethical review board (ERB) / Institutional Review (IRB) Board approval for the valuation and approach to quality assurance. The inception phase will also refine evaluation questions in consultation with Population Foundation of India.

Sampling

The evaluation will cover 12 villages, representing 10 percent of the project sites. Selection will be stratified purposive and theory-driven, taking into account family planning client numbers, social profiles, exposure to social and behaviour change campaigns, and sub-centre jurisdiction. Additional indicators that may be considered are: (a) presence of field facilitator; (b) ASHA/ ASHA Sangani's engagement; (c) local governance representative's involvement etc. PFI team will help the agency in securing the requisite information for drawing a representative design for evaluation.

Data Collection

Data collection will focus on qualitative methods. The agency will design, pilot, and implement qualitative tools:

- **In-Depth Interviews (IDIs):** 36 FP clients mobilized under UMEED.
- **Focus Group Discussions (FGDs):** 20-24 groups (adolescent girls, married women, male members, FP champions, PRI members).
- **Key Informant Interviews (KIIs):** ~45 respondents, including ASHAs, ANMs, project staff, and block and district officials.
- **Village Case Narratives:** 6 case studies (2 high-performing, 2 medium-performing, and 2 low-performing villages).
- **Observation:** The agency will also observe specific activities conducted under UMEED project (at least 3 activities) – Swasthya Mela and Women's group meetings.

Data Analysis

The analysis will use the Context-Mechanism-Outcome (CMO) framework central to realist evaluation. The agency will develop a CMO matrix to compare findings across different types of villages and contexts. The analysis will focus on identifying explanatory factors behind differential results and refining the programme theory.

This approach will ensure that lessons are relevant for adaptation and replication in other settings.

- Apply Context-Mechanism-Outcome (CMO) framework for realist evaluation.
- Develop a CMO matrix comparing patterns across village types.
- Identify explanatory factors behind differential outcomes.

Work stream

The agency will produce:

1. Inception report (framework, methodology, tools).
2. IRB approval for the evaluation
3. Design/finalise the evaluation methodology, sampling design and CMO matrix focused on the aforementioned evaluation questions
4. Develop evaluation tools (interview guides / FGD guides / Village narratives formats) and techniques in consultation with the PFI staff to carry out evaluation
5. Pilot testing of evaluation tools (interview guides / FGD guides / Village narratives formats)
6. Recruit respondents for qualitative interviews and plan and coordinate the necessary logistics to conduct in-depth interviews aligning with the finalised methodology. State team – PFI will provide support in identifying stakeholders as per the evaluation design.
7. Submit the detailed analysis plan for evaluation and report outline
8. Implement and supervise the data collection and transcribe the interviews.
9. The agency will also ensure that social science research ethics are duly upheld during and after the data collection process and will maintain the quality of the data.
10. Submit all data collected/used for this study (primary or secondary) to PFI along with the analysis carried out
11. CMO matrix and analysis outputs.
12. Draft and final evaluation report (maximum 25 pages) along with annexures.
13. Six village-level case study reports.

Key Deliverables

- Inception report with timeline for evaluation
- Tools (FGD guides, in-depth interview guides, observation checklists) and techniques used in the study
- CMO metrics template
- Qualitative data analysis template
- Audio-recording of interviews and transcripts of in-depth interviews / FGDs translated in English.
- Draft report of the study
- Final report incorporating inputs from PFI
- A deck/PowerPoint presentation on key findings from the assessment.

It is therefore proposed to float a Request for Proposal for the above requirement of hiring a research agency for project evaluation under the Umeed Jarwal project.

The procurement committee shall review the technical and financial proposals and will make recommendations accordingly.

Terms & Conditions:**General Terms**

- i. PFI requires the agency to uphold and demonstrate best practices in Safeguarding and Child protection. Agency will confirm that it will comply with PFI's Safeguarding and Child protection policy requirements.
- ii. The evaluations will follow the UNEG Norms and Standards for evaluation (<http://www.uneval.org/document/detail/1914>) as well as the ethical guidelines (<http://www.uneval.org/document/detail/2866>) and UNEG Guidance on Integrating Human Rights and Gender Equality in Evaluation (<http://www.uneval.org/document/detail/980>).
- iii. The Agency will coordinate with PFI's authorised personnel for this project for all related activities under this assignment.

- iv. The end-deliverables should be approved by authorised personnel of PFI for release of payments.
- v. All work/ reports developed/prepared under this assignment are the intellectual property of the office of PFI and cannot be used, published, copied, or otherwise disseminated without written approval from PFI. The agency would never share and use the data for any other purpose.

Timelines terms

2- Timelines of deliverables: The evaluation should complete within **March 2026** of contract signing with the agency.

Milestones*	Timelines
Inception report along with indices metrics template and qualitative tools	Within 15 days of signing contract (no later than 30 th November)
IRB approval for the evaluation	No later than mid of December 2025 (15 th December 2025)
Data collection completed (in-depth interviews / FGDs/ Village narratives)	No later than the first week of January 2026 (9 th January)
Data analysis and chapterisation plan completed	No later than the 1 st week of February 2026 (6 th February 2026)
Draft report	No later than the third week of February 2026 (20 th February 2026)
Feedback from PFI	No later than the 4 th Week of February 2026 (27 th February 2026)
Final report incorporating feedback	No later than the mid of March 2026 (16 th March 2026)

Other Points for considerations are:

- All formats, draft report should be shared with Population Foundation of India for feedback and approval before finalising the same.
- Agency should adhere to strict timelines of the assignment.

Documents to be submitted along with quotation

- Detailed technical and financial proposal separately, along with company profile and team biodata, should be submitted to louis.augustine@populationfoundation.in with copy to shilpa.nair@populationfoundation.in and varun.sharma@populationFoundation.in

Interested agencies may obtain further information or get clarification about RFP from Population Foundation of India's State office by writing to louis.augustine@populationfoundation.in and with copy to shilpa.nair@populationfoundation.in and varun.sharma@populationFoundation.in

It shall be Bidder's responsibility to ensure that your proposal reaches us on or before the given timelines. proposals received after the submission deadline for whatever the reason maybe, may not be considered for evaluation. Any delay in bidder's response shall not be used as a reason for extending the deadline for submission, unless PFI determines that such an extension is necessary and communicates a new deadline to the proposers.

General Information about RFP and Timelines

Sl#	Description	Information
1	RFP Issued by	Population Foundation of India, Lucknow
2	Project	Project Evaluation of the Jarwal project, Bahraich
3	Response to RFP to be sent to	louis.augustine@populationfoundation.in copy to: shilpa.nair@populationfoundation.in varun.sharma@populationFoundation.in
4	Date of RFP	November 3, 2025
5	Date of sending and responding queries	November 7, 2025
6	Last date for submitting the final proposal	November 13, 2025
7	Final date	16 March 2026 after signing of the contract

The designated committee at Population Foundation of India, Lucknow shall review all proposals received from the research agencies for Jarwal project evaluation and then based on that the committee will decide for proposed assignment and the contract will be awarded to the successful bidder following completion of all evaluation including negotiation, if necessary. The successful bidder will have to sign a contract with the PFI to undertake the assignment.