

**Request for Proposals (RFP) – FY23-COLMELSA-RFP001-LCSA  
Modification No. 1**

**Date:** **October 31, 2023**  
**RFP Number:** **FY23-COLMELSA-RFP001-LCSA**  
**Title:** The design and development of an assessment focused on a Systems Approach to Care Economy and Gender Inequalities in Caregiving in five selected municipalities in Colombia.  
**RFP Closing date:** November 14, 2023, at 3:00 PM Bogotá time

To all potential offerors:

Panagora Group SAS informs interested offerors that a modification has been made to the Terms and Conditions of the Request for Proposals - RFP No. FY23-COLMELSA-RFP-001-LCSA according to responses to offerors' questions and the proposal schedule. This includes the following:

1. Adjustment to Section A.2 "Overall Objective"
2. Adjustment to Section A.4 "Profiles of the Minimum Personnel Required in the Team"
3. Adjustment to Section B.2 "Relevant Timeline"
4. Adjustment to Section B.6 "*Contenido de la Solicitud de Propuestas (Convocatoria)*" (Spanish versión **only**)
5. Adjustment to Section B.9.3 "Documents that Make Up the Proposal"
6. Adjustment to Section C.3 "Determination of the Competitive Range and the Subcontract Award"

Due to the aforementioned, the modifications to the Request for Proposal are made to the following terms:

- I. Eliminate in its entirety **Section A.2 Overall Objective** and replace with the following:

This RFP aims to obtain proposals from interested firms that can provide the USAID/Colombia MELSA Activity technical services to develop an assessment focused on a **Systems Approach to Care Economy and Gender Inequalities in Caregiving in five selected municipalities in Colombia**. In Annex 1, offerors will find the specific questions expected to be answered by the selected subcontractor in the development of the study. Panagora seeks proposals from entities and/or specialized organizations with demonstrated successful experience developing:

- Consulting services to government, civil society, and the private sector, focused on care economy, gender inequalities in caregiving, and strengthening gender policies.
- Research projects on caregiving and sustainable development in Colombia, integrating gender perspectives and using quantitative and qualitative data collection and analysis.

Prospective offerors must demonstrate the following technical experience to be considered eligible:

- Research or studies, **programs or projects** on the Care Economy and Gender Inequalities in Colombian cities; **and/or**
- Demonstrated experience in gender-focused research, programs or projects that includes ethnic approach; **and/or**
- Proven experience using mixed research methods for studying gender-related issues.

**II. Eliminate in its entirety Section A.4 Profiles of the Minimum Personnel Required in the Team and replace with the following:**

The Offeror shall submit in its proposal a work team that responds to the objective and scope established in this RFP, with the expected quality and timeliness, and within the established deadlines.

Panagora requires the offeror to include the following profiles in its proposal:

**Consulting and **quantitative/qualitative** data collection (Scope A.3.1)**

Item	Role	Required Experience
1	Team Leader (1)	<ul style="list-style-type: none"> <li>• Degree in economics, social sciences, <b>legal sciences, law</b> or a relevant field related with the assessment objective.</li> <li>• Ten (10) years of experience in research and project management related to gender issues.</li> <li>• Proven expertise in researching gender, public policies, and gender equality. Extensive experience in leading and managing research projects, including women’s equity policy analysis.</li> <li>• Strong analytical skills to collect, analyze, and interpret quantitative and qualitative data.</li> <li>• Excellent written and verbal communication skills in English and Spanish at professional level, with a record of producing high-quality reports for international development agencies.</li> <li>• Ability to effectively collaborate and build relationships with diverse stakeholders, including government officials, civil society organizations, and private sector representatives.</li> <li>• Demonstrated leadership abilities, including time management, team coordination, and problem-solving skills.</li> </ul>
2	Care Economy Expert (1)	<ul style="list-style-type: none"> <li>• Economist with a Master’s degree in social sciences, gender studies, <b>government, public administration, business administration</b> or a relevant field related with the assessment objective.</li> <li>• Seven (7) years of general experience.</li> <li>• Proven experience in research or consultancy projects on care economy. Proven knowledge of the National Survey of Time Use (ENUT).</li> <li>• Proven qualitative and quantitative research expertise, including data collection and analysis.</li> <li>• Strong analytical and critical thinking skills to develop evidence-based recommendations.</li> <li>• Excellent communication skills to effectively convey complex concepts to diverse audiences. Experience working with government agencies, civil society organizations, and private sector stakeholders.</li> <li>• Proficiency in English and Spanish, both written and spoken at professional level.</li> <li>• Understanding of ethical considerations and best practices in gender-sensitive research.</li> </ul>
3	Gender Policy Expert (1)	<ul style="list-style-type: none"> <li>• Social science professional with master’s degree in social sciences, gender studies, or a related field.</li> <li>• Seven (7) years of experience in gender analysis at national and local level.</li> <li>• In-depth knowledge of care policies, gender disparities, and social inclusion.</li> <li>• Proven qualitative and quantitative research expertise, including data collection and analysis.</li> <li>• Strong analytical and critical thinking skills to develop evidence-based recommendations.</li> <li>• Excellent communication skills to effectively convey complex concepts to diverse audiences.</li> <li>• Experience working with government agencies, civil society organizations, and private sector stakeholders.</li> <li>• Proficiency in English and Spanish, both written and spoken at professional level.</li> <li>• Understanding of ethical considerations and best practices in gender-sensitive research.</li> </ul>



4	Private Sector Expert (1)	<ul style="list-style-type: none"> <li>• Master's degree in economics, business administration, or a related field.</li> <li>• Seven (7) years of experience in gender mainstreaming and private sector engagement.</li> <li>• Extensive knowledge of gender-inclusive business practices, corporate social responsibility, and sustainable development.</li> <li>• Work on providing advisory services to private companies on gender equality and/or social inclusion is a bonus.</li> <li>• Excellent analytical and problem-solving skills to identify gender gaps and develop tailored strategies.</li> <li>• Effective communication and negotiation skills to engage with private sector leaders and foster collaborations.</li> <li>• Proficiency in English and Spanish, both written and spoken.</li> </ul>
5	Quantitative Specialist (1)	<ul style="list-style-type: none"> <li>• Master's degree in economics, statistics, or a related field focusing on quantitative research methods.</li> <li>• Five (5) years of experience <b>in quantitative data analysis.</b></li> <li>• Proven knowledge of the National Survey of Time Use (ENUT).</li> <li>• Proficiency in statistical software (such as Stata, R, or Python) and data management techniques.</li> <li>• Strong analytical skills to handle complex datasets and conduct rigorous statistical analysis.</li> <li>• Effective communication skills to present findings and insights to diverse audiences.</li> <li>• Knowledge of gender-related indicators and methodologies is desirable.</li> <li>• Fluency in English and Spanish, both written and spoken.</li> </ul>
6	Qualitative Specialist (1)	<ul style="list-style-type: none"> <li>• Master's degree in social sciences, anthropology, <b>psychology</b> or a related field focusing on qualitative research methods.</li> <li>• Minimum of <b>five (5) years</b> of experience in qualitative research design, data collection, and analysis.</li> <li>• Proficiency in qualitative analysis software (such as NVivo) and experience in coding and thematic analysis.</li> <li>• Strong interpersonal skills to conduct interviews and focus groups with diverse stakeholders.</li> <li>• Knowledge and understanding of gender dynamics and intersectionality in research.</li> <li>• Excellent written and verbal communication skills in English and Spanish.</li> <li>• Experience in presenting qualitative findings clearly and engagingly.</li> <li>• Understanding of ethical considerations and protocols for research involving human subjects.</li> </ul>
7	Technical Writer (1)	<ul style="list-style-type: none"> <li>• Certified bilingual professional with experience in the development of technical reports.</li> <li>• Three (3) years of experience as a bilingual technical writer.</li> <li>• Experience in public policy and/or economic development issues and prior donor experience drafting reports are desirable.</li> </ul>
8	Local Field Researchers (three) *	<ul style="list-style-type: none"> <li>• These roles require candidates with backgrounds in any discipline within the social sciences and a minimum of one year of general experience.</li> <li>• They should have a strong understanding of gender and intersectionality perspectives and be well-versed in the dynamics of local government and social organizations, particularly those related to women's issues.</li> <li>• These three professionals will be responsible for planning and support the fieldwork in Villavicencio, Buenaventura, Medellín, Cauca, and Cartagena.</li> <li>• The distribution of responsibilities among the team members will be at the discretion of the offeror.</li> </ul>

\* For the profile of the Local fieldwork researchers, the Offeror must attach to its proposal a certification signed by the Legal Representative in which the company, in the event of being selected to execute the subcontract, undertakes that the personnel to be hired for these roles will be those who meet the required profile.

**A.4.1 POLICY FOR RECOGNITION OF STUDIES AND EXPERIENCE:**

The requirements for a graduate or master's degree may be substituted by certifying, in addition to the required years of experience, **THREE (3) years of specific experience in subjects related to the objective of the research.** The offeror must highlight this

substitution, clearly detailing such additional experience or professional degree, when applicable.

- III. Eliminate in its entirety **Section B.2 Relevant Timeline** and replace with the following: Panagora Group SAS has designed the schedule below that details the steps of the selection process.

Activities	Date	Time
Opening of the selection process	October 17, 2023	
Bidders' conference	October 24, 2023	9:00 AM
Deadline to submit questions	October 24, 2023	5:00 PM
Response to questions	November 2, 2023	5:00 PM
Application process closing and receipt of proposals	November 14, 2023	3:00 PM
Award report	November 20, 2023	5:00 PM
subcontract signing	On or about November 30, 2023	

The schedule above is an estimate. Panagora Group SAS reserves the right to modify this schedule unilaterally.

- IV. In the Spanish version of the RFP **only**, eliminate the title of **Section B.6 CONTENIDO DE LA SOLICITUD DE PROPUESTAS (CONVOCATORIA)** and replace with **B.7 CONTENIDO DE LA SOLICITUD DE PROPUESTAS (CONVOCATORIA)**. All other terms and conditions of the section remain unchanged.
- V. Eliminate in its entirety **Section B.9.3 Documents that make up the proposal** and replace with the following:

For a proposal to be valid, in addition to the documents required in section B.5 Eligible Offerors, offerors must submit the required legal documents, the technical proposal for the services with the established requirements, and a cost proposal that includes the total costs to attend a fixed price subcontract, as detailed below:

I. **The legal documents must include:**

1. For Colombian entities or foreign companies with a branch in Colombia, the Chamber of Commerce Registration (within the last 30 days) and Single Taxpayer Registry (RUT).
2. Photocopy of the identification of the legal representative of the Bidding entity.
3. Photocopy of the identification of the professional who will coordinate the relations with the contracting entity providing his/her position within the Bidding entity.
4. Certified financial statements for the last three (3) years to demonstrate financial solvency.
5. Documents demonstrating that the offeror was established at least five (5) years prior and that its corporate purpose corresponds to the subject matter of the solicitation.

6. Proof of having the capacity to enter into the amount of the subcontract offered; if necessary, attach the certificate granting such authorization.

**II. The proposal of services**

Proposals shall be submitted in the Spanish language, not to exceed **25 pages** in length, and shall include the following components:

1. **Cover page:** Title, name of the organization that is submitting the proposal, contact person, telephone and fax numbers, address, and e-mail address (not included in the 25-page limit)
2. **Description of services to be provided:** A detailed description of all the services per Section A – Terms of Reference, Services Required (**No more than 20 pages**, not including annexes with graphs, charts, tables, or drawings). Proposals over 20 pages will not be evaluated.

**This document, “Description of the services to be provided” must be submitted by the offeror on blank sheets of paper, without watermark, logos, colors, or any other type of characteristic that signifies the offeror. In addition, no mention may be made in this document of the legal or commercial name or acronym of the offeror. Anonymous language referring to the offeror must always be used. Failure to comply with this requirement may be cause for rejection of the offeror’s proposal.**

3. **Prior performance:** The offeror must have at least five (5) years of relevant experience providing services related to the scope presented in Section A of this RFP. Provide a concise summary of the organization’s qualifications, including a description of similar services provided in the recent past or currently underway, and provide the client’s contact information to review references. Furnish a description of any publication or report that shows special qualifications and experience of the organization directly related to the provision of the proposed services. The publication of books, articles, brochures, research reports, digital publications, and other materials related to the subject of assessment will be taken into consideration The prior performance section should **not exceed 5 pages**, not including annexes such as graphs, tables, charts, or drawings.
4. **Work Team:** The offeror must demonstrate the ability to have a minimum work team comprising the positions described in Section A.5 of this proposal, *Profiles of the Minimum Personnel Required in the Team*. The offeror may also include other team members it deems necessary to complete the subcontract. The offeror must use a table like the one below to present the team members and include resumes for each proposed person (resumes not included in the page limit).

Title	Name	Principle functions	Dedication	Years of experience
Team Leader				
Gender Public Policy Expert				
Care Economy Expert				



Private sector Expert				
Quantitative specialist				
Qualitative specialist				
Technical writer				

NOTE 1: The positions of Local Field Researchers will not be evaluated in the call for proposals, and the resumes for these positions will be submitted in accordance with the work plan and execution schedule presented by the selected offeror.

**III. The cost proposal**

The cost proposal determines which proposals represent the best value and serves as a basis for negotiation before awarding a subcontract. The subcontract price to be awarded will be an all-inclusive fixed price. Therefore, the proponent must include all costs. Nevertheless, bidders must provide a detailed budget showing major line items and a budget narrative for the proposal. Please refer to **Attachment 2** for detailed instructions and a sample budget template.

Rates in this budget should be **all-inclusive, including company costs.**

The budget narrative shall include:

1. A summary that thoroughly explains the methodology used to calculate the budget and any assumptions made by the offeror that had a material effect on the proposed resulting cost.
2. A clear explanation for the basis of each budgeted item.

The selected offeror must complete all work under this subcontract at the specified fixed price within the time indicated. The fixed price includes costs of professional and technical staff, social security payments, sureties and policies, incidental costs, transportation, taxes required by law, and any other expenditure related to the subject matter of the subcontract that is necessary for the proper performance of the work. No profit, fees, taxes, or additional costs can be added after award. Likewise, no additional amounts will be paid due to the subcontractor’s error in properly estimating the difficulty of the subcontract.

Offerors must use the budget template in **Attachment 2** to prepare their budget (not included in the page limit). They should provide sufficient detail to demonstrate the reasonableness of costs related to the bidder’s proposed staffing plan to carry out the tasks listed in Section A-Terms of Reference. The bidder’s cost proposals will be evaluated to determine the best value. All budget details must be specified in Colombian Pesos (COP). **The offeror must submit a pricing table reflecting each of the deliverables included in section A.5 Expected Deliverables (an example is included in the second tab of the attached budget template).**

Panagora Group SAS reserves the right to undertake additional negotiations related to the price.

**FORMAT FOR DETAILED BUDGET PRESENTATION**

Offerors should first read the instructions in the first sheet of Attachment 2 and must complete the English and Spanish detailed budget sheets. For all sections in the budget proposal, the bidder must calculate its costs according to the selected unit of measure and determine the number of units and the unit cost proposed for each unit, including indirect costs and other charges. Panagora Group has established the below payment terms for each of the deliverables listed in Section A.5 Expected Deliverables, per the table below. When the Offeror completes the detailed budget sheet, these costs will automatically be calculated in the Attachment 2 summary sheet.

No.	Deliverable	Delivery Date	Value (% of the subcontract value)
1	Work Plan and Study Design	Week 4	20%
2	Submission of ERB Documents	Week 5	20%
3	Exploratory Findings Presentation Question 1 and 2 as part of an event commemorating Women’s History Month.	Week 13	20%
4	Findings, Conclusions, and Recommendations. Final presentation	Week 28	20%
5	Final Study Report with all comments resolved	Week 36	20%

If the Offeror agrees with the proposed payment terms, they must state their agreement in the proposal letter. Otherwise, the offeror may propose an adjusted payment term following their projected cash flow needs. The Offeror must present this adjusted payment schedule for review and approval by Panagora Group SAS. Each payment percentage can only be adjusted  $\pm 5$  percent from the original payment terms, and the total must equal 100 percent. Advance payments are not allowed.

**THE BIDDER MUST USE THE FORMS PROVIDED IN THESE TERMS OF SOLICITATION. IT IS LIKEWISE MANDATORY NOT TO EXCEED THE NUMBER OF PAGES INDICATED IN THESE TERMS OF SOLICITATION. ADDITIONAL PAGES WILL NOT BE EVALUATED**

**VI.** Eliminate in its entirety Section C.3 DETERMINATION OF THE COMPETITIVE RANGE AND THE SUBCONTRACT AWARD and replace with the following:

**1. Competitive range:** If Panagora determines that discussing some of the proposals is necessary, a competitive range will be established comprised solely of the most highly rated proposals. In some cases, Panagora may determine that the number of most highly rated proposals that might otherwise be included in the competitive range exceeds the number at which an efficient competition can be conducted. If that were the case, Panagora may limit the number of proposals in the competitive range to the greatest number that will permit an efficient competition among the most highly rated proposals.

Panagora may exclude any proposal whose weaknesses are significant enough to merit a request for a new technical proposal from the offeror. Panagora may likewise exclude any



proposal whose price is so excessive about other competitive proposals that there is a little or no possibility that the proposal could be made competitive. Panagora may also exclude any proposal that requires excessive discussions, needs to be completely rewritten, or needs to be so exhaustively revised that it would give the proposal an unfair advantage compared to more competitive proposals. If there is no margin of at least three points between the highest rated bidder and other competitive offers, Panagora will conduct a competitive range.

**2. Award:** Panagora **intends to award a subcontract** that stem from this solicitation process to the successful **offeror** whose proposal represents the best value after having been evaluated according to the factors and sub-factors set forth in the solicitation.”

**All the other terms and conditions of the Request for Proposals – RFP No. FY23-COLMELSA-RFP001-LCSA remain unchanged.**

Cordially,

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Ana María Rivera  
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Panagora Group SAS