



IPA

Request For Expression of Interest (EOI)

No. IPA/EOI/FIP/005/2024

Request for EOI for Data Collection Services Specializing in
Randomized Controlled Trials (RCTs) in Pakistan

Issue Date: Friday, March 15, 2024

ATTENTION: All clarifications and amendments to this solicitation will be promptly posted on IPA's [website](#) within 48 hours after the clarification window expires.

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Synopsis of the EOI

EOI No.	IPA/EOI/FIP/005/2024
Issue Date	Friday, March 15, 2024
Title	Request for EOI for Data Collection Services Covering Women Entrepreneurs' Access to Finance in Pakistan
Issuing Office	Innovations for Poverty Action 1701 Rhode Island Ave NW, Suite 3-124 Washington, DC 20036
Deadline for Receipt of Questions	Friday, March 22, 2024, at 11 PM EDT (Responses to questions or clarifications will be shared within 48 hours after the clarification window closes)
Point of Contact for Questions	global-procurement@poverty-action.org
Deadline for Receipt of Request for EOI	Tuesday, April 2, 2024, at 11 PM EDT
EOI Submission Address	global-procurement@poverty-action.org Please include the Request for EOI number in the subject line.
Anticipated Award Type	N/A. Successful bidders will only be notified if they have been shortlisted to participate in the Request for Proposal (RFP) after the evaluations of the submitted EOIs is completed.

1. Introduction and Purpose

1. Background

Innovations for Poverty Action (IPA) is a global research and policy nonprofit that discovers and advances what works to improve the lives of people living in poverty. IPA tests promising ideas across contexts and along the path to scale, proactively engages key decision-makers throughout the research process, shares findings with the right people at the right time, and equips partners with the skills and tools they need to use data and evidence. Since our founding in 2002, we have worked with over 600 leading academics to conduct more than 900 evaluations in 52 countries. This research has informed hundreds of successful programs that now impact hundreds of millions of lives worldwide.

1.2 Purpose

IPA invites eligible and qualified offerors to submit their EOI for Data Collection Services Covering Women Entrepreneurs' Access to Finance in Pakistan to test strategies for the adoption and usage of digital financial services (DFS).

DFS have the potential to increase financial inclusion and women's economic empowerment (IPA 2023). In emerging markets like Pakistan, where women's mobility is limited, digital accounts also allow women entrepreneurs to connect directly with suppliers and customers without having to leave their homes (GSMA 2023; Field & Vyborny 2016; Cheema et al. 2019).

While this past research shows promising outcomes for DFS usage and women's well-being, more research is needed to understand how to encourage the usage of DFS in countries like Pakistan, where only 50 percent of women own a mobile phone compared to 81 percent of men (GSMA 2021) and only 47 percent of female entrepreneurs use a mobile phone for business purposes (GSMA 2023). Additionally, as of 2021 in Pakistan, 13.87 percent of men had a mobile money account while only 2.98 percent of women did (Findex 2021).

1.3 Issuing Office

The Issuing Office and Contact Person noted in the above synopsis is the sole point of contact at IPA for this Request for EOI.

1.4 Description of Needs

IPA seeks the data collection services of a survey firm that can employ a randomized controlled trial (RCT) to assess the causal impacts of the selected interventions on women entrepreneurs' business outcomes, financial inclusion, and empowerment. While the final intervention has not yet been determined, we will likely implement both a light and heavy touch version of the intervention to understand what specific features of the selected intervention most influence female entrepreneurs to 1) use their mobile phones and 2) open and use a digital account. Treatment assignments will be made at the individual level, and stratified by location (rural/urban) to allow us to understand the effectiveness of the intervention(s) in each location. This yields two experimental groups and a control group. Below is our suggested sample

allocation across the three groups but this will be finalized based on the selected interventions and discussions after the baseline.

- **Light touch intervention:** Exposure to the chosen intervention (both urban and rural)
- **Heavy touch intervention:** Exposure to the chosen intervention plus an additional program component that provides more comprehensive support to the entrepreneur (both urban and rural)
- **Control group:** No intervention (both urban and rural)

Overall, we are seeking two rounds of in-person data collection—at baseline and endline—and two rounds of midline phone surveys. The number of survey rounds and the design of interventions is subject to change.

2. General Instructions to Offerors

2.1 General Instructions

“Offeror”, “Subcontractor”, and/or “Bidder” means a firm proposing the work under this Request for EOI. “Offer” and/or “EOI” means the package of documents the firm submits in response to the Request for EOI.

Offerors wishing to respond to this Request for EOI must submit their EOIs, in English, in accordance with the following instructions. Offerors are required to review all instructions and information contained in this Request for EOI. Failure to do so will be at the Offeror’s risk. If the solicitation is amended, then all terms and conditions not modified in the amendment shall remain unchanged.

Issuance of this Request for EOI in no way obligates IPA to award a subcontract or purchase order. Offerors will not be reimbursed for any costs associated with the preparation or submission of their EOI. IPA shall in no case be responsible for these costs.

EOIs are due no later than **Friday, March 29, 2024, at 11:00pm (EDT)**, to be submitted to global-procurement@poverty-action.org. Late offers will be rejected.

The submission of an EOI to IPA in response to this request will constitute an offer and indicates the Offeror’s agreement to the terms and conditions in this Request for EOI and any attachments hereto. IPA reserves the right not to evaluate a non-responsive or incomplete EOI.

2.2 Questions Regarding the Request for EOI

Each Offeror is responsible for reading and complying with the terms and conditions of this Request for EOI. Requests for clarification or additional information must be submitted in writing via email or in writing to the Issuing Office as specified in the Synopsis above. No questions will be answered by phone. Any verbal information received from an IPA employee or other entity shall not be considered as an official response to any question regarding this Request for EOI.

Copies of questions and responses will be distributed in writing to all prospective bidders through IPA's website.

3. Basis of Award

3.1 Evaluation Criteria / Required Expertise

Each EOI will be evaluated and scored against the evaluation criteria below.

1. Quantitative research implementation expertise and experience in Urban and Rural settings across Punjab and Sindh provinces in Pakistan (40 points)
2. Prior data collection experience with women entrepreneurs, reflected in institutional capacity and understanding of the sector (30 points)
3. Institutional capacity to deliver results and manage international donor funds; experience working with international donors, specifically on randomized control trials (30 points)

NOTE: No financial proposal / budgetary information is required for this request for EOI. Organizations that are short-listed and invited to submit a full proposal will be required to provide an illustrative budget as part of the full proposal.

3.2 EOI Submission Format

To facilitate the evaluation process by the Evaluation Committee, Offerors are strongly encouraged to submit their EOI in the following format:

- **Cover Letter**
 - Include a concise cover letter introducing your EOI.
- **Introduction / Business Profile**
 - Provide an overview of your organization, its history, and relevant experience.
- **Statutory and Compliance Documents**
 - Ensure that you provide essential documents, including your business registration, tax files, and any other pertinent compliance documentation, demonstrating your authorization to operate within Pakistan.
- **Technical Section**
 - See required expertise in 3.1 above.
 - Ensure to provide all necessary supporting documentation and attachments as required by the Evaluation Criteria.

Please adhere to this format to ensure a structured and comprehensive submission that will aid in the evaluation process.

4. Compliance with Terms and Conditions

4.1 General Terms and Conditions

Offerors agree to comply with the general terms and conditions listed in 6. Attachment.

5. Procurement Ethics

Neither payment nor preference shall be made by either the Offeror or by any IPA staff, in an attempt to affect the results of the award. IPA treats all reports of possible fraud/abuse very seriously. Acts of fraud or corruption will not be tolerated, and IPA employees and/or subcontractors/grantees/vendors who engage in such activities will face serious consequences. Any such practice constitutes an unethical, illegal, and corrupt practice and either the Offeror or the IPA staff may report violations to the Toll-Free Ethics and Compliance Anonymous Hotline at +1 844 837 5445. IPA ensures anonymity and an unbiased, serious review and treatment of the information provided. Such practice may result in the cancellation of the procurement and disqualification of the Offeror's participation in this, and future, procurements.

By submitting an offeror, Offerors certify that they have not/will not attempt to bribe or make any payments to IPA employees in return for preference, nor have any payments with Terrorists, or groups supporting Terrorists, been attempted.

6. Attachment

6.1 Terms & Conditions

- a) The Request for EOI is not and shall not be considered an offer by IPA.
- b) All responses must be received on or before the date and time indicated on the Request for EOI.
- c) IPA reserves the right to accept or reject any EOI or cancel the solicitation process at any time and shall have no liability to the proposing organizations submitting EOIs for such rejection or cancellation of the request for EOI.
- d) All information provided by IPA in this Request for EOI is offered in good faith. Individual items are subject to change at any time, and all bidders will be provided with notification of any changes. IPA is not responsible or liable for any use of the information submitted by bidders or for any claims asserted therefrom.
- e) IPA reserves the right to require any bidder to enter into a non-disclosure agreement.
- f) The bidders are solely obligated to pay for any costs, of any kind whatsoever, which may be incurred by the bidder or any third parties, in connection with the Response. All responses and supporting documentation shall become the property of IPA, subject to claims of confidentiality in respect of the response and supporting documentation, which have been clearly marked confidential by the bidder.