

SoW – Inclusivity Assessment for GSMA Innovation Fund for Accelerated Growth grantee: I-Stem, India

October 2024

Context

The GSMA Innovation Fund accelerates mobile tech solutions addressing key global challenges for vulnerable communities in low- and middle-income countries. In 2024, the Fund launched the Accelerated Growth round, supporting alumni grantees in scaling their innovative products and services.

The GSMA Innovation Fund is seeking a supplier to conduct a remote survey of end users for one of the Accelerated Growth fund grantees – I-Stem, based in India. I-Stem develops tech, partners with nonprofits, and implements initiatives to enhance access to resources and opportunities for people with disabilities. The supplier should aim to reach at least 250 end users to determine their income levels, a taboo subject in the country. Proxy data, like the poverty probability index, are welcome, but suppliers are encouraged to propose their own methodology. The survey must be conducted remotely.

The goal of this study is to collect enough data so that I-Stem will be able to develop assumptions about the income level of their future users and deepen their understanding of their user demographics.

Objectives

Collect remote survey data from at least 250 end users of I-Stem’s services to determine their general income level and proximity to the poverty line.

The work is envisioned to take place across three key phases; these are outlined below.

Phase	Key activities	Timeline
1 - Inception phase	Key activities: Kick off call with GSMA team and I-Stem to agree on project scope and work plan. Deliverables: Refined workplan, updated timeline, sampling strategy, and risk mitigation plan.	Contract signing + 2 weeks
2 – Survey tool development	Key activities: Develop a remote survey tool to assess income level contextualised to I-Stem users, incorporating feedback from GSMA and I-Stem, translated into local languages if necessary. Deliverable: Word doc version of final survey in English	Contract signing + 4 weeks

3 – Data collection	Key activities: Conduct remote survey with at least 250 unique individual end users of I-Stem’s services. Clean and translate data as needed. Deliverable: Excel version of cleaned survey data in English	Contract signing + 12 weeks
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Firm and proposal requirements

Required experience

Essential:

- Demonstrable track record of completing similar assignments.
- Expertise working with the private sector and low-income beneficiaries in India.
- Ability to conduct large scale remote surveys across India.
- Full working proficiency in English.

The successful supplier is expected to:

1. Provide all deliverables in English.
2. Provide a named key point of contact who will work closely with the GSMA team.
3. Respond to emails from GSMA within two working days.
4. Organize regular status calls/meeting to report on project progress throughout the assessment.
5. Inform GSMA about delays and complications in a timely manner.

Proposals should include a separate technical and financial proposal:

Technical proposal

1. A short (1 page) statement of suitability, highlighting recent relevant experience and a proposed methodology for data collection.
2. Details of relevant project experience.
3. Examples of previous work.
4. CVs and location of team member(s).

Financial proposal

5. Level of effort (person-day) by activity.
6. Fee rates (per day in GBP).
7. Total project cost (GBP), inclusive of all applicable taxes

Proposal assessment and selection Process

Selection will be made on a quality-cost based assessment based on a 70:30 weighting for the technical and financial respectively.

The technical component will be scored on the following set of criteria:

- Track record of completing similar assignments.
- Previous experience.

The financial will be assessed by value for money.

- Clarification questions can be sent to cmckevitt@gsma.com and mjones@gsma.com
- Proposals are to be submitted no later than 11 November 2024 to cmckevitt@gsma.com and mjones@gsma.com
- Shortlisted consultants will be contacted for an interview by 18 November 2024.
- Consultants will be notified of the final selection by the 1 December 2024



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