



Strengthening Social Protection Delivery System Sindh (SSPDS)
SINDH SOCIAL PROTECTION AUTHORITY
SOCIAL PROTECTION DEPARTMENT
GOVERNMENT OF SINDH

Terms of Reference

Data Collection for Impact Evaluation of the Mother and Child Support Program (MCSP) in Sindh

1. Background

The Government of Sindh, with support from the World Bank, is running the "Strengthening Social Protection Delivery System in Sindh" project. Administratively managed by the Sindh Social Protection Authority (SSPA), it aims to improve social protection services and make mother and child health services more accessible in selected districts. The project helps set up and strengthen the Sindh Social Protection Authority (SSPA) to deliver continuous support to vulnerable groups. The project, backed by the International Development Association and counterpart funding, includes three components: (i) Strengthening Sindh Social Protection Service Delivery Systems, (ii) Mother and Child Support Program (MCSP), and (iii) Contingent Emergency Response Component (CERC). Altogether, these three components aim to modernize social protection, enhance maternal and child healthcare, and provide swift emergency response capabilities.

The Mother and Child Support Program (MCSP) aims to provide cash transfers to around 1.3 million Pregnant and Lactating Women (PLW), initially in 15 rural districts of Sindh. The accumulation of skills and abilities relevant for the labour market start at very early ages, as evidenced by a large body of research. The "first 1,000 days," i.e. the period from conception to two years of age (minus 9 months to plus 24 months) is well recognized by researchers as the critical window that sets the stage for a person's intellectual development and human capital accumulation. However, in Sindh, significant challenges persist regarding child malnutrition in the province: 50% of children under the age of 5 are stunted, 41% are underweight, and 15% suffer from wasting¹. This underscores the urgent need for coordinated government action to ensure fair access to social protection and essential services for vulnerable communities.

¹ Sindh Bureau of Statistics. (2019). MICS Statistical Snapshot 2018-19: Nutrition. Retrieved June 4, 2024, from https://sbos.sindh.gov.pk/files/SBOS/MICS/MICS%202018-19/Snapshots/F09.MICS-Statistical-Snapshot-Nutrition_022021.pdf

Based on this evidence, the Government of Sindh, supported by the World Bank, has decided to initiate Conditional Cash Transfers (CCTs) to the beneficiaries for accessing and availing preventive health and nutrition services at the health centres. The Mother and Child Support Program (MCSP) in Sindh currently targets 15 districts identified as having a high need for maternal and childcare support due to significant poverty levels. Eligible participants include pregnant women at any stage of pregnancy and lactating mothers with children under 2 years old. The program offers cash transfers to incentivize adherence to specific conditions, such as regular health check-ups, institutional delivery, birth registration, child growth promotion, and immunization. The cash transfer amounts vary depending on the type and timing of the visit, with a total of 16 scheduled visits covering prenatal, postnatal, and child growth stages. The objective of the program is to create the demand and promote behavioural change for the health and nutrition of first 1000 days of children by incentivizing health checkups and immunization of pregnant woman and infant children through a regular and predictable cash transfer.

2. Objective of the Consultancy

As part of the Mother and Child Support Program (MCSP) impact evaluation (using a difference in differences (DiD) methodology), the objective of this consultancy is to assist in the development of the data collection tool under the technical supervision of the impact evaluation team (consisting of senior specialists from SSPA and lead consulting firm C4ED); collect high quality quantitative data (including constructing a pseudo-baseline using retrospective information), and data entry using tablet computers.

3. Scope of Work

MCSP currently targets 15 districts on the basis of Multidimensional Poverty Index (MPI) with the poorest districts selected for initial implementation. The rollout occurred sequentially with the final districts of the first wave being implemented in March 2024. The target group for the programme are pregnant and lactating women, and children under the age of 2 years.

The geographic targeted nature of the project means that we focus on areas at the boundary of the initial implementation of the MCSP. In the northern districts—Qambar Shahad Kot, Shikarphur, Jacobabad, Kashmore, and Ghotki—the program was launched simultaneously, with PPHI facilities located near the borders of neighboring districts in Sindh. These neighboring districts include Dadu, Larkana, Khairpur, and Sukkur. In the southern region, the program was introduced in Sanghar district at the same time as the northern districts mentioned above, while Matiari district saw its implementation three months earlier. The bordering

districts in this southern region are Khairpur, Shaheed Benazirabad, and Jamshoro. Therefore, our analysis focuses on these specific districts.

The survey will focus on mothers and children born in two three-month cohorts, each with different eligibility for the program. It will cover 13 districts, specifically areas within a 10-15 km radius on both sides of the district borders. Approximately 11,000-12,000 women will be surveyed over a period of 4-6 weeks. The survey will use Dehs as the primary sampling units, evenly split between treatment and control districts. Two cohorts will be selected from each Deh (PSU). Data collection is set to begin at the start of December and will be conducted simultaneously across all districts.

4. Deliverables

The deliverables under the work assignment include:

4.1. Listing exercise:

- The baseline survey will be preceded by a listing exercise for the identification of eligible mothers in all selected primary sampling units. If more mothers with children of the relevant age are identified, a random sample will be selected for full surveying.
- The survey team shall provide technical assistance, as and when required, in developing and contextualising the survey tool. In particular, the survey team shall translate (and back translate) the questionnaire and consent forms into the local language(s), as required.
- The survey team shall also assist C4ED with the preparation of manuals for data collection. These include code books, training and survey manuals, as well as any other assistance required in this regard. The manual is expected to provide information on the objective, rationale, methodology and applied instruments of the impact evaluation, as well as guidance for the trainers to provide quality training to the enumerators (a minimum of 5 days + 1 day pilot).

4.2. Data collection:

- The organizational structure, reporting responsibilities and an action plan for data collection will be prepared by the Survey Team Coordinator prior to the commencement of data collection.
- The Survey Team Coordinator shall hire an adequate number of field staff (supervisors, schedulers, data entry managers etc), with appropriate qualifications and experience,

which should be commensurate with the complexity of the exercise and the need for accurate data collection.

- The supervisor shall ensure team members receive relevant technical training and ongoing support. Relevant training should include but not be limited to an in-depth understanding of the questionnaire, delivery of the questionnaire, use of relevant technology for data input, quality control etc.

4.3. Monitoring/ Data quality management:

- The survey team shall deploy a data quality manager who will monitor the entire data collection process. The supervision will take place from the preparation phase to the reporting phase. The overarching goal is to ensure high data quality, i.e., to minimize data limitations such as missing values, measurement errors, interviewer bias, data entry errors, etc.
- Collected data will be checked by the data quality manager each day after the field work is completed. This enables the data quality manager to detect data errors that need to be addressed immediately to improve the data quality on the following field days.
- The data quality manager shall also conduct/ arrange for random spot checks at all levels of responsibility.

4.4. Data Reporting:

- The survey team shall record the survey data in the system and resolve any inconsistencies in data, in consultation with the C4ED team, in order to prepare a cleaned version of the data.
- To minimize errors, the survey team shall maintain a protocol or description of the data cleaning approach and activities. They shall also retain and preserve a copy of the uncleaned data.
- Once data collection, entry and cleaning activities have been completed, the survey team shall submit a consolidated data collection report detailing issues of non-response, implementation problems, a sample overview for the data collected.

5. Time Frame

- The total duration of the consultancy will be 04 months, from October 01, 2024, to January 31, 2025.

6. Reporting and Supervision

The Consulting Firm shall report to the Senior Specialist Policy and Research at SSPA. The Firm will liaise on a regular basis with the lead IE Consultant C4ED, SSPA and the World Bank technical team.

7. Confidentiality and Data Ownership

The consulting firm will ensure maintaining the confidentiality of data. All data and related documents to the assignment will remain property of the SSPA. The use of these data by third parties for research purposes should be explicitly authorized by the SSPA.

8. Essential Skills & Qualifications

- A minimum of eight (08) years of professional experience in data collection and survey administration, specifically including surveys conducted in Sindh.
- Demonstrated ability to perform the services through similar assignments, preferably in Sindh, showcasing experience in similar conditions, general qualifications, and the availability of appropriately skilled staff and teams.
- In-depth background in research and relevant sector knowledge, with a focus on maternal and child health.
- Experience of the firm related to other child-related surveys (health, labour, marriage, etc.) and CCTs in general would be an asset.
- Expertise in administering individual/household surveys with meticulous attention to detail in both survey execution and data entry.
- Proficiency in using computer-assisted personal interviews (CAPI), ideally with experience in SurveyCTO.
- Strong management skills, with field supervisors or coordinators experienced in training survey teams and ensuring data quality control.
- Knowledge and experience in managing Management Information Systems (MIS).
- Experience in data verification, and preferably in data analysis and visualization.
- Proficiency in relevant local languages and a good working knowledge of English.
- A strong understanding of the socio-cultural context in Sindh, particularly rural areas.
- A deep understanding of research ethics, including specific risks and safety concerns related to gender.

9. Team Composition

The team composition and qualifications should reflect the skills required to undertake and complete the given activities discussed above. The team leader will primarily be responsible for all technical matters including design and implementation and survey and shall be the primary point of contact. The field survey expert should expertise in questionnaire designing, manual development, sampling framework, survey execution. The data quality manager should be expert in ensuring high data quality, i.e., to minimize data limitations such as missing values, measurement errors, interviewer bias, data entry errors, etc. The field staff should have a strong understanding of the socio-cultural context in Sindh and have proficiency in relevant local languages. The firm is required to ensure that the field teams will consist of female enumerators. Essential field staff shall include:

- i. Team Leader
- ii. Field survey expert
- iii. Data quality manager
- iv. Field staff (field coordinators / supervisors / enumerators)

10. Timeline for Deliverables and Payment

The Firm’s financial proposal will cover all costs necessary to complete the activities described above. The Firm will be paid upon presentation of invoices and contingent upon timely submission of agreed deliverables. The payment schedule is as follows:

S. No	Deliverables	Schedule of Delivery	Payment (% of total)
1	Inception Report	Within one week of contract signing	10
2	Report on Finalization of Manual Development, Training, and Pilot Testing	Within seven week of contract signing	20
3	Report on on-site logistics and listing exercise	Within tenth week of contract signing	20
4	Completion of data collection	Within fifteen week of contract signing	30
5	Consolidated data collection report	At sixteen week of contract signing	20

11. Selection Process

The firm will be selected through Consultants Qualifications-based Selection (“CQS”) in accordance with the procedures set out in the World Bank Procurement Regulations for Borrowers, (November 2020).