Terms of Reference
Research Firm for Pre and Post Intervention surveys (impact evaluation) of National Awareness Campaign on HTMS

Background:

UNODC COPAK is assisting the Government of Pakistan in the elimination of Human Trafficking and Migrant Smuggling (HTMS). In this regard, UNODC has been conducting awareness campaigns to increase awareness amongst the masses with regards to HTMS. Previously UNODC had conducted awareness campaigns focusing Punjab and Balochistan. Similar campaign has been planned by UNODC for the year 2017 at national level focusing to create awareness at a large scale amongst the masses. The target communities will include media, government agencies and the civil society regarding HTMS.

The campaign will be implemented in the entire country including Azad Jammu & Kashmir and Gilgit-Baltistan. The campaign will utilize different mediums and tools, engage stakeholders in a variety of ways, utilize mass media and specific outreach engagement tools to increase awareness regarding HTMS. Specific timelines have been defined to conduct this campaign with more focus on areas prone towards prospective HTMS cases.

In terms of visibility, certain key areas will be focused where higher potential of HTMS have been witnessed. The strategy, thus, follows an approach of directly reaching the specific communities in Punjab, Khyber Pakhtunkhwa and Gilgit-Baltistan.

Purpose of hiring the research firm:

UNODC Pakistan would like to use the services of a research firm to conduct a pre intervention survey in the below target cities to obtain a baseline of knowledge, attitude and practices to various population groups including general public, youth, parents, teachers, women, religious leaders etc. At the completion of the campaign a post intervention survey will be carried out with the same population to assess the impact of the campaign in raising their knowledge and information about negative effects of human trafficking and migrant smuggling.

The firm will carry out pre and post intervention survey in the following areas:

**Punjab:** DG Khan, Gujranwala, Mandi-bahauddin, Gujarat, Sialkot, Faisalabad, RY Khan, Lahore, Multan, Sargodha and Rawalpindi.

**Khyber Pakhtunkhwa:** Peshawar, Charsadda, Bannu, Dir, Swat, Mardan and Swabi.

**Sindh:** Karachi, Larkana, Shahdakot, Kashmore, Dadu, Jacobabad and Ghotki.

**Azad Jammu & Kashmir:** Muzaffarabad, Bagh, Kotli

**Gilgit – Baltistan:** Gilgit, Hunza.

The research firm will work under direct supervision of Law Enforcement Advisor.

Scope of work:

The research firm will undertake the following substantive duties and responsibilities for each province:
• Plan, design and conduct a pre-intervention survey in the target cities.
• Plan, design and conduct a post-intervention survey with the same groups in target cities.
• Conduct three hundred interviews conducted in each city in pre-intervention survey.
• Conduct three hundred interviews in each city in post-intervention survey.
• Develop the survey implementation mechanism along with the research tools.
• The questionnaires etc. will be developed and designed and printed by the research firm.
• The survey teams will be selected in close consultation with UNODC.
• The firm will pay salaries to the field surveyors/interviewers etc.
• Conduct a training session of the field staff on the research methodology and on administering the questionnaires etc. UNODC will make arrangements of the training.
• Conduct field work/data collection.
• Data entry, data analysis.
• Report writing of the pre and post intervention surveys.
• Prepare an impact assessment report on the basis of data collected through the pre and post intervention surveys.
• Submit an electronic and hard copy of the report to UNODC Pakistan.

Research design:

The research will be carried out in the target cities covering different population groups including general public, women, youth religious leaders etc.

For this purpose interested research firms with a good track record in field based surveys, qualitative research, impact assessment research in Pakistan are invited to submit their proposals along with financial component to undertake this survey.

Target Population: The target population for survey includes the general public, youth, parents, women, teachers and religious leaders which include all strata, e.g. male, female, literate, and illiterate and from rural and urban settings.

Representative Sample: The firm is encouraged to propose sampling strategies for conducting this impact assessment research. However, following sub-groups are recommended:

• Youth (in-school youth, street youth)
• Adults
  o Parents
  o Teachers/lecturers
  o Women (housewives and working women)
  o Men in white collar jobs
  o Men belonging to middle and low income class
  o Religious Leaders

Duration of Assignment:

Pre- intervention survey: 8 days
Post- intervention survey: 10 days at the completion of campaign
Methodologies to be used:

- Quantitative and qualitative research techniques which may include focus group discussions, key informants, in-depth interviews, structured or semi-structured interviews and interviewer administered questionnaires for data collection.
- Detailed study designs will be proposed by the contracted firm, which will be finalized by UNODC.
- Data management in SPSS, with handing over of the completed database to UNODC at the end of assignment and as required.

Deliverables:

The research firm will:

- Submit a research protocol with detailed methodology and research tools including the questionnaire.
- Submit work plan of the activities, including budget, data collection, data entry and analysis, supervision and report writing etc.
- Submission of data sets and filled up questionnaires to UNODC.
- Submit pre and post intervention survey reports and a comprehensive assessment report, including the methodology and the results of the research.
- Submit two electronic versions on CDs and two hard copies of each report to UNODC.

Reports:

The research firm will report to the Law Enforcement Adviser, UNODC Pakistan.

The following reports will be submitted to UNODC/MNC based on the agreed upon timelines for each research activity:

- Report of pre-intervention survey.
- Consolidated report on impact assessment.
- Electronic versions and hard copies of reports.

Qualifications and experience requirements:

- The proposed team should have 5 years experience in planning/designing and conducting behavioral research/field research and report writing.
- The research firm should have demonstrated 7 years of overall experience.
Annex - 1

Information Required for Registration

The below table is to be duly filled and submitted along with the submission in response to the Expression of Interest (EOI). Only registered firms are invited to participate in this EOI.

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<th>Required Information</th>
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<td>3</td>
<td>Contact Person details</td>
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<td>4</td>
<td>UNGM Registration # (For new registration read instruction below)</td>
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New Registration on UNGM

United Nations Global Marketplace (UNGm) is the procurement portal of the UN System. The registration in this portal is mandatory for participation in this Expression of Interest (EOI). The registration can be done in easy steps mentioned below.

Step # 01 : Visit webpage https://www.ungm.org/

Step # 02 : Register your company by filling out the forms with information as mentioned.

Step # 03 : Submit all information and ensure that UN Secretariat is selected in the list of UN Organizations while creation of UNGM Account.

Step # 04 : Share the 6-digit UNGM registration number and activate your UNGM account by clicking on the link received in email (Provided during the creation of account).

Note: Kindly note that your name of the firm should be identical in every information and if your UNGM is already registered kindly make sure that it is activated as well along with the registration with UN Secretariat (One of the available options in the list of UN organizations on UNGM).