



SARAL DESIGN SOLUTIONS PRIVATE LIMITED

CIN: U79400MH2015PTC265489

EL-11, DNA road, Electronic zone, near Nelco bus stop, MIDC, Mahape, Navi Mumbai-400710
+91-9029330401 | www.saraldesigns.in | contactus@saraldesigns.in

Technical support – estimating impact of Menstrual Hygiene Management training and communications co-creation:

Call published 13th of November 2020

Tender deadline 30th of November 2020

Overview:

1. Summary
2. Background
3. Approach, outputs and timelines
4. Requirements
5. Selection process

1. Summary:

Saral Designs is seeking an expert researcher/consultant to support us in estimating the impact of our communication activities during a grant to scale our sanitary pad production and distribution approach aimed at improving Menstrual Hygiene Management (MHM) amongst adolescents and women from six tier 2,3 locations in India that includes Valsad, Bharuch and Vansda (Gujarat) and Latur, Pune and Nanded (Maharashtra).

The engagement will see the selected consultant provide technical support to identify external evidence of the impact of communications on knowledge and awareness for MHM, and combine this with internally held data on the reach of relevant activities. Alongside undertaking an estimate of results, we envision the consultant would facilitate a co-creation workshop to review our communications and training approach as part of a larger review of our activities in to improve MHM amongst Indian women and girls.

2. Background:

We are a Mumbai-based for-profit social enterprise that produces Swachh, a compact sanitary pad machine to enable local decentralised manufacturing, that is paired with local distribution via "Sanginis" (local health workers from communities) in areas with limited access and services. Saral Designs therefore provides last mile access for rural villages through Door to Door (D2D) distribution. In December 2018, Saral Designs was awarded a Transition to Scale Grant for Swachh, and our D2D distribution model in two states in western India. We also understand that accessibility to menstrual products is one aspect of a solution and hence, within the grant Saral Designs also worked to increase awareness and build knowledge around MHM. To date, Saral Designs has implemented 3 types of communication activities over the grant.

1. **Community awareness campaigns:** Single awareness campaign conducted in villages aimed at creating awareness, myth busting and informing communities of the biology behind menstruation.





SARAL DESIGN SOLUTIONS PRIVATE LIMITED

CIN: U79400MH2015PTC265489

EL-11, DNA road, Electronic zone, near Nelco bus stop, MIDC, Mahape, Navi Mumbai-400710
+91-9029330401 | www.saraldesigns.in | contactus@saraldesigns.in

2. **After-school training:** For adolescent girls, three curriculum-based training sessions were planned, covering 1) introduction and basic topics; 2) sensitive topics and specific knowledge; and 3) refresher training.
3. **Interpersonal Communications (IPC):** When distributing pads and undertaking door-to-door sales, Sanginis answer basic menstrual hygiene management questions and refer beneficiaries to Accredited Social Health Activists (ASHAs).

Due to the Covid-19 pandemic, community awareness campaigns and after school training have been paused since March, and IPC has been implemented inconsistently across intervention areas. These delays, alongside pandemic restrictions, means a direct evaluation of our communications activities is not feasible within this grant. Hence, we invite applications for researchers who can **support with a desk-based review to identify external evidence on the impact of comparable activities on women and girl's awareness and knowledge of MHM**. The consultant would build on a previously used method to combine effect sizes identified with monitoring data for reach. The estimation will be used to report against the following Improving Lives Indicator "number of individuals reporting changes in knowledge, awareness, related to menstruation and/or SRHR". In addition to reporting a robust estimation to the funder's results framework, we expect the selected consultant to support co-creation to inform our design of future communications, via developing stimulus materials and facilitating a virtual workshop.

Please note that this is *not* a systematic review for external publication but rather a focused but structured literature search to obtain robust evaluative findings for impact estimation, and identify external evidence and examples of best practice for co-creation. It is proposed that this assignment should be undertaken between December 2020 and January 2021.

3. Consultancy Objectives:

The primary aim of this assignment is to report an estimate of the effects of Saral Designs' communication activities against the aforementioned improving lives indicator. The secondary aim is to support Saral Designs in the redesign of our communication activities. Specifically, the objectives for this assignment are as follows:

Estimation of impact:

1. Undertake a focused but structured literature search to identify external effect sizes for the impact of similar communication activities on attitudinal drivers of MHM.
2. Develop an estimation approach for combining effect sizes with monitoring data on beneficiary reach to report to the improving lives indicator, and undertake all calculations.

Best practice & co-creation:

1. Undertake desk-based review of existing communication approaches, external literature and internal research to advise on Saral Designs framing and/or behavioural design for communication activities





SARAL DESIGN SOLUTIONS PRIVATE LIMITED

CIN: U79400MH2015PTC265489

EL-11, DNA road, Electronic zone, near Nelco bus stop, MIDC, Mahape, Navi Mumbai-400710
+91-9029330401 | www.saraldesigns.in | contactus@saraldesigns.in

2. Develop insights and hypothesis for Saral Designs communications approach covering message framing and design to improve MHM
3. Guide our internal M&E team in developing stimulus material for other areas of our work, such as the distribution approach.
4. Undertake a virtual co-creation workshop to report back insights and support Saral Designs strategy on future communications.

5. Approach, outputs and timelines

We envision the consultant will roughly follow a three phased approach:

Phase I Literature search and Desk Based-Review:

- Initial discussions with Saral Designs at a kick-off meeting to take place to map all materials and existing information. Following this meeting, the consultant will amend the initial plan to account for any changes in estimation of time.
- Review of Saral Designs internally-held research, primarily consisting of:
 - Baseline data collected through a cross-sectional sample of rural Indian women and girl's usage of sanitary pads, and their knowledge and attitudes towards menstrual hygiene management.
 - Ongoing monitoring of the number of beneficiaries reached through community awareness, and school-based training, as well as monitoring data on pad distribution
 - Qualitative data from Key Informant Interviews with health workers and Focus Group Discussions with community members on MHM.
 - Short survey into the effect of Covid-19 pandemic and lockdown on Sanginis and partners work.
- A structured literature search for communications and training to improve menstrual hygiene management in India and South East Asia, to identify evaluative results, lessons learned and examples of best practice.

Phase II – analysis and insights:

- Develop a method for estimating results against the Improving Lives Indicator, and undertake estimation, and documentation of the method used.
- Analysis of internal and external evidence, and Saral Designs current activities to develop insights and stimulus material for the category framing and behaviour design and targeting of our communications and training.

Phase III – Co-creation:

- Undertake a two-day virtual workshop with Saral Designs staff to review our current approach to training, awareness and knowledge building with the aim of developing an updated communication plan to achieve growth in pad usage and improve MHM.
- Delivery of a short report or deck capturing changes to our communication approach





SARAL DESIGN SOLUTIONS PRIVATE LIMITED

CIN: U79400MH2015PTC265489

EL-11, DNA road, Electronic zone, near Nelco bus stop, MIDC, Mahape, Navi Mumbai-400710
+91-9029330401 | www.saraldesigns.in | contactus@saraldesigns.in

6. Requirements

The project will be awarded to a person who can meet the following criteria:

Required:

- Demonstrable experience undertaken literature reviews and/or desk-based reviews
- Thematic expertise in Social Behaviour Change Communications, particularly developing communications strategies
- Experience of evaluation techniques such as Randomised Control Trials and Quasi experimental methods.
- Proven quantitative research experience, with proficiency in undertaken analysis in Excel, SPSS or Stata, particularly in estimating effects using evaluative results
- Confidence with working independently
- Excellent communication skills and the ability to tell stories with data.
- Fluency in English both written and spoken.

Desirable:

- Experience undertaking systematic reviews
- Experience drawing insights from qualitative research
- Thematic expertise in menstrual hygiene management or sexual and reproductive health
- Experience in facilitating co-creation workshops
- Fluency in Hindi both written and spoken.

7. Selection process:

Applicants meeting the above requirements should submit an expression of interest to Saral Designs by the 30th of November 2020. Including the consultants CV, a brief description of the proposed methodology, and their experience related to this brief. Please also provide an estimated number of days to meet the assignment objectives and the consultant's day rate.

We encourage questions and clarifications; however, these should be requested by the 23rd of November. Questions and Clarifications should be sent to Shivali Bagayatkar Head of Partnerships at Saral Designs: shivali@saraldesigns.in, with the subject heading M&E & co-creation technical support. We expect to shortlist the proposals by the second week of December. All deliverables for the project should be finalised by end of January 2021.

