

# REQUEST FOR APPLICATIONS

## FHM Engage Madagascar

### Request for Applications (RFA) No. 2022-001-FHM-Madagascar

Issuance Date: December 9, 2022

Dear Applicant:

Frontier Health Markets (FHM) Engage Madagascar, implemented by Chemonics International, is seeking applications to conduct rapid landscape assessments and facilitation of local market actors to develop, test, and pilot marketplace solutions for improving quality of family planning (FP) services, Maternal and Child Health (MCH), and nutrition. The sub-agreement will be awarded and implemented in accordance with USAID and US Government regulations governing sub-agreements under cooperative agreements and FHM Engage Madagascar's internal sub-agreement management policies. Work will be performed under supervision of the Chief of Party of FHM Engage Madagascar and under the technical approval of Pathfinder; in collaboration with FHM Engage's global staff, all local implementation partners, and consultants.

Project and Chemonics employees may not ask for, and applicants are prohibited from offering, any money, fee, commission, credit, gift, gratuity, thing of value, or compensation to obtain or reward improper favorable treatment regarding this solicitation. Any improper request from a project employee should be reported to Program Director Donya Rahimi, [drahimi@chemonics.com](mailto:drahimi@chemonics.com), or [BusinessConduct@chemonics.com](mailto:BusinessConduct@chemonics.com).

Annexes included with this Request for Applications:

- **Annex A** – Sub-Agreement Application Template
- **Annex B** – Implementation Plan Timeline
- **Annex C** – Sub-Agreement Application Budget Form
- **Annex D** - Mandatory and Required As Applicable Standard Provisions  
Standard Provisions for U.S. and Non-U.S. Nongovernmental organizations receiving a fixed amount award can be accessed through the following URL:  
<https://www.usaid.gov/sites/default/files/documents/303mat.pdf>. The successful applicant will be required to follow these standard provisions which will be included as an annex to the subaward agreement.
- **Annex E** –How to get a UEI/DUNS number

#### SECTION I. PROGRAM DESCRIPTION

## IA. OBJECTIVE

*FHM Engage Madagascar* is seeking to award a sub-agreement to an organization to conduct rapid landscape assessments for market diagnosis and to identify recommendations. The organization will then organize the facilitation of local market actors to develop, lean test, and pilot marketplace solutions for strengthening Quality of Care (QoC), Supply, and Client driven demand for integrated FP, MCH, and Nutrition services through the private health sector for hard to reach urban/peri-urban areas populations, which will include the use of e-vouchers for youth.

## IB. BACKGROUND

FHM Engage is a five-year project financed by USAID and implemented by Chemonics International. As USAID's flagship private sector health project, FHM Engage envisions a world in which health markets are responsive, equitable, resilient, and driven by consumer needs. To meet this vision, FHM Engage – led by Chemonics and its core partners, co-technical lead Results for Development, Pathfinder, and Zenysis – catalyzes the adoption of fresh, contextually-relevant pathways in health market development by building on existing structures and offering strong behavioral, technical, and managerial approaches. While supporting local market actors to build upon current government and donor investments, we also use systems thinking to understand the market system, identify root causes of market under performance (focusing on Stewardship; Financing; Rules, Regulations, and Norms; and Market Information), and develop context-specific and locally informed strategies and solutions to systematically change market environments and health markets. FHM Engage Madagascar will work towards four main objectives:

1. **Supply Quality:** Strengthen in-service training of the private sector and integrate in-service Quality Assurance/Continuous Quality Improvement (QA/CQI) processes
2. **Supply Services:** Develop systems to ensure that youth markets drive demand and improve access to hard to reach urban and peri-urban populations
3. **Stewardship:** Align structures to facilitate better engagement of the private sector providers to strengthen the organization and engagement of private sector providers
4. **Financing:** Mobilize financial resources to improve private sector capacity, responsiveness, and financial sustainability

## IC. DETAILED PROGRAM DESCRIPTION

The program description is guided by the following program objective:

**Program Objective:** Market Diagnosis for strengthening Quality of Care (QoC), Supply, and Client driven demand for integrated FP, MCH, and Nutrition services through private health sector for hard to reach urban/peri-urban areas populations, including youth.

The two activities described below directly contribute to achieving the program objective. The timeframe for completion of both activities is three months from the initiation of work.

### Activity 1: Undertake market diagnosis for strengthening private health sector QoC

**Activity Objective:** To create inputs to facilitate Ministère de la Santé Publique (MinSanP), Regional Training Bureaus (BRFs), Fonds Malgache de Formation Professionnelle (FMFP), Groupement du Secteur Privé de la Santé (GSPS), Ordre National de Médecins (ONM), Ordre National des Sage-Femmes de Madagascar (ONSFM), Comité Régional de l'Ordre des Médecins (CROM), Association des

Médecins Communautaires (AMC), FacMed, and other market actors to identify gaps/challenges for **priority QoC functions** for private sector providers for FP, MCH and nutrition with a focus on cabinets and centres médicaux in the peri-urban areas, and médecins communautaires. Priority QoC functions for private service providers included in this activity include:

- a. In-service skills-based training,
- b. Accreditation of private service providers, and
- c. QA/CQI (including supportive supervision) of private sector providers

**Key Tasks:**

1. Desk review for mapping of key institutions and stakeholders, approaches, challenges, and opportunities for strengthening priority QoC functions
2. Key informant interviews (KII) with MinSanP, FMFP, GSPS, and other relevant market actors to refine the desk research, and identify recommendations for next steps
3. Public private dialogue (PPD) to validate findings of desk review and KII and co-develop recommendations and harmonize roles of actors for strengthening priority QoC functions.

**Deliverable:** Market Landscape report with recommendations on next steps for strengthening private health sector Quality of Care (QoC).

**Activity 2: Undertake market diagnosis for strengthening supply of and client driven demand for integrated FP, MCH, and nutrition services**

**Activity Objective:** To conduct rapid landscaping and FP marketplace analysis to identify opportunities to reach populations in peri-urban/urban areas, including youth friendly services (YFS) for integrated FP, MCH and nutrition services through cabinets, centres médicaux, pharmacies, distributors, and other providers of FP for youth.

**Key Tasks:**

1. Desk review to map and document existing health marketplace actors, solutions, and systems related to hard-to-reach urban and peri urban populations, including youth, of:
  - a. Private sector providers, with a focus on cabinets and centres médicaux in urban/peri-urban areas, including a situation analysis to identify gaps and opportunities to leverage for introduction and expansion of integrated FP, MCH and nutrition services including YFS.
  - b. Pharmacies, including a situation analysis to identify gaps and potential opportunities to leverage for introduction and expansion of new health marketplace solutions for FP with pharmacies and distributors.
  - c. Demand-side financing initiatives to reduce financial barriers for integrated FP, MCH and nutrition services offered by the private sector, with a focus on e-vouchers for youth.
  - d. Demand generation and social and behavior change (SBC) for promoting informed contraception/FP decisions among adolescents and youth with a focus on identifying existing opportunities and gaps in youth-focused social and behavior change communication (SBCC) through community health volunteers (CHVs), mass media and social media
2. KII with MinSanP, Ministère de la Jeunesse et des Sports (MJS), Direction de la Santé de la Famille (DSFa), GSPS, PSI, MSM, and relevant market actors, including youth, to understand current policy and institutional mechanisms to support the activity objective; identify existing gaps and opportunities that may be leveraged; who the key stakeholders/and actors are; and how best to facilitate collaboration (including collaboration with existing USAID investments under ACCESS and IMPACT) and action by these actors to explore the feasibility to:

- a. Introduce new health marketplace solutions capable of expanding access to integrated FP, MCH, nutrition services including YFS in urban/peri-urban areas through cabinets, centres médicaux, pharmacies and distributors.
- b. Introduce e-vouchers for youth, redeemable for integrated YFS through private providers, with a focus on cabinets, centres médicaux, pharmacies, and distributors.
- c. Strengthen and leverage demand generation and SBCC for integrated FP, MCH, nutrition services, including YFS through CHVs, mass media and social media.
- d. PPD to validate findings of landscape analysis and co-develop recommendations and roles of actors for supporting and delivering an integrated set of solutions described under 2a, 2b, and 2c, above.

**Deliverable:** Market Landscape report with recommendations for strengthening supply of and client driven demand for integrated FP, MCH, and nutrition services.

FHM Engage Madagascar recognizes that some sub-awardees may need technical assistance to more effectively carry out the activity. **\*Consequently applicants are encouraged to specify their needs for technical assistance and/or training in their application.\***

## LANGUAGE OF DELIVERABLES

Draft of deliverables will be submitted to the FHM Engage team in French. Final deliverables will be submitted in French and English.

## ID. AUTHORITY/GOVERNING REGULATIONS

FHM Engage awards will adhere to guidance provided under [ADS Chapter 303](#), “Grants and Cooperative Agreements to Non-Governmental Organizations” and will be within the terms of the USAID Standard Provisions as linked in the annexes, as well as the FHM Engage sub-award procedures.

ADS 303 references as additional regulatory document issued by the U.S. Government’s Office of Management and Budget (OMB) and the U.S. Agency for International Development:

- 2 CFR 200 [Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards, Subpart E](#)

Full text of 2 CFR 200 can be found at [http://www.ecfr.gov/cgi-bin/text-idx?tpl=/ecfrbrowse/Title02/2cfr200\\_main\\_02.tpl](http://www.ecfr.gov/cgi-bin/text-idx?tpl=/ecfrbrowse/Title02/2cfr200_main_02.tpl).

FHM Engage is required to ensure that all organizations receiving USAID sub-agreement funds comply with the guidance found in the regulations referenced above, as applicable to the respective terms and conditions of their sub-agreements.

Under the FHM Engage cooperative agreement, USAID retains the right at all times to terminate, in whole or in part, FHM Engage sub-award-making authorities.

## SECTION II. AWARD INFORMATION

FHM Engage Madagascar anticipates awarding one fixed-amount sub-agreement. It is anticipated that the total value of the sub-agreement for this objective may range from between 50,000,000 Malagasy Ariary (MGA) to 86,000,000 MGA, but the final amount will be dependent upon sub-agreement activities and final negotiation and may be lower or higher than that range. The duration of any sub-agreement under

this solicitation is expected to run until March 2023, with an option to extend should funding become available. The estimated start date of the sub-agreement awarded under this solicitation is January 2023.

## **SECTION III. ELIGIBILITY**

### **IIIA. ELIGIBLE RECIPIENTS**

- Applicants must be registered Malagasy organizations formally constituted, recognized by and in good standing with appropriate Malagasy authorities, and compliant with law and all applicable civil and fiscal regulations. Applicants must submit proof of their current registration status in Madagascar.
- Applicants may only submit one application per prime organization under this RFA (application may be for any combination of one, two, or all three scopes listed within this RFA).
- Applicants must be able to demonstrate successful past performance in implementation of programs for strengthening private sector QoC, service delivery, and demand generation related to FHM Engage Madagascar's priority areas, as described above.
- Applicants must have established outreach capabilities with linkages to the beneficiary group(s) identified in the program description (hard to reach urban/peri-urban populations including youth). This should be reflected by the incorporation of the beneficiary perspective in the application.
- Applicants must display sound management in the form of financial, administrative, and technical policies and procedures and present a system of internal controls that safeguard assets; protect against fraud, waste, and abuse; and support the achievement of program goals and objectives. FHM Engage Madagascar will assess this capability prior to awarding a sub-agreement.
- Applicants must sign certain required certifications prior to winning a sub-agreement. The certifications will be provided to sub-awardee during the negotiation stage and FHM Engage Madagascar will review them at the time of sub-agreement signature.
- For any sub-agreement resulting from this solicitation that is other than in-kind, equivalent to \$25,000 USD or more, sub-recipients will be required to provide a Unique Entity Identifier (UEI) at the time of award. If the applicant already has a UEI it should be included in their application. Otherwise, applicants will be expected to get a UEI before an award is made. FHM Engage Madagascar can assist successful applicants with this process. More information on UEIs can be found [here](#) and in Annex E.
- Sub-recipients will follow the project's approved marking plan and branding strategy, to be provided at sub-agreement signature.
- Faith-based and community groups will receive equal opportunity for funding in accordance with the mandated guidelines laid out in ADS 303.3.28 except for faith-based organizations whose objectives are for discriminatory and religious purposes, and whose main objective of the sub-agreement is of a religious nature.

FHM Engage Madagascar encourages applications from new organizations who meet the above eligibility criteria.

FHM Engage will **not** partner with the following types of organizations:

- Any entity that has been found to have misused USAID funds in the past
- Political parties, groupings, or institutions or their subsidiaries and affiliates
- Organizations that advocate or promote anti-democratic policies or illegal activities
- Faith-based organizations whose objectives are for discriminatory and religious purposes, and whose main objective for the sub-agreement is of a religious nature (note this does not preclude FHM Engage partnering with faith-based organizations whose mission and objectives align with ours)
- Any entity included in any supplementary information concerning prohibited individuals or entities that may be provided by USAID
- Any entity whose name appears in the System for Award Management (SAM) or Visual Compliance with an active exclusion
- An organization that refuses to sign all required certifications and assurances

## **SECTION IV – APPLICATION AND SUBMISSION INFORMATION**

### **IVA. INSTRUCTIONS TO APPLICANTS**

Applicants must propose strategies for the implementation of the program description described above, introducing innovations that are appropriate to their organizational strengths.

#### **IVA1. PRE-AWARD RISK ASSESSMENT**

All organizations selected for award are subject to a pre-award risk assessment conducted by FHM Engage Madagascar, to ascertain whether the organization has the minimum management capabilities required to handle U.S. government funds.

#### **IVA2. SUB-AWARD APPLICATION**

Instructions and templates for the full application are in Annexes A, B, C, and E. Applicants that submit full applications that meet or exceed the merit review criteria will be notified of next steps in the application process. Applicants shall present their technical application and budget in the formats provided and shall follow the instructions and guidelines listed in these annexes.

All sub-award activity costs must be within the normal operating practices of the Applicant and in accordance with its written policies and procedures. For applicants without an audited indirect cost rate, the budget may include direct costs that will be incurred by the Applicant to provide identifiable administrative and management costs that can be directly attributable to supporting the sub-agreement objective(s).

The application must be signed by an authorized agent of the Applicant.

#### **IVA3. INELIGIBLE EXPENSES**

FHM Engage Madagascar sub-agreement funds may not be utilized for the following:

- Construction or infrastructure activities of any kind. Note that Per Mandatory Standard Provision M22 “Limiting Construction Activities”, subawards under FHM Engage cooperative agreement may not include any construction activities as defined in ADS 303 Mandatory Reference entitled

“USAID Implementation of Construction Activities” without prior AO approval. Construction also includes improvements, renovation, alteration, and refurbishment.

- Ceremonies, parties, celebrations, or “representation” expenses.
- Purchases of restricted goods, such as: restricted agricultural commodities, motor vehicles including motorcycles, pharmaceuticals, medical equipment, contraceptive products, used equipment; without the previous approval of FHM Engage Madagascar, or prohibited goods, prohibited goods under USAID regulations, including but not limited to the following: abortion equipment and services, luxury goods, etc.
- Covered telecommunication and video surveillance equipment or services – per ADS 303.3.35.2 and as further explained in 2 CFR 200.216 for U.S. organizations and the standard provision entitled, “Prohibition on Certain Telecommunication and Video Surveillance Services or Equipment” applicable to non U.S. organizations, sub-agreement funds including direct and indirect costs, cost share and program income may not be used to purchase covered telecommunications equipment and services produced by or provided by the companies listed in the referenced provisions. The definition of “covered telecommunication equipment or services” is provided in the referenced provisions.
- Alcoholic beverages.
- Purchases of goods or services restricted or prohibited under the prevailing USAID source/nationality (Cuba, Iran, North Korea and Syria).
- Any purchase or activity, which has already been made.
- Purchases or activities unnecessary to accomplish sub-award purposes as determined by the FHM Engage Madagascar Project.
- Prior obligations of and/or, debts, fines, and penalties imposed on the Sub-Awardee.
- Creation of endowments.

#### **IVB. APPLICATION AND SUBMISSION INFORMATION**

Applications shall be submitted **in English or in French** and may not be more than fifteen (15) pages (excluding supporting annexes).

Applications (including the budget and supporting documentation) should be submitted in electronic copy to the FHM Engage Madagascar team at [fhmmadagascarrecruit@chemonics.com](mailto:fhmmadagascarrecruit@chemonics.com) and should reference **RFA No. 2022-001-FHM-Madagascar**. Applications must be submitted no later than *05:30pm* Antananarivo, Madagascar time on **January 9, 2023**. Late or unresponsive applications will only be considered at the discretion of FHM Engage Madagascar.

Checklist of supplementary items necessary to submit a complete application:

- Completed Subaward Application, 15 pages limit (Annex A)
- Proof of current registration status
- Organizational structure chart
- List of References
- Implementation Timeline and list of main tasks of the activity (Annex B)
- List of Personnel - Attach CVs and estimated salary for all subaward activity personnel
- Budget (Annex C)
- List any major donor-funded activities

Please submit all questions concerning this solicitation to the attention of Kessarin Horvath, Senior Associate, via email to [fhmmadagascarrecruit@chemonics.com](mailto:fhmmadagascarrecruit@chemonics.com). FHM Engage Madagascar will assist applicants in understanding the application process, and can provide coaching in application development at the request of applicants.

## SECTION V. APPLICATION MERIT REVIEW CRITERIA

All applications will be reviewed by an internal review panel comprised of FHM Engage Madagascar technical implementation staff, and recommendations may be vetted by a larger group. Full applications will be evaluated against the merit review criteria in the table below:

<b>Merit Review Category</b>	<b>Maximum Points -</b>
Context specific expertise	20
Past Performance & Corporate Capabilities	20
Program Implementation Plan	20
Technical expertise in Quality	20
Technical expertise in research methods	20
<b>Overall Rating (out of 100 points per Scope)</b>	<b>100</b>

These merit review criteria elements are described more fully below.

***i. Context specific expertise***): Knowledge of key public and private sector stakeholders and deep understanding of Madagascar's health system with strong operational experience and presence in Madagascar. Operational presence and ability to launch work in Madagascar. Professional expertise in French and ability to work in English. (20 points)

***ii. Past performance and corporate capabilities***): Proven experience and capacity to perform similar activities and specifically in private health sector during the last 10 years. Please clearly describe your expertise as it relates to the scope and activity descriptions listed in section IC. DETAILED PROGRAM DESCRIPTION of this document. (20 points)

***iii. Program Implementation Plan***: As described in Section II of Annex A, the Program Implementation Plan will be rated on technical know-how, approach and methodology, sector knowledge and cost efficiency. Use the Implementation Plan template included in Annex B to receive credit for this merit category. (15 points)

***iii. Technical expertise in Quality***: Strong technical expertise in FP, MCH, and Nutrition service delivery, ensuring quality of FP care through QA/CQI approaches, capacity building, and pre- and in-service training of private sector service providers. (15 points)

***iv. Technical expertise in research methods***: including desk and literature reviews and qualitative and quantitative research methods. (15 points)

Additionally, FHM Engage Madagascar will ensure environmental soundness and compliance in design and implementation as required by 22 CFR 216. The project is required to complete an environmental screening checklist to determine the environmental impact of planned activities. If the findings from the screening tool are that the activity will not have detrimental environmental impact, the activity is clear to proceed without further action, but if potential environmental impacts are identified during the screening process, FHM Engage will support the sub-recipient to prepare a Supplemental Environmental Mitigation and Monitoring Plan (SEMMP) within 30 days of award to address the potential environmental impacts.



## **SECTION VI. AWARD AND ADMINISTRATION INFORMATION**

All sub-agreements will be negotiated, denominated and funded in Malagasy Ariary. All costs funded by the sub-award must be allowable, allocable and reasonable. Sub-award applications must be supported by a detailed and realistic budget as described in Section IV.

Issuance of this RFA and assistance with application development do not constitute an award or commitment on the part of FHM Engage Madagascar, nor does it commit FHM Engage Madagascar to pay for costs incurred in the preparation and submission of an application. Further, FHM Engage Madagascar reserves the right to accept or reject any or all applications received and reserves the right to ask further clarifications from the offerors. Applicants will be informed in writing of the decision made regarding their application.