

## REQUEST FOR PROPOSALS

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# CONSULTANT – QUALITATIVE AND QUANTITATIVE CONSUMER DATA COLLECTION IN PAKISTAN

Issued by  
The Global Alliance for Improved Nutrition (GAIN)

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## I. PROJECT BACKGROUND AND SCOPE OF WORK

### 1. ABOUT GAIN

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation launched at the UN in 2002 to tackle the human suffering caused by malnutrition. Working with both governments and businesses, we aim to transform food systems so that they deliver more nutritious food for all people.

At GAIN, we believe that everyone in the world should have access to nutritious and safe food. We work to understand and deliver specific solutions to the daily challenge of food insecurity faced by poor people. By understanding that there is no “one-size-fits-all” model, we develop alliances and build tailored programmes, using a variety of flexible models and approaches. We build alliances between governments, local and global businesses, and civil society to deliver sustainable improvements at scale. We are part of a global network of partners working together to create sustainable solutions to malnutrition. Through alliances, we provide technical, financial and policy support to key participants in the food system. We use specific learning, evidence of impact, and results of projects and programmes to shape and influence the actions of others.

Headquartered in Geneva, Switzerland, GAIN has representative offices in The Netherlands, the United Kingdom, and the United States. In addition, we have country offices in Bangladesh, Benin, Ethiopia, India, Indonesia, Pakistan, Mozambique, Nigeria, Kenya, Tanzania, and Uganda. Programmes and projects are carried out in a variety of other countries, particularly in Africa and Asia.

### 2. BACKGROUND

Lower-income consumers represent a large market, estimated at 4 billion people worldwide. Many low-income consumers’ diets are lacking in food diversity and quality. There is a business opportunity for private companies to help improve this by providing safe, nutritious foods that meet customers’ needs at an affordable price – as long as they do so in ways that are profitable and financially sustainable for the company. The GAIN Business Model Research Project aims to identify promising ways that food companies can adopt their products and approaches to reach lower-income consumers with nutritious foods.

As part of this work, GAIN seeks to undertake a study among consumers in Pakistan to understand their socioeconomic characteristics, their motivations for purchasing certain types of foods, and the role those foods play in their diets.

The study will focus specifically on the potential for whey-based products and other protein-enriched products. Whey is a common waste product from cheese production that is commonly discarded but is also nutrient dense. Through a separate project, GAIN is working with local companies to develop products that would repurpose this whey into nutritious whey-based drinks. This study will help to inform the development, marketing, and distribution of these products.

The study will include three methods:

- **Survey:** This will cover a random sample of the population, with a focus on lower-income or lower-middle-income neighborhoods.
- **In-depth interviews:** A subset of those surveyed will also be asked to participate in in-depth interviews that will examine their food purchase motivations in more detail.
- **Retailer interviews:** Food retailers will be asked to participate in a short interview about their choice of products in question, their selling practices, and their clientele.

The study will focus in Lahore and Islamabad, plus rural areas of Punjab province.

**GAIN seeks a consultant to undertake the data collection for this study.**

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### 3. SCOPE OF WORK AND DELIVERABLES

The consultant, in coordination with GAIN staff, shall provide the following services:

- Work closely with GAIN to prepare a detailed workplan for the fieldwork, including deliverables and timeline
- Provide expert input into the design of data collection methodology and tools, and customize them to local contexts
- Develop a plan for identifying the neighbourhoods to target and how to select a random sample of adults in those neighbourhoods
- Translate all questionnaires from English into local languages, as needed
- Provide expertise on the local language, culture, and customs, as it pertains to the study activities and objectives.
- Travel to study sites as needed to prepare for data collection activities.
- Liaise with local government and other stakeholders as needed to prepare for data collection activities.
- Prepare and submit the study protocol for ethical review to a relevant institutional review board (IRB) or research ethics committee; follow-up with the IRB to ensure review and approval, as needed.
- Programme the survey questionnaire into the consultant's chosen software (for answering via tablets, phones, or laptops)
- Pilot data collection tools (i.e., survey questionnaire, interview guides) and recommend improvements as needed
- Recruit experienced field data collection teams (for both survey and in-depth interviews)
- Train field data collection teams through an in-depth and interactive training, including coverage of research ethics.
- Collaborate with GAIN to ensure high-quality training and data collection
- Organize all logistics for field data collection, including team staff, supervision, transport, and necessary allowances; including local translators if required.
- Recruit study participants (i.e., consumers), in line with study inclusion criteria
- Implement data collection, with attention to both adherence to study protocols and resource efficiency. Ensure high-quality audio recording of all interviews and entry of all quantitative data.
- Undertake active and ongoing supervision of data collection
- Safely and confidentially collect, store, and back-up the collected data using appropriate hardware and software.
- Clean the survey data and provide a cleaned database with all responses, as well as an accompanying codebook explaining response coding, in either Microsoft Excel or Stata format
- Transcribe all audio recordings of interviews into verbatim English-language transcripts (Microsoft Word documents)
- Enter any demographic information collected during the in-depth interviews into an Excel database
- Enter any additional field notes and forms into Word documents
- Maintain communications with GAIN, GAIN consultants, local study site representatives, or other key stakeholders, in order to ensure smooth and timely field work operations; during and beyond site visits, maintain good relations with groups and individuals involved in the study directly or indirectly.
- Conduct Quality assurance and Quality Control (QA/QC) procedures on all collected data (survey data, audio files, and transcripts).
- Participate in regular project meetings with GAIN and study partners and be available for ad-hoc communications as needed
- Produce interim and final deliverables according to the workplan, including providing detailed reports of all methods used for data collection as well as final cleaned and labelled data and qualitative interview transcripts

**Note that the scope of the work does not include data analysis or reporting on results.**

The exact sample sizes of the study are to be determined, but for budgeting purposes the consultant should assume:

- The consumer survey covers 400 consumers in each of rural and urban areas (800 total), with an interview lasting 60-90 minutes
- 40 consumers (20 urban, 20 rural) are included in in-depth interviews, lasting approximately 90 minutes each
- 20 retailers (10 urban, 10 rural) included in in-depth interviews, lasting approximately 30 minutes each

Interviews with retailers can be done either in person or IRBr via video call. All other data collection should be done face-to-face.

### 3.1. DELIVERABLES

The consultant shall provide the following:

- A finalized and agreed upon study protocol and data collection tools (drafts of these will be provided by GAIN; the consultant is not expected to develop them fully, just to review and finalize them)
- Translated data collection tools and consent sheets, as needed
- Documentation of IRB approval
- A training plan and data collection plan
- Cleaned survey data, with accompanying codebook
- All interview transcripts, in English
- A brief report on the methods for data collection
- Copies of all consent forms
- A finalized version of this report, revised based on GAIN feedback

The table below provides illustrative dates for the work.

<b>Deliverables</b>	<b>Date (estimated)</b>
Contract signing	20 March 2025
Approved plans for fieldwork logistics and schedule for all work Data collection tools reviewed and translated Consent sheet developed and translated Protocol reviewed and submitted to IRB	5 April 2025
IRB approval received Study preparations, tool piloting, and data collector training completed	20 May 2025
Cleaned survey data and codebook	15 July 2025
Audio recordings, field notes, demographic data, transcripts, and other supporting documents for in-depth interviews All consent forms A brief report on the data collection methods	15 August 2025

### 3.2 EXPECTED EXPERTISE

It is expected to contract a firm/organization, as opposed to an individual. The consultant organization must have significant (at least 10 years) prior experience with:

- Organizing and managing rigorous field data collection in Pakistan on topics such as public health, social sciences, economics, sociology, food safety, and nutrition.

- Use of qualitative data collection methods, such as in-depth semi-structured or unstructured interviews and behavioral observations, with knowledge of the techniques needed to ask context-appropriate non-scripted questions and shift interview style as needed during interviews.
- Use of quantitative data collection methods, such as surveys.
- Access to appropriate data-collection software for surveys
- Track record of successful collaboration with NGOs and research organizations.
- Experience in rigorous data management, such as properly recording data and metadata in the field using appropriate technology, transcribing, annotating, cleaning, storing and backing up, formatting, de-identifying, and safely transferring.
- Experience with preparing protocols for ethical clearance (IRB) in Pakistan
- Experience working in the targeted areas.
- Experience in recruiting field data collectors and have a network of experienced surveyors and qualitative interviewers on which to draw.
- Experience with transcription and translation of qualitative interviews and have a network of experienced transcribers and translators on which to draw.
- Team leaders must possess excellent project management, planning, organizational, time management, and communication skills.

## **II. INSTRUCTIONS FOR RESPONDING**

This section addresses the process for responding to this solicitation. Applicants are encouraged to review this prior to completing their responses.

### **1. CONTACT**

Please direct all inquiries and other communications to [rfp@gainhealth.org](mailto:rfp@gainhealth.org)

### **2. BUDGET**

Applicants are required to provide GAIN with a detailed fee proposal, including the number of days of work projected and the daily rate. The final fee will have to be approved by the organisation prior to starting the project.

### **3. SUBMISSION**

Interested consultants should prepare:

- (a) a five-page proposal including the proposal approach to the work, relevant qualifications, and prior experience with undertaking qualitative and quantitative data collection in Pakistan. This should include a description of how they would undertake selection of neighbourhoods in the target areas and how they would identify a random sample of respondents within those neighborhoods; it should also include the name of the IRB proposed and the consultant's experience with them.
- (b) a brief financial proposal giving the overall cost for the work, as well as a cost breakdown;
- (c) brief (<4 pages) CVs of any key personnel, highlighting recent relevant experience; and
- (d) a completed 'Offer of Services' form (see end of document).

These documents should be sent to GAIN ([rfp@gainhealth.org](mailto:rfp@gainhealth.org)) by **4 March 2025**. Please use the subject line 'Pakistan BMR Consumer Study' when responding.

#### **4. DEADLINE**

Completed proposals should be submitted to [rfp@gainhealth.org](mailto:rfp@gainhealth.org) before **4 March 2025, 23:39 Central European Time**.

#### **5. UNACCEPTABLE**

The following proposals will automatically not be considered or accepted:

- Proposals that are received after the RFP deadline at the specified receiving office.
- Proposals received by fax or mail.
- Incomplete proposals.

#### **6. ACCEPTANCE**

GAIN will not necessarily accept the lowest cost or any of the Proposals submitted. Accordingly, eligibility requirements, evaluation criteria and mandatory requirements shall govern.

#### **7. COMPLETION**

- In case of errors in calculating overall costs, the unit costs will govern.
- It is the applicant's responsibility to understand the requirements and instructions specified by GAIN. In the event that clarification is necessary, applicants are advised to contact the responsible person at GAIN under section II. point 1., prior to making their submission.
- While GAIN has used considerable efforts to ensure an accurate representation in this Request for Proposal (RFP), the information contained in this RFP is supplied solely as a guideline. The information is not warranted to be accurate by GAIN. Nothing in this RFP is intended to relieve applicants from forming their own opinions and conclusions with respect to the matters addressed in this RFP.
- By responding to this RFP, the applicant confirms its understanding that failing to comply with any of the RFP conditions may result in the disqualification of their submission.

#### **8. RIGHTS OF REJECTION**

GAIN reserves the right to reject any or all submissions or to cancel or withdraw this RFP for any reason and at its sole discretion without incurring any cost or liability for costs or damages incurred by any applicant, including, without limitation, any expenses incurred in the preparation of the submission. The applicant acknowledges and agrees that GAIN will not indemnify the applicant for any costs, expenses, payments or damages directly or indirectly linked to the preparation of the submission.

#### **9. REFERENCES**

GAIN reserves the right, before awarding the consultancy, to require the applicant to submit such evidence of qualifications as it may deem necessary, and will consider evidence concerning the financial, technical and other qualifications and abilities of the applicant.

## **10. RELEASE OF INFORMATION**

After awarding the consultancy and upon written request to GAIN, only the following information will be released: Name of the successful applicant.

## **III. TERMS AND CONDITIONS OF THIS SOLICITATION**

### **1. NOTICE OF NON-BINDING SOLICITATION**

GAIN reserves the right to reject any and all bids received in response to this solicitation and is in no way bound to accept any proposal. GAIN additionally reserves the right to negotiate the substance of the successful applicants' proposals, as well as the option of accepting partial components of a proposal if deemed appropriate.

### **2. CONFIDENTIALITY**

All information provided as part of this solicitation is considered confidential. In the event that any information is inappropriately released, GAIN will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this solicitation will be held as strictly confidential.

### **3. RIGHT TO FINAL NEGOTIATIONS ON THE PROPOSAL**

GAIN reserves the right to negotiate on the final costs, and the final scope of work of the proposal. GAIN reserves the right to limit or include third parties at GAIN's sole and full discretion in such negotiations.

### **4. EVALUATION CRITERIA**

Proposals will be reviewed by the Selection Team using the following criteria. This list is not exhaustive or 100% inclusive and is provided to enhance the applicants' ability to respond with substance.

- Understanding of the scope of work:
- Past experience undertaking similar work
- Rate

**GAIN reserves the right to contact the individual in order to verify the information provided as part of the Proposal.**

### **5. REVIEW PROCESS**

The review process will involve a Review Panel with participants selected by GAIN.

### **6. LIMITATIONS WITH REGARD TO THIRD PARTIES**

GAIN does not represent, warrant, or act as agent for any third party as a result of this solicitation. This solicitation does not authorise any third party to bind or commit GAIN in any way without GAIN's express written consent.

## **7. COMMUNICATION**

All communication regarding this solicitation shall be directed to appropriate parties at GAIN. Contacting third parties involved in the RFP, the review panel, or any other party may be considered a conflict of interest and could result in disqualification of the proposal.

## **8. FINAL ACCEPTANCE**

Award of a Proposal does not imply acceptance of its terms and conditions. GAIN reserves the right to negotiate on the final terms and conditions including the costs and the scope of work when negotiating the final contract to be agreed between GAIN and the applicant.

## **9. VALIDITY PERIOD**

The offer of services will remain valid for a period of 60 days after the Proposal closing date. In the event of award, the successful applicant will be expected to enter into a contract subject to GAIN's terms and conditions.

## **10. INTELLECTUAL PROPERTY**

Subject to the terms of the contract to be concluded between GAIN and the applicant, the ownership of the intellectual property related to the scope of work of the contract, including technical information, know-how, processes, copyrights, models, drawings, source code and specifications developed by the applicant in performance of the contract shall vest entirely with GAIN.

## **11. SCOPE OF CHANGE**

Once the contract is signed, no increase in the liability of GAIN or in the fees to be paid by GAIN for the services resulting from any change, modification or interpretation of the documents will be authorised or paid to the applicant unless such change, modification or interpretation has received the express prior written approval of GAIN.



#### IV. OFFER OF SERVICES

1. Offer submitted by:

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(Print or type name and address)

2. I (We) the undersigned hereby offer to GAIN, to furnish all necessary expertise, supervision, materials, and other things necessary to complete to the entire satisfaction of the Executive Director or authorised representative, the work as described in the Request for Proposal according to the terms and conditions of GAIN for the following estimated fee:
  - a. \_\_\_\_ Days
  - b. At \_\_\_\_\_ USD per day
3. I (We) agree that the Offer of Services will remain valid for a period of sixty days (60) calendar days after the date of its receipt by GAIN.
4. I (We) herewith submit our proposal, aligning to the specifications in the RFP.

**OFFERS WHICH DO NOT CONTAIN THE ABOVE-MENTIONED DOCUMENTATION OR DEVIATE FROM THE PRESCRIBED COSTING FORMAT MAY BE CONSIDERED INCOMPLETE AND NON-RESPONSIVE.**

Date this day of [Click or tap here to enter text.](#) in [Click or tap here to enter text.](#)

[Click or tap here to enter text.](#)

Signature (applicant)