

Mongolia Employment Support Project (P 159215)

TERMS OF REFERENCE

National Research firm to undertake a tracer survey of beneficiaries who received the support for micro-entrepreneurs

I. Background

The Ministry of Labor and Social Protection (MLSP) of Mongolia implements the Mongolia Employment Support Project which aims to provide jobseekers and micro-entrepreneurs in Mongolia with improved access to labor market opportunities, with soft loan and technical assistance by the World Bank between 2017 and 2021. The project consists of four components. Component 1 supports a comprehensive realignment of the current public employment service system to serve greater numbers of employers and jobseekers in a more client-driven service with greater collaboration with private intermediation services. Component 2 strengthens the design, relevance and demand-orientation of select active labor market programs. Component 3 improves the quality of and access to labor market reporting and analysis to help institutional and non-institutional clients make more informed decisions and provides support for strengthening M&E and project management. Component 4 provides temporary relief to eligible workers enrolled under the voluntary social insurance scheme in response to COVID-19.

In order to implement the Component 2 which consists of 2 subcomponents 1) Support for micro-entrepreneurs and 2) Employment promotion Local Initiative Project and these activities are packaged and approved by the National Employment Council as a distinct ALMP under the name “Labor Market Promotion Pilot Project” (LMPPP) financed through the Employment Promotion Fund (EPF).

Support for micro-entrepreneurs aims to support new opportunities for starting and growing a sustainable microenterprise with a focus on job creation through the provision of comprehensive financial and non-financial support. The subcomponent consists of three types of activities (a) 2-days pre-loan training towards developing business ideas, and improving business planning and proposal writing skills of loan applicants; (b) financial support in the form of microloans to support micro entrepreneurs and (c) a range of post-loan nonfinancial services, including 7-days business skills and development training and 20-30 hours mentoring services to be delivered on a flexible basis to meet beneficiary needs. All microloan recipients must be involved in micro-entrepreneur support measures as a comprehensive program. LWSOs are responsible to collect and maintain data and relevant information on all beneficiaries who received the package of the support for entrepreneurs (pre-loan training, micro loan and post-loan nonfinancial services).

By the end of June 2020, 681 micro entrepreneurs had received microloans through the participating financial institutions (Khan Bank and State Bank) in all 21 aimags (provinces) of the country. The loan disbursement began in November 2019. The project intends to disburse microloans to at least 800 micro-entrepreneurs by September 2020 in the aimags, and to an additional 740 micro-entrepreneurs in Ulaanbaatar by March 2021. The feedback of the microloan beneficiaries as well as their performance 6 months after receiving the microloans are key performance indicator for the project.

In addition, another project “Mongolia emergency relief and employment support project” (MERESP, 2020-2023) has just been commenced which the support for micro-entrepreneurs is envisioned to continued. This project provides microloan support to additional 1400 beneficiaries by 2021.

Against this background, the MLSP plans to hire a survey firm to undertake a tracer survey among the beneficiaries who received the support to micro-entrepreneurs within the scope of the LMPPP of the MESP.

II. Objectives

The objectives of the survey are to collect data on background and current status of the beneficiaries who received the support to micro-entrepreneurs as well as to find out an impact of the support and satisfaction level of the beneficiaries.

III. Scope of activities

The tracer survey will be conducted through 3 rounds of surveys. In each round the survey firm is expected to carry out the following activities:¹

- (i) Develop the survey instrument based on the guidance from the MLSP/PIU and the World Bank. The survey instruments shall complement and enhance the satisfaction survey indicators collected by LSWOs.
- (ii) Review and refine the draft data collection instruments based on consultation and comments from the MLSP/ PIU and WB.
- (iii) Pilot and test the data collection instruments and make the necessary corrections.
- (iv) Conduct a phone based tracer survey from all beneficiaries who received the support to micro entrepreneurs. (The first round survey will cover all beneficiaries who have completed 6 months after the microloan receipt by the time of the survey.)
- (v) Digitize, clean and analyze the data.
- (vi) Prepare a report based on data analysis on key indicators described in section IV. The report format and the statistics will need to be agreed with the MLSP.
- (vii) Provide recommendations for further support and improvements for the support to micro-entrepreneurs.

¹ Activates (i), (ii) and (iii) will be completed during the 1st round unless no amendments are needed during the last 2 rounds.

IV. Survey indicators and general guidelines

The following key indicators needs to be addressed in the survey:

1. The survey should provide demographic information about the beneficiaries in a disaggregated form by aimags, genders, age groups, disability and other relevant characteristics.
2. Level of beneficiaries' satisfaction with the project financed micro-entrepreneurship support, by gender (four levels of satisfaction will be identified: being very unsatisfied, somewhat unsatisfied, somewhat satisfied, very satisfied). Overall satisfaction level will be assessed along with satisfaction on specific component of support.
3. Percentage of beneficiaries of the support to micro-entrepreneurs whose micro-enterprise is still in business, at least 6 months after receiving a micro-loan, by gender. This indicator will be assessed in following three categories:
 - Still operating the same business for which the microloan was taken out
 - The microloan business closed but doing another business
 - Not doing business.
4. Number of sustained and newly created jobs as a result of the support to micro-entrepreneurs
5. Quality, relevance and adequacy of all the step-by-step processes to support micro entrepreneurs starting from outreach and communication, microloans, pre-loan and post loan non-financial support services
6. Relevance, practicality and adequacy of the guidance and support from local LSWOs and training providers including on Environmental and Social safeguards.
7. Knowledge of the existence and use of grievance redressal system.

V. Monitoring and progress control, including reporting requirements

Performing above-mentioned activities, the survey firm will work under supervision of the MLSP/ PIU and WB. The performance of the consultant will be evaluated based on the following indicators:

- Completion of task specified in the ToR
- Compliance with the established deadlines for submission of deliverables
- Quality of work
- Response rate of the beneficiaries in the tracer survey to be higher than 80 percent.

VI. Deliverables, timeline and remuneration

Contract duration: The survey firm will be contracted for 11 months' work to be completed between Oct 1, 2020 and Aug 30, 2021.

Survey firm will produce the following outputs:

Deliverables
<p>Deliverable#1, 1st round (to be delivered by Nov 10, 2020)</p> <ul style="list-style-type: none">(i) Technical proposal including a work plan, with a timetable for finalizing survey instruments, survey piloting, data collection, data processing and reporting and relevant data entry and quality control program for both paper and digital data collection.(ii) Draft survey instruments to be used for the pilot survey for review and comments (in both languages).(iii) Piloting of instruments and the final version of questionnaires with adjustments based on the piloting. (in both languages)(iv) Draft the final survey report template and interim reporting template for comments from MLSP/PIU and WB and finalize the template.
<p>Deliverable#2, 1st round (to be delivered by Dec 30, 2021)</p> <ul style="list-style-type: none">(i) Progress report on the first round of data collection along with lessons learnt and proposal for any modification for subsequent rounds of the survey.(ii) Cleaned data (in STATA, SPSS or other acceptable format) collected from the first round of survey.(iii) Results of data analysis and statistical programs used for analysis.(iv) Draft interim report describing the results and key findings from the analysis (in English and Mongolian)
<p>Deliverable#3, 2nd round (to be delivered by June 30, 2021)</p> <ul style="list-style-type: none">(i) Revised Technical proposal as needed.(ii) Revise survey instruments if needed (in both languages).(iii) Progress report on the second round of data collection along with lessons learnt and proposal for any modification for subsequent rounds of the survey.(iv) Cleaned data (in STATA, SPSS or other acceptable format) collected from the second round of survey.(v) Results of data analysis and statistical programs used for analysis.(vi) Draft interim report describing the results and key findings from the analysis (in English and Mongolian)
<p>Deliverable#4, 3rd round (to be delivered by Aug 30, 2021)</p> <ul style="list-style-type: none">(i) Revised Technical proposal as needed.

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| <ul style="list-style-type: none">(ii) Revise survey instruments if needed (in both languages).(iii) Progress report on the second round of data collection along with lessons learnt and proposal for any modification for subsequent rounds of the survey.(iv) Cleaned data (in STATA, SPSS or other acceptable format) collected from the third round of survey.(v) Results of data analysis and statistical programs used for analysis.(vi) Draft interim report describing the results and key findings from the analysis (in English and Mongolian)(vii) Final report of the survey with recommendations (in both languages) and electronic copy of data files containing the raw data, statistical programs used for analysis. |
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VII. Responsibilities of the MLSP

- Ensure the survey firm receives all relevant materials as specified in Section VIII;
- Provide digitalized phone number of beneficiaries and other relevant records to the firm;
- Provide communication support to the beneficiaries before the survey;
- Provide feedback on the survey instruments, reporting templates and draft reports, etc;
- Facilitate in finding respondents in case of difficulties to contact them by phone (MLSP/PIU/GOLWS/LSWOs).

VIII. List of documents that the survey firm needs to be familiarized at the start of the assignment

- MESP PAD
- LMPPP and its Implementation Guidelines
- Reports on micro-entrepreneur support measures
- MESP rapid review report.

IX. Required Qualifications

The selected survey firm shall possess the following qualifications:

- (i) A legal status recognized by Mongolia, having at least 3 years' experience in conducting researches and surveys; experience in client /beneficiary satisfaction surveys will be an advantage;
- (ii) Experience in applied qualitative research techniques, particularly in-depth interviews;
- (iii) Demonstrated strong capacity and experience planning and organizing survey logistics, and proven record of delivering timely results;
- (iv) Proven excellence in production of written reports and brief presentations of research;

- (v) Experience in digital data collection platforms;
- (vi) Strong written English and Mongolian communication skills.

X. Confidentialities and Data Ownership

The Administrative data provided to the survey firm for the purposes of reconfirmation and for finding the respondents cannot be used by the firm or its employees for any other purposes other than those specified in this Terms of Reference. Such information shall be stored in a secured manner and those handling such information should be appropriately informed.

The survey instruments and the information gathered by field workers cannot be used for personal or professional goals by the local survey firm and its workers without prior request and approval by the MLSP. The data collected is completely confidential and shall not be revealed to any source by the survey firm. The ownership of any information and data pertaining to this assignment belongs to the MLSP.