



Expression of Interest (EOI)

Procurement of Services of a Firm to Conduct the Impact Assessment of National Financial Literacy Program (NFLP)

July 2022

Contents

SECTION I – REQUEST FOR EXPRESSION OF INTEREST	3
SECTION II – INSTRUCTIONS TO APPLICANTS	4
SECTION III – ELIGIBILITY/QUALIFICATION CRITERIA	7
SECTION IV – TERMS OF REFERENCE	8
SECTION V – GUIDELINES FOR SUBMISSION OF INTEREST	10
SECTION VI – LETTER OF SUBMISSION OF INTEREST	11
SECTION VII – APPLICANT INFORMATION FORM	12
SECTION VIII – UNDERTAKING	13



SBP BANKING SERVICES CORPORATION

Letter of Invitation

EOI No. GSD (Proc. II) /AC&MFD-NFLP Impact Assessment/43565/2022

SBP Banking Services Corporation on behalf of State Bank of Pakistan (SBP) invites Expression of Interest (EOI) from the firms that are on Active Taxpayers List of the Federal Board of Revenue for the **Procurement of Services of a Firm to Conduct the Impact Assessment of National Financial Literacy Program (NFLP)**. Bidding will be conducted pursuant to *Regulation-3 (B) - Quality and Cost Based Selection (QCBS)* method of Procurement of Consultancy Services Regulations, 2010.

Expressions of Interest (EOI) Documents containing the detailed description of the assignment and Terms & Conditions may be obtained, free of cost upon submission of an email request at gsd.proc2@sbp.org.pk along with a copy of NTN Registration Certificate.

A pre-submission meeting will be held on **August 11, 2022 at 11:00 AM** via Zoom. Meeting ID & Password will be shared with prospective bidders along with EOI Documents.

EOI response, prepared in accordance with the instructions provided in the EOI Documents, must be delivered in the hard form at the address given below. The EOI response must be submitted (in person, or by post) on or before **August 22, 2022 at 11:00 AM** which shall be opened on the same day at **11:30 AM** at the Learning Resource Center, State Bank of Pakistan, I.I. Chundrigar Road, Karachi, Pakistan in the presence of representatives of firms who may choose to be present. This advertisement is also available on websites of SBP: www.sbp.org.pk & www.ppra.org.pk

Joint Director

Procurement Division-II
General Services Department
4th Floor, BSC House, State Bank of Pakistan
I.I Chundrigar Road, Karachi
Tel: (021) 3311-5420/5478
Email: gsd.proc2@sbp.org.pk

SECTION II – INSTRUCTIONS TO APPLICANTS

A. General																			
1. Scope of Expression of Interest (EOI)	1.1. State Bank of Pakistan – hereinafter referred to as the “ Client ”, having its principal place of business at I.I. Chundrigar Road, Karachi, Pakistan, wherever the context requires shall be deemed to include its subsidiaries invites sealed Interests for <u>Procurement of Services of a Firm to Conduct the Impact Assessment of National Financial Literacy Program (NFLP)</u>																		
2. Qualification & Eligibilities of Consultant	<p>2.1. The Consultancy Firm (hereinafter referred to as the “Applicant”) fulfilling the following criteria is eligible to participate in the procurement process.</p> <p><u>Eligibility/Qualification Criteria</u></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Sr.#</th> <th style="text-align: center;">Evaluation Parameter</th> <th style="text-align: center;">Means of Verification</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">1.</td> <td>The Applicant must appear on the Active Tax Payers List of FBR.</td> <td>Proof of ATL and copy of Tax Registration Certificate</td> </tr> <tr> <td style="text-align: center;">2.</td> <td>The Applicant must be incorporated in Pakistan,</td> <td>Certificate of Incorporation.</td> </tr> <tr> <td style="text-align: center;">3.</td> <td>The Applicant must never have been blacklisted or debarred by any organization and is not in the sanctioned list of NACTA (National Counter Terrorism Authority).</td> <td>Affidavit on stamp paper of Rs. 100/- as per format given under Section VIII.</td> </tr> <tr> <td style="text-align: center;">4.</td> <td>General Experience: The Applicant must possess at least 10 years of demonstrated research experience</td> <td>Relevant Supporting Documents/Copies of Completion Certificates/Copies of the oldest contracts.</td> </tr> <tr> <td style="text-align: center;">5.</td> <td>Specific Experience: The Applicant must have conducted at least 3 impact assessment /evaluation studies of nationwide programs/projects during last 7 years.</td> <td>Relevant Supporting Documents/Copies of Completion Certificates/Relevant Extracts of contracts detailing scope of services, contract duration, etc.</td> </tr> </tbody> </table>	Sr.#	Evaluation Parameter	Means of Verification	1.	The Applicant must appear on the Active Tax Payers List of FBR.	Proof of ATL and copy of Tax Registration Certificate	2.	The Applicant must be incorporated in Pakistan,	Certificate of Incorporation.	3.	The Applicant must never have been blacklisted or debarred by any organization and is not in the sanctioned list of NACTA (National Counter Terrorism Authority).	Affidavit on stamp paper of Rs. 100/- as per format given under Section VIII .	4.	General Experience: The Applicant must possess at least 10 years of demonstrated research experience	Relevant Supporting Documents/Copies of Completion Certificates/Copies of the oldest contracts.	5.	Specific Experience: The Applicant must have conducted at least 3 impact assessment /evaluation studies of nationwide programs/projects during last 7 years.	Relevant Supporting Documents/Copies of Completion Certificates/Relevant Extracts of contracts detailing scope of services, contract duration, etc.
Sr.#	Evaluation Parameter	Means of Verification																	
1.	The Applicant must appear on the Active Tax Payers List of FBR.	Proof of ATL and copy of Tax Registration Certificate																	
2.	The Applicant must be incorporated in Pakistan,	Certificate of Incorporation.																	
3.	The Applicant must never have been blacklisted or debarred by any organization and is not in the sanctioned list of NACTA (National Counter Terrorism Authority).	Affidavit on stamp paper of Rs. 100/- as per format given under Section VIII .																	
4.	General Experience: The Applicant must possess at least 10 years of demonstrated research experience	Relevant Supporting Documents/Copies of Completion Certificates/Copies of the oldest contracts.																	
5.	Specific Experience: The Applicant must have conducted at least 3 impact assessment /evaluation studies of nationwide programs/projects during last 7 years.	Relevant Supporting Documents/Copies of Completion Certificates/Relevant Extracts of contracts detailing scope of services, contract duration, etc.																	
3. One EOI per Applicant	3.1. The Applicant shall submit only one EOI for respective selected package only. Joint Venture or Sub-Consultancy is not allowed.																		
4. Cost of EOI	4.1. The Applicant shall bear all costs associated with the preparation and submission of its EOI, and the Client will in no case be responsible or liable for such costs whether or not the Applicant qualify for the award of contract.																		
5. Contents of EOI	<p>5.1. The contents of EOI Documents are listed below. These should be read in conjunction with any addenda that may be issued before the closing date.</p> <ol style="list-style-type: none"> i. Request for EOI ii. Instructions to Applicants 																		

	<ul style="list-style-type: none"> iii. Eligibility/Qualification Criteria iv. Terms of Reference v. Guidelines for Submission of Interests vi. Letter of Submission of Interest vii. Applicant Information Form viii. Format of Undertaking
6. Amendment of EOI Documents	<p>6.1. At any time before the deadline for submission of EOI, the Client may, for any reason, whether at its initiative or in response to a clarification requested by a Applicant, amend the EOI documents. Amendments will modify or replace/supersede earlier ones.</p> <p>6.2. Amendments will be provided in the form of <i>Addenda</i> to the EOI documents, which will be sent in writing to all the Applicants in receipt of the EOI documents from the Client. Addenda will be binding on the Applicants and they will be required to immediately acknowledge receipt of any such Addenda. It will be assumed that the amendments contained in such Addenda will have been taken into account by the Applicant in its EOI.</p> <p>6.3. To allow the Applicants reasonable time to take the amendment into account in preparing their EOI, the Client may, at its discretion, extend the deadline for the submission of EOI.</p>
B. Preparation of Interests	
7. Language of EOI	7.1. The EOI prepared by the Applicants, as well as all the correspondence and documents relating to the EOI, exchanged by the Applicant and the Client shall be written in English or Urdu.
8. Documents Comprising the EOI	8.1. The EOI submitted by the Applicants shall comprise all the documents to establish their Eligibility/Qualification including incorporation/registration documents as per prevailing laws which includes but is not limited to copies of incorporation certificates, tax registration certificates, active taxpayer proof, etc. The successful Applicant will ensure compliance with all relevant local tax laws including necessary registration if required.
C. Submission of Interests	
9. Sealing & Marking of EOI	9.1. The Applicants shall submit one original and two copies of EOI documents, for each package, in separate envelopes; duly marked the envelopes as “ORIGINAL EXPRESSION OF INTERESTS DOCUMENTS” and “COPY NO. [number].”
10. Deadline for Submission of EOI	10.1. EOI must be received by the Client by the time and at the address specified in the Request for Expression of Interest.
11. Late Submission of EOI	11.1. The Client will not entertain the EOI received after the prescribed deadline.
D. Evaluation of Interests	
12. Evaluation and Comparison of EOI	<p>12.1. Pursuant to Evaluation Criteria contained in these documents, EOIs submitted by the Applicants as per Guidelines for Submission of EOI (Section V) shall be evaluated in detail as per eligibility criteria given in Section III.</p> <p>12.2. Under the provision of Rule 48 of PPR 2004, any consultant may file its written complaint against the eligibility parameters or any</p>

	<p>other terms and conditions as prescribed in the EOI Documents, if found contrary to the provisions of the procurement regulatory framework, the same shall be addressed by the Grievance Redressal Committee (GRC) well before the EOI submission deadline. The details of Grievance Redressal Committee (GRC) is given on the PPRA website: www.ppra.org.pk.</p>
<p>13. Overriding Effect of</p>	<p>13.1. Whenever there is any conflict in these documents the stipulations of Public Procurement Rules,2004 and Procurement of Consulting Service Regulations,2010 shall prevail.</p>

SECTION III – ELIGIBILITY/QUALIFICATION CRITERIA

The Evaluation of Interests will be ascertained based on the following parameters:-

Sr.#	Evaluation Parameter	Means of Verification
6.	The Applicant must appear on the Active Tax Payers List of FBR.	Proof of ATL and copy of Tax Registration Certificate
7.	The Applicant must be incorporated in Pakistan,	Certificate of Incorporation.
8.	The Applicant must never have been blacklisted or debarred by any organization and is not in the sanctioned list of NACTA (National Counter Terrorism Authority).	Affidavit on stamp paper of Rs. 100/- as per format given at Section VIII .
9.	General Experience: The Applicant must possess at least 10 years of demonstrated research experience	Relevant Supporting Documents/Copies of Completion Certificates/Copies of the oldest contracts.
10.	Specific Experience: The Applicant must have conducted at least 3 impact assessment /evaluation studies of nationwide programs/projects during last 7 years.	Relevant Supporting Documents/Copies of Completion Certificates/Relevant Extracts of contracts detailing scope of services, contract duration, etc.

Note:

1. The shortlisted Applicant will be issued the Request for Proposal (RFP) documents soliciting sealed Technical and Financial Proposals under *Regulation-3 (B) Quality and Cost Based Selection Method* of the Procurement of Consultancy Services Regulations, 2010 (PCSR-2010).
2. The EOI should be submitted in sealed envelopes.
3. Only the EOI submitted in hard form will be entertained.

SECTION IV – TERMS OF REFERENCE

1. Background of the Assignment

Financial literacy is considered as a primary tool for improving the state of financial inclusion in any society. It not only helps the masses to make informed financial choices as well as developing income & wealth management skills, but it also enhances their ability to access and utilize the financial services they need. Therefore, in order to improve the level of financial literacy among the unbanked/under banked segments, SBP launched National Financial Literacy Program (NFLP) in 2017. The program is targeting to impart basic financial concepts to one million adults across all regions/districts of the country. The program imparts trainings on 8 different themes i.e. Budgeting, Savings, Investments, Debt Management, Consumer Rights & Responsibilities, Financial Products & Services, Islamic Banking, and Branchless Banking. In addition to the headline target, the program has other sub-targets to achieve as well i.e. at least 80% account conversion of participants, holding at least 70% sessions in rural areas, along with reaching a gender mix of at least 50% females.

The program adopted a project approach and imparted financial literacy through dedicated class room trainings and showcasing of educational videos/street theatres held in different locations across the country. Furthermore, for the promotion of program, a dedicated mass media campaign was conducted through newspapers, FM radio channels and social media platforms.

2. Purpose/Objectives

Currently, the program is in its final year of implementation which will be concluding on June 30, 2022. Thus, in order to assess the effectiveness & impact of the program, and devise a future strategy beyond the project life, it is imperative to conduct a comprehensive assessment and evaluation of the program. The key objectives of conducting a ***focused and independent*** third party assessment are to:

- Assess the efficiency and effectiveness of NFLP in terms of its impact:
 - Improvement in the level of financial knowledge/skill embedded among program beneficiaries
 - Measurement/quantification of the level of financial capabilities among program beneficiaries to access and use of financial services
- Assess what worked well and what could have been done in terms of improving program structure/design and its implementation
- Review sustainability of the program and suggest measures in light of international best practices to make the program sustainable going forward

3. Scope of the Evaluation

The evaluation study should adopt appropriate statistical tools/models to measure causal effect of NFLP interventions on beneficiaries' knowledge, attitude and practices through a ***placebo effect***. The evaluation should cover:

- i. Assessing the level of financial knowledge/skills inculcated among program beneficiaries in terms of various financial traits like budgeting, savings, investments, debt management, usage of financial services, consumer rights & responsibilities, etc.
- ii. Measuring the level of financial inclusion achieved in terms of account opened and its usage among the beneficiaries particularly low income segments, women, youth, etc.
- iii. Exploring underlying factors of inactivity in the accounts opened under NFLP

Furthermore, the study should also cover the following aspects:

- i. Evaluate how well the program has been designed & implemented, and present key learnings at the project level for improvement and replication in future programs
- ii. Measures taken for combating implementation challenges and unintended scenarios
- iii. Propose recommendations on how to make this program self-sustainable beyond the project timelines

4. Sample Size/Geographical Coverage

The study would cover all geographical regions with a minimum sample size of 5,000 adults, with at-least 50% female beneficiaries and Rural/Urban mix of 70:30.

5. Timelines

20 weeks from the signing of the contract.

6. Key Deliverables

Following are the required deliverables from the selected applicant;

- a) Inception report covering the methodology, target strata, geographical coverage, etc. – 2nd week
- b) Draft separate questionnaires for the beneficiaries, social mobilizers and trainers etc. – 4th week
- c) Submission of interim report on the progress of the study – 6th week
- d) Submission and presentation of the draft report – 18th week
- e) Submission of the final report after incorporation of the feedback – 20th week

SECTION V – GUIDELINES FOR SUBMISSION OF INTEREST

1. Only applicants from Pakistan (National Competitive Bidding) are eligible to submit the response for the *Procurement of Services of a Firm to Conduct the Impact Assessment of National Financial Literacy Program (NFLP)*.
2. Eligible Applicant(s) should submit **Expressions of Interest (EOI)** in English/Urdu language along with relevant complete details of their qualification and experience as requested under **Section III – Eligibility/Qualification Criteria**.
3. A pre-submission meeting will be held on **August 11, 2022 at 11:00 AM** via Zoom. Meeting ID & Password will be shared with prospective bidders along with EOI Documents. Applicants are encouraged to attend the meeting to gain clarity about the procurement process, scope, evaluation criteria or any other related aspects. Official minutes of the Pre-submission meeting shall be issued to all participating Applicants.
4. Applicants must provide unambiguous and clear information as per the above requirements and must provide only material that would be specific to the proposed services, and to avoid submitting generic promotional material.
5. If the EOI response consists of more than one volume, the applicant must number the volumes constituting the EOI and provide an indexed table of contents for each volume. All documents should be securely bound.
6. Any further information/clarification by the Client can be sought.

SECTION VI – LETTER OF SUBMISSION OF INTEREST

Over Firm's Letterhead

Date: dd-mm-yyyy

IFP Title: *Procurement of Services of a Firm to Conduct the Impact Assessment of National Financial Literacy Program (NFLP)*

Reference: *EOI No. GSD (Proc. II) /AC&MFD-NFLP Impact Assessment/43565/2022*

To:

Director

General Services Department
SBP Banking Services Corporation (HOK)
4th Floor BSC House, I. I. Chundrigarh Road,
Karachi, Pakistan

We, the undersigned, apply to be prequalified for the referenced IFP and declare that:

- (a) **No reservations:** We have examined and have no reservations to the EOI Documents, including Addendum(s) No(s), issued in accordance with Instructions to Applicants **(ITA):** [insert the number and issuing date of each addendum].
- (b) **No conflict of interest:** We have no conflict of interest;
- (c) **Eligibility:** We meet the eligibility requirements, we have not been suspended by the Client based on execution of a Bid/Proposal Securing Declaration;
- (d) **State-owned enterprise or institution:** [select the appropriate option and delete the other] [We are not a state-owned enterprise or institution] / [We are a state-owned enterprise or institution];
- (e) **Not bound to accept:** We understand that you may cancel the Pre-qualification process at any time without incurring any liability to the Applicants. Only suppliers or contractors who have been pre-qualified shall be entitled to participate further in the procurement proceedings
- (f) **True and correct:** All information, statements and description contained in the Application are in all respect true, correct and complete to the best of our knowledge and belief.

Signed: [insert signature(s) of an authorized representative(s) of the Applicant]

Name: [insert full name of the person signing the Application]

In the capacity of [insert capacity of the person signing the Application]

Duly authorized to sign the Application for and on behalf of: [insert full name of the Applicant]

Address: _____

Dated: _____

SECTION VII – APPLICANT INFORMATION FORM

Over Firm's Letterhead

Date: dd-mm-yyyy

IFP Title: Procurement of Services of a Firm to Conduct the Impact Assessment of National Financial Literacy Program (NFLP)

Reference: EOI No. GSD (Proc. II) /AC&MFD-NFLP Impact Assessment/43565/2022

Applicant's Name:	<i>[insert full name]</i>
Applicant's Country of Registration:	<i>[indicate country of Constitution]</i>
Applicant's year of Incorporation:	<i>[indicate the year of Constitution]</i>
Tax Registration Details	
Applicant's legal address:	<i>[insert street/ number/ town or city/ country]</i>
E-mail Address:	
Telephone/Mobile Number:	
Official Web Site:	
Applicant's Authorized Representative Information	<p>Name: <i>[insert full name]</i></p> <p>Address: <i>[insert street/ number/ town or city/ country]</i></p> <p>Telephone/Fax numbers: <i>[insert telephone/fax numbers, including country and city codes]</i></p> <p>E-mail address: <i>[indicate e-mail address]</i></p>
Attached are Copies of Original Documents of	<ul style="list-style-type: none"> • Articles of Incorporation (or equivalent documents of constitution or association), and/or documents of registration of the legal entity named above, in accordance with ITA 4.5. • Included are the organizational chart, a list of Board of Directors, and the beneficial ownership.

SECTION VIII – UNDERTAKING

Over Stamp Paper of Rs. 100/-

Undertaking For Non-Blacklisting/Non-Debarment & Non-Sanctioning

Date: dd-mm-yyyy

IFP Title: Procurement of Services of a Firm to Conduct the Impact Assessment of National Financial Literacy Program (NFLP)

Reference: EOI No. GSD (Proc. II) /AC&MFD-NFLP Impact Assessment/43565/2022

Dear Concern,

I/We hereby confirm and declare that I/We, M/s -----, has never been blacklisted/debarred under Rule 19 of PPR-2004 by any government/semi-government organization.

Detection of false declaration/statement at any stage of the entire application/Bidding Process / Currency of the Contract shall lead to disqualification and forfeiture of Bid Security or Performance Guarantee, as the case may be, and termination of the contract.

Seal & Signature of Firm:

Date:

Signature along with the stamp of authorized representative.