Request for Proposal

for

Conducting Impact Assessment of AIF's Program on Mastercard's Girls4Tech Initiative

Terms of Reference

Introduction

The American India Foundation (AIF) was founded in 2001 at the initiative of President Bill Clinton and Prime Minister Atal Bihari Vajpayee during the tragic devastation caused by the Gujarat earthquake. The AIF is dedicated to catalyzing social and economic change in India and building a lasting bridge between the United States and India through high-impact interventions in education, livelihoods, public health, and leadership development.

Working closely with local communities, the AIF partners with NGOs to develop and test innovative solutions and with governments to create and scale sustainable impact. In order to meet India's long- term development challenges, it realized the need to be responsive, open and adaptable to rapidly changing needs on the ground and listen closely to the voices that often go unheard. The programmes emphasize on inclusive models that focus on the unique needs of girls and women to achieve gender equity as a basis for sustainable change. AIF is currently working in 24 states across the country.

About the Project

With the support of Mastercard, AIF reached out to 110,420 children in 6 states in the year 2020-21. Girls from marginalized communities were empowered and inspired after working through the Mastercard Girls4Tech curriculum. In addition to these girls, 2,062 teachers were also trained for institutional strengthening. AIF is expanding this program to an additional 550 government schools across Assam, Maharashtra, Karnataka, Delhi, Tamil Nadu and Telangana, benefitting approximately 100,000 girls (ages 9-17 years) over a 2-year period. The goal is to empower and secure the future of young girls, by inspiring them to develop technology skills and pursue a career in STEM.

In addition to encouraging cooperation and collaboration among students, the intervention also builds the capacity of government schoolteachers on STEM, use of technology, and Teaching Learning Materials (TLM) for enhancing learning outcomes in girls.

Proposed Intervention Strategy

1. AIF would deploy Mastercard's Girls4Tech classroom curriculum in the following ways:
   a. AIF will be training the new field teams (education facilitators) on Girls4Tech STEM Curriculum in the 6 new selected locations.
   b. Mastercard Girls4Tech modules that are translated into different languages will be used to support the students. There are 5 modules focussed mainly on 4 topics - cryptology, fraud detection, all things digital, and big data with basic, intermediate and advance sessions. Every module has 2 sessions each. AIF's education facilitators will be spending at least 1 to 2 hours for each session with each of the schools once/twice a week. This will also depend upon the number of beneficiaries to cover in each of the schools. If there are more students, the engagement duration, and the number of days of intervention will increase. All the sessions will be conducted in-person.

c. AIF will build capacities of government school teachers on Girls4Tech STEM Curriculum towards improving STEM teaching/learning in government schools.
2. AIF is advocating for integration of technology related learning by starting a dialogue with the government officials to improve their participation in overall academic improvement of the intervention schools.
3. Volunteering and engagement activities:
   a. Career Guidance and role model interaction for the students.
   b. Quiz competition amongst the students.
   c. Training and workshops for the teachers.
4. Use of Translated curriculum: AIF has contextualized and translated the Mastercard Girls4Tech modules into different Indian languages like Hindi, Tamil, Marathi, Kannada, etc. For better socio-cultural acceptability more languages like Telugu and Assamese will be added in the new phase. This will help AIF transact the curriculum to students in a comprehensible manner so that every student is able to grasp and retain the learning concepts better.
5. Short Videos of modules: AIF has prepared short videos on different modules to help the students online. These short videos on certain topics will be circulated in the WhatsApp groups of the students and further discussion on the topics will take place.

Project Reach

AIF is implementing Girls4Tech program in 550 schools in urban and rural areas across 6 states - **Assam, Maharashtra, Karnataka, Delhi, Tamil Nadu, and Telangana.**

Coverage	Year 1	Year 2	Total
No. of States	6	6	6
No. of Schools	275	275	550
No. of Girls	50,000	50,000	100,000
No. of Govt. School Teachers	940	940	1880

Project Outcomes

1. STEM Interest: Reach 100,000 girls in the project area over 2 years with Mastercard's Girls4Tech modules.
2. STEM Identify and Self Efficacy: 50% increase in knowledge of students on Mastercard's Girls4Tech domains (algorithms, cybersecurity, data privacy, cryptology etc.).
3. Effective Teachers: 1,880 Government school teachers trained on Mastercard's Girls4Tech modules.

Scope of Work

1. Evaluating the knowledge of STEM competencies among one lakh girl students according to the G4Tech modules.
2. Teacher's Feedback: Evaluating the teachers learning through G4Tech modules.
3. Student Assessment: Evaluating interest among girl students in continuing STEM studies and pursuing a STEM career.
4. Evaluating efficiency and effectiveness of the G4Tech curriculum.
5. Assess participation and effectiveness of various stakeholders (students, teachers, principals, government officials etc.) in project implementation and achievements through case studies.
6. Assess sustainability of Programme and provide recommendations for scaling up.

Key Information Areas

Research Activity	Research Questions	Timelines

Baseline Survey	Baseline questions for teachers' perception and girl students' assessment to be administered.
	1. Demographic Indicators
	2. STEM knowledge among girl students
	3. Impact of G4Tech Curriculum will be assessed with the students on the following:
	  a. Awareness of STEM career options among girls
	  b. Understanding of STEM career options among girls.
	  c. Interest to pursue STEM education.
	  d. Readiness for STEM education and career.
	4. Teacher will be assessed on following:
	  a. Training on G4Tech curriculum
	  b. Experience of using STEM related pedagogies and methodologies
	  c. Perception on girls engagement in STEM careers
	5. **Qualitative**: FGDs and IDIs with target students, teachers, and principals to understand the qualitative part of intervention.
	  a. Students:
	    i. Career aspirations available for girls and challenges faced in achieving those aspirations.
	    ii. Feedback on G4Tech curriculum.
	      1. What worked
	      2. What did not work
	      3. What can be done better
	  b. Teachers and principals:
		October-December 2022

	i. Knowledge of STEM careers and education.
	ii. Challenges faced by students in achieving their career aspirations.
	iii. Existing societal norms preventing parents from letting their wards, especially girls, pursue a career in STEM.
	iv. Challenges in integrating the G4Tech curriculum in regular classroom transactions.
	v. Training received for conducting G4Tech curriculum in classroom.
	vi. Feedback on G4Tech curriculum:
	    1. Is it effective for girls in the intervention area?
	    2. Does the curriculum relate to the career aspirations of the students?
	    3. What should be done to motivate girls to pursue STEM education and career?
	    4. TG's reception of the curriculum.	

Endline Survey	**Quantitative**: Similar survey questions as in baseline + Quality of program intervention (what worked/didn't work); **Qualitative**: FGDs and IDIs with target students, teachers, and principals to understand the qualitative part of intervention.	January-February 2024

Methodology

1. We expect a mixed-methods study, with a robust and statistically defensible sample size with a comparison group for the quantitative component and a strong and robust qualitative sample as well which can back-up and explain the quantitative results.
2. The methodology should be based on a STEM conceptual framework aligned with the program model. Agency can propose adapted frameworks with detailed explanation.
3. The agency is expected to visit an appropriate sample (# and spread) of locations and collect the primary data as well as feedback from all stakeholders. It should take on-board the views of all stakeholders i.e. students, teachers, and school principals, etc. to arrive at conclusions.

THE AMERICAN INDIA FOUNDATION TRUST
ADMINISTRATIVE OFFICE: 1003-1005, DLF City Court, M.G Road, Near Sikanderpur Metro Station, Gurgaon-122002
T: 91-0124-4551850, F: 91-124-4551888 www.aif.org info@aif.org
REGISTERED OFFICE: 445, Fourth Floor, DLF Prime Towers, Okhla Phase -1, New Delhi 110020

Responsibilities of the Agency

1. Hiring, training and deployment of field surveyors, supervisors, monitors, and field executives for the baseline and endline survey.
2. Hiring of external advisory experts (at least 2) from the education sector for research oversight.
3. Optimizing survey team structure to ensure highest quality data collection within budget.
4. Provide an inception report detailing the implementation plan for the study.
5. Finalize research tools in consultation with AIFT.
6. Translate research tools into local languages.
7. Provide oversight and management control to ensure adherence to protocols and excellent data quality.
8. Provide a mechanism for regular relay of field data transfer, including reports commenting on data quality.
9. Develop codebooks for the dataset.
10. Prepare data tables as per approved analysis plan.
11. Present top line findings highlighting key findings (not more than 20 slides).
12. Prepare report as per approved chapterization plan.
13. Be available to the research team at AIFT in answering questions pertaining to the survey and the data.
14. Collaborate with the research team at AIF to revise the survey plan, survey, and survey methods to ensure the objectives of the project are realized.
15. Submit a final detailed report and presentation with findings and outlining the survey process, relevant survey statistics, and a section commenting on the quality of the data.
16. Liaise with key stakeholders on the government side (with help from AIF) to ensure full cooperation from relevant government agencies in undertaking the survey.
17. Staff this project with team leaders and members with demonstrable experience in leading social sector surveys of this nature (especially on education).
18. Ensure consistency of project team leaders as turnover hampers data collection quality and risks loss of information on survey methods and implementation.

Key Deliverables

1. Research methodology designed for evaluating the program for baseline and end-line.
2. Inception Report (including the first draft of tools).
3. Report on pretesting of tools.
4. Final data collection tools prepared in consultation with AIF.
5. Training report along with final translated tools.
6. Operationalization plan: field plans, field progress reports.
7. Analysis plan.
8. Chapterization plan for the report.
9. Top-line presentation.
10. 2 whitepapers on effectiveness of program (or its components)
11. A comprehensive evaluation report based on the aforementioned information areas which also documents 2 success stories in each state at the end of the programme.

Timelines

Activity	October-December 2022	January - February 2024
Field Activity	Tool finalization + Pre-test + Baseline Survey	Endline Survey
Deliverables	Inception report + Pre-Test Report + Finalized Tools + Baseline Report	Endline Report + PPT + 2 Whitepapers

Payment

S.No.	Activity	Payment
1.	Signing of contract	10%
2.	Submission of Inception report (including finalized & translated tools)	20%
3.	Completion of data collection for baseline	15%
4.	Submission of baseline report	20%
5.	Completion of data collection for end-line	15%
6.	Submission of Final report, presentation and whitepaper	20%

Proposals

Proposals need to include CVs of key personnel, organizational credentials including data collection capabilities in specified geographies, detailed costing. Please include a Gantt chart showing timelines and dependencies as well. The proposal should include the following elements:

1. **General**
   a. Cover Page – 1 page in PDF:
      i. Identifying the proposed Project Team Leader and team members
      ii. The total amount of financing needed to execute the study should be on the cover page
      iii. Suggested start date and end dates for the study and mention total duration
      iv. Brief mention of why the survey and data collection firm is uniquely qualified to deliver this assignment
   b. Technical Proposal in PDF – no more than 10 pages:

i. Present plan of action for delivering this assignment including

ii. Tentative field team structure ex: how many surveyors, monitors, back checkers and how will they be organized

iii. Plan for monitoring field teams

iv. Plan for monitoring data quality

v. Plan for ensuring activities are not over budget

vi. Robust sample size and methodology

vii. Plan for security of data gathered and its transmission to Research Staff at AIF

c. Tentative Timeline of Activities

d. Resumes of Team Leader and Team Members

e. Short Descriptions of Other Relevant Projects

2. **Financial Proposal – Not more than 5 pages**

a. Budget should clearly lay out the following costs (including GST, if applicable)

b. Survey and Data Collection Firm Staff Costs

c. Survey and Data Collection Firm Travel Costs

d. Survey and Data Collection Firm Overhead Costs

e. Field Operations Staff Costs

f. Field Operations Office & Equipment Costs

g. Field Operations Travel Costs

3. **Please present two budgets – one each for conducting paper-based and electronic surveys**

Agencies are requested to submit a single PDF document for all of the above and name the file as AIF Proposal MasterCard_ [Agency Name] _DD.MM.YY. We request you to submit your proposal (as a single PDF file) by 31/10/2022 at 05:00pm India Time to ebid@aif.org. Proposals submitted after this deadline will not be considered. For any queries, contact Darad Harsh on ebid@aif.org by 31/10/2022 and 05:00pm.