

MONGOLIA EMERGENCY RELIEF AND EMPLOYMENT SUPPORT PROJECT

(MERESP) IDA credit-P174116

TERMS OF REFERENCE (TOR)

Project title	Mongolia Emergency Relief and Employment Support Project (MERESP) IDA credit-P174116
Location	Ulaanbaatar, Mongolia
Title of the assignment	Consulting services to conduct beneficiary satisfaction surveys
Post title	National consulting firm to organize the beneficiary satisfaction surveys of micro-entrepreneurs and eJob online portal users
Contract type	Consultancy services
Languages required:	English and Mongolian
Contract duration	Eight (8) months

BACKGROUND

The Ministry of Family, Labor, and Social Protection (MFLSP) of Mongolia implements the Mongolia Emergency Relief and Employment Support Project (MERESP), which aims to provide jobseekers and micro-entrepreneurs in Mongolia with improved access to labor market opportunities and to provide temporary relief to eligible employers and workers in response to COVID-19. The MFLSP is implementing the project with loan and technical assistance from the World Bank between 2020 and 2025.

The project, consisting of four components, supports:

- (1) A comprehensive realignment of the current public employment service system to serve more significant numbers of employers and job seekers in a more client-driven approach and greater collaboration with private intermediation services;
- (2) Strengthening the design, relevance, and demand orientation of select active labor market programs;
- (3) Improving the quality and availability of labor market information and analysis;
- (4) Providing temporary social insurance contribution relief to eligible workers and their employers to mitigate the impact of the pandemic on businesses and workers.

Under component 3, the MERESP has planned to conduct two satisfaction surveys of project beneficiaries and users. Due to the types of evaluation measures and services, the survey firm needs to do two different satisfaction surveys. In particular, the level of satisfaction of beneficiaries of the "Micro-Entrepreneurs Support Program" (MSP) under component 2 and the users of the eJob online portal.

The consulting firm will undertake the following two surveys :

- To assess the level of satisfaction of micro-entrepreneurs who received support in the form of micro-loans, pre-loan training, and post-loan services under the MSP and to evaluate the results of program measures;
- To evaluate the level of satisfaction of users with the eJob portal and their experience and to identify strengths, weaknesses, and areas for improvement in providing online services to job seekers.

Surveys will identify the following indicators:

- The level of satisfaction of beneficiaries involved in the measures to support micro-entrepreneurs and the results of the program measures;
- Stability of business activities of micro-entrepreneurs at least six months after receiving the microloans;

- The level of satisfaction of the eJob portal users, the adequacy and results of the portal operation. The first program to assess is the Micro-entrepreneurs Support Program (MSP) as a part of the Employment Promotion Fund activities. The National Employment Council approved the MSP by Resolution No.4 of February 23, 2024.

The MSP aims to support the creation of new jobs or retention of their current jobs by improving the entrepreneurial and non-financial capabilities of micro-entrepreneurs¹, thereby increasing the sustainable employment of the target population. The program has planned to provide microloans to at least 550 micro-entrepreneurs. All micro-entrepreneurs who received the micro-loan will be involved in the comprehensive support measures for micro-entrepreneurs.

The MSP consists of three types of activities (a) 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 non-financial services, including 20 hours business skills and development training and 10 hours mentoring services to be delivered on a flexible basis to meet beneficiary needs.

The GOLWS will be responsible for the coordination and implementation of this program, results monitoring, and reporting. The GOLWS and its local offices will be responsible for ensuring the coordination of implementation of pre-loan training and post-loan non-financial on the ground. Participating financial institutions will be contracted for the administration of microloans under MSP. The Minister of Labor and Social Protection approved the Program implementation guidelines (IG) by Decree No. A/65 on April 3, 2024. IG describes institutional and organizational arrangements necessary to implement program measures effectively.

The second service to assess is the eJob portal with online job-matching functionality and an eJob mobile application. The MESP² provided technical and financial support to redesign Labor market information system (LMIS) based on the eJob platform and introduced the online eJob portal and eJob mobile application. Policymakers, admin users at the central level, and employment officers and social workers of the aimag, capital, and district offices at the local level are using the eJob portal. Online job matching is an innovative service where job seekers and employers can access the online portal remotely and apply for services.

The MFLSP suggests engaging and contracting a national consulting firm to conduct beneficiary satisfaction surveys of micro-entrepreneurs and eJob online portal users. This TOR defines the scope of work, deliverables, performance evaluation, and reporting for the national consulting firm to provide technical support to the MFLSP.

DUTIES AND RESPONSIBILITIES

Scope of Work: The purpose of surveys is to assess the satisfaction of beneficiaries who received support for micro-entrepreneurs and online portal users, to find out the results of the programs, measures, and services, and to develop suggestions and recommendations for further implementation.

Tasks: The survey firm will be responsible for developing the survey questionnaires based on the survey methodology and key indicators proposed in this assignment, collecting and analyzing data, generating survey reports, and providing conclusions and recommendations.

The consulting firm will conduct a satisfaction survey of beneficiaries and users of 2 different types of measures. For each survey, a consulting firm will undertake the following tasks:

¹ The program will include the following citizens: 1) Self-employed individuals; 2) Herdsmen; 3) Citizens establishing partnership groups and cooperatives; 4) Micro-entrepreneurs; 5) Citizens who returned from foreign countries.

² The first phase of MERESP.

- 1) Develop and update the survey questionnaires based on the guidance and comments from the MFLSP/PIU and the World Bank.
- 2) Review and refine the draft data collection instruments based on consultation and comments from the MFLSP/ PIU and WB.
- 3) Pilot and test the data collection instruments and make the necessary corrections.
- 4) Plan and organize data collection and analyze data according to the methodology;
- 5) Prepare a report based on the analysis of indicators of the survey. The MFLSP/PIU and WB should agree to a report format and statistics/data. A report should also include a section outlining the survey implementation, including sampling used especially for eJob beneficiaries, duration, response rate, etc.
- 6) Prepare a synthesis report summarizing the tracer study and satisfaction survey results, and provide recommendations for further support and improvements for the eJob services and micro-entrepreneurs support measures.

Survey methodology:

A. Tracer study to determine satisfaction of beneficiaries

The survey questionnaires of the beneficiaries of the micro-entrepreneurs support measures will be updated and revised by making relevant changes to questionnaires of the tracer survey conducted under the previous phase project. The survey will cover all the beneficiaries whose microenterprise is still in business at least six months after receiving the microloan. In the survey, at least 80% of the beneficiaries should be included.

For MSP, the consulting firm will administer the telephone survey to the beneficiaries. Before the data collection, the GOLWS/PIU will submit a list and relevant information of citizens who participated in the program to the survey firm. The survey firm will contact and interview each micro-entrepreneur on the list. Each failed interview and the reasons for the failure should be recorded and notified. The survey firm will prepare a report format and statistics in consultation with MFLSP and PIU.

The survey will determine the following key indicators:

- 1) The survey should provide demographic information about the beneficiaries in a disaggregated form by age group, gender, education level, occupation, location, disability, areas of business activity, economic sector, and other relevant characteristics.
- 2) The level of satisfaction of beneficiaries with each measure of micro-entrepreneurs support and the overall satisfaction level of the measures will be determined and disaggregated by gender (five levels of satisfaction will be identified: very unsatisfied, unsatisfied, somewhat satisfied, satisfied, very satisfied).
- 3) Percentage of beneficiaries of the support to micro-entrepreneurs whose micro-enterprise is still in business, at least six months after receiving a micro-loan, by gender. This indicator will be assessed in the following three categories:
 - Still engaged in the same business at the time of taking the microloan;
 - Not running the same business but doing another business;
- 4) Number of sustained and newly created jobs following the micro-entrepreneurs support, purpose, and usage of the microloan, change in profits of micro-entrepreneurs.
- 5) Quality, relevance, and adequacy of all the step-by-step processes of micro-entrepreneurs support as outreach and communication, microloans, pre-loan and post-loan non-financial support services.
- 6) Adequacy of practical guidance and support from local LSWOs and training providers on environmental and social safeguards management.
- 7) Adequacy of knowledge of a grievance redress mechanism and use mechanism for resolving complaints.

B. Satisfaction survey of eJob users and beneficiaries

The survey questionnaire to evaluate the satisfaction of eJob portal users shall complement and enhance the satisfaction survey indicators collected by LSWOs and offices.

The participants for the survey will be selected from representatives of sectoral ministry, implementing agencies and local offices, and users of the eJob portal. The eJob beneficiaries' survey can employ the following two methods for each group: 1) online surveys from users within the ministry, agencies, and local offices, and 2) telephone surveys from eJob beneficiaries and employers. A survey firm may suggest any modifications and improvements to these survey methods if needed and should agreed upon during the contracting process. A survey should include at least 500 users and beneficiaries in three groups of users of the eJob portal within the ministry, agency, local offices, beneficiaries, and employers. The survey firm will need to develop a (not too complicated) sampling strategy to be representative of eJob users and beneficiaries of three groups. PIU will provide a list of users of the eJob online job portal, job seekers, employers receiving online job mediation services, and other relevant records to the firm. The survey firm will contact and take surveys from each employment officer, citizen, and employer on the list.

The survey will determine the following key indicators:

- 1) The survey should provide demographic information about the participants in a disaggregated form by type of employment officer/user, occupation, age group, gender, location, disability, and other relevant characteristics.
- 2) The level of satisfaction of users (public officers) with the functionality of sections for each service and measure (job placement, employment promotion programs and activities, profiling, career guidance, job fair events, occupational codes and classification settings, document storage, user settings, and reporting,etc) of the eJob portal and the overall satisfaction level of the eJob portal will be determined and disaggregated by the type of users of the portal (five levels of satisfaction will be identified: very unsatisfied, unsatisfied, somewhat satisfied, satisfied, very satisfied).
- 3) The level of satisfaction of beneficiaries with job application section: the information section, beneficiary registration, resume creation form section, job application, job search,job matching, referral, interview, tracking, and recruitment;
- 4) The level of satisfaction of employers with job order section: employer registration, submission of vacancies, and matching jobs with vacancies.
- 5) Efficacy indicating coherence and compatibility, user-friendly design, accessibility, workload, the average time spent to process services, and cost efficiency of the eJob portal.
- 6) The number of people recruited through the eJob portal
- 7) The number of employers hired employees through the eJob portal.
- 8) Percentage of users of the eJob mobile application by gender and location.

List of documents that the survey firm needs to be familiarized with before surveys

- (i) MERESP PAD/POM
- (ii) MSP and its Implementation Guidelines
- (iii) Reports on micro-entrepreneur support measures
- (iv) Reports on eJob online job placement.

Deliverables:

A survey firm will produce the following deliverables:

Deliverables	Duration from start of contract (working days, indicative)	Completion dates (indicative)	Review and approvals required

<p>Deliverable 1. Report on the preparation of the survey</p> <ul style="list-style-type: none"> i) Detailed work plan and schedule; ii) The updated questionnaires of the tracer study with relevant changes made (Mongolian and English); iii) The questionnaires of the satisfaction survey with adjustments based on the piloting (in both languages), the results of the pilot test; iv) The survey report template agreed with MFLSP/PIU and WB; 	21 days	December 1, 2024	MFLSP, PIU
<p>Deliverable 2. Progress report</p> <ul style="list-style-type: none"> i) The progress report of the tracer study and satisfaction survey; ii) Finalized report of the user satisfaction survey describing the key findings, results, and recommendations (in both languages); 	107 days	April 1, 2025	MFLSP, PIU
<p>Deliverable 3. Final report and recommendation</p> <ul style="list-style-type: none"> i) Finalized report of the tracer study describing the key findings, results, and recommendations (in both languages) ii) Conclusion of the archived data (in SPSS, STATA, or other acceptable format) of two surveys and handed over to the project units; iii) Presentation slides (PPT) presenting results of the synthesized report of the tracer study and satisfaction survey with lessons learned and recommendations. 	172 days	June 30, 2025	MFLSP, PIU

Contract duration:

A contract will cover the period from November 1, 2024, to June 30, 2025 (8 months).

Contract price:

The contract price is negotiable with the consulting firm. The total price of the contract include all costs required to perform the deliverables identified in the TOR.

A national consulting firm will deliver the products at no cost if any of the deliverables stipulated by this TOR cannot produced before the contract ends due to justifiable circumstances, and for this reason, extending the contract duration.

Monitoring, progress control, and reporting requirements:

As part of the contractual activities, a research organization will be working under the supervision of the MFLSP, MERESP PIU, and the World Bank project team. The performance of the consultancy service is evaluated based on the following indicators:

1. Completion of tasks specified in ToR;
2. Compliance with the established deadlines for submission of deliverables;
3. Quality of work.

A national consulting firm will report the work and progress directly to the PIU. The PIU team will be responsible for the technical and administrative supervision of the work to be carried out under these terms of reference. A national consulting firm will fill out a deliverable acceptance form for each scheduled deliverable to the MFLSP/PIU before receiving the contract payments.

Schedule of payments:

The contract price is output-based regardless of the extension of the herein-specified duration. Payments shall be in three installments based on the list of deliverables.

The consulting firm will be paid in the following schedule:

Deliverable	Payment as % of the total contract price
Deliverable 1. Report on the preparation of the surveys	30%
Deliverable 2. Progress report	30%
Deliverable 3. Final report and recommendation	40%

Payment will be made upon submission of the agreed deliverables and acceptance by the MFLSP/PIU.

Confidentiality:

Information obtained and reports produced in connection with this assignment are the property of the Ministry of Labor and Social Security (MFLSP) and the World Bank. The selected consulting firm and its staff may not use this information for research or commercial purposes. The consulting firm is responsible for ensuring the security of the data and providing information appropriately to the staff using the data.

REQUIRED SKILLS AND EXPERIENCE

A national consulting firm is a domestic institution with experience in carrying out research and analytical work. The research organization should meet the following requirements:

- (i) The organization must have at least five years of experience performing similar research and analysis work: tracer study of beneficiaries, user satisfaction survey, and interview research;
- (ii) Demonstrated strong capacity and experience in planning and organizing survey logistics, and proven record of delivering timely results;
- (iii) Ability to quickly recruit and train enumerators to carry out data collection;
- (iv) Experience working with the international development organizations is an asset;
- (v) Proven excellence in the production of written reports and brief presentations of research;
- (vi) Experience in digital data collection platforms;
- (vii) Strong written English and Mongolian communication skills.