

Terms for Reference for Final Evaluation of Integration into Primary Healthcare (IPC)

Name of project being evaluated:	Integration into Primary Healthcare
Implementing Organisations:	GIHD, Taskeen, Sehat Kahani
Project Duration:	January 2022- March 2026 (3 years + 08 months of NCE)
Evaluation Budget:	PKR 6,500,000
Evaluation Timeline:	January 2026- March 2026

1. CONTEXT AND BACKGROUND

About the British Asian Trust

Founded by His Royal Highness His Majesty King Charles III and a group of British Asian business leaders in 2007, the British Asian Trust's mission is to tackle poverty and inequality in South Asia through transformational programmes that achieve sustainable outcomes at scale. Our programmes address systemic problems and inequalities in the areas of education, livelihoods, anti-trafficking, mental health, and conservation. Since our inception, we have become a leading force for change, reaching over 18 million people across South Asia with over nearly two decades of experience delivering complex, multi-stakeholder programmes, in India, Pakistan, Bangladesh and Sri Lanka.

Introduction to project

The 'Mental Health Integration into Primary Care' project with Taskeen, Sehat Kahani and GIHD is a 3-year project from 1st Jan 2022 to 1st Jan 2025 with an additional 08 month of no-cost extension. The core objective of the project is integration of mental health services into primary care. This was done through building the capacity of healthcare providers such as general practitioners and family practitioners and institutionalizing this effort as an academic course offered beyond the project period. The project also supported a mental health helpline offering online screening and psychosocial counselling services. Lastly, we supported over 44+ telemedicine clinics offering mental health screening and counselling services across Pakistan (esp. in AJK, KP and Sindh).

The three main pillars of the programme were: Awareness/Promotion regarding mental health especially destigmatisation, increased access to service delivery through partners and improvement of systems

2. OBJECTIVES AND SCOPE

Purpose of the Evaluation

The purpose of the evaluation is to carry out an independent assessment of whether the programme's objectives have been achieved (and the extent to which they have), as well as an assessment of the relevance, performance and management arrangements over its implementation period.

Specific Objectives

1. Assess the intended and unintended impact made on direct participants, communities and the partners and the process used to achieve these.
2. Evaluate the extent that the project has delivered *effective, efficient, relevant, and quality interventions* to targeted groups as set out in the project's logical framework.
3. Evaluate to what extent the programme has resulted in systemic and sustainable interventions that will impact mental health outcomes beyond the programme period.

4. Identify and document good practices and lessons learnt. Make recommendations to improve the design, implementation, and sustainability of future programmes.

Use of the end of project evaluation findings:

We will use the information generated through this evaluation to:

- o Help BAT to improve our current work and plan and design future work in Pakistan
- o Improve our knowledge of what works/doesn't work for mental health service delivery and quality of interventions
- o Report to our participants, stakeholders, and donors on what has been achieved through the project
- o Enumerate and discuss best practices in programme delivery

3. SCOPE OF WORK

The final evaluation will assess all years of implementation (including the no cost extension period)

It is expected that the Consultant(s) will develop, expand, and finalise the evaluation questions through the inception period in collaboration with BAT and partners, however, the following areas are expected to form the base of the final evaluation:

- **Outcomes and impact:** What has changed for the project participants in relation to the project's aims and objectives? How significant and valuable are these outcomes for these groups and communities? What unexpected (both positive and negative) outcomes emerged from the project?
- **Performance against LFA:** How well did the project perform against the stated objectives and outcomes as laid out in the project logical framework. What were the major factors influencing the achievement or non-achievement of the objectives? It is expected that the Consultant(s) will review and validate progress against each indicator.
- **Relevance and responsiveness:** How relevant was the project design (ToC Assumptions) and implementation when considering the needs of the target group? How well did BAT and partners respond to changing needs and external circumstances?
- **Inclusion:** To what extent did the project address service delivery to various age groups, geography and gender?
- **Value for money:** To what extent has this project proved to be good value for money and achieved good practice regarding economy, efficiency, effectiveness and equity (4Es Framework)?
- **Capacity:** How has BAT and the implementation partners been impacted by the project and adapted to their own and collective models based on insight generated through this work?
- **Systems change and sustainability:** To what extent have initiatives and outcomes created by the project demonstrated potential to be sustained and result in systems change at the organizational level, sector level and government level? What opportunities and barriers exist to achieve sustainability?
- **Learning and future programmes:** What are the lessons which can be utilized to guide future strategies and/or projects of agencies working in the mental health ecosystem?

**Please refer to the attachment of the model pathway for further clarity of the scope of project*

4. METHODOLOGY

The consultants are required to design a robust mixed- methodology which responds to the above objectives and below evaluation questions. Whilst it is expected that the Consultant(s) would take a theory-based approach to this evaluation, BAT appreciate the need for creativity to generate and build insights and learning that have future value; we welcome the use of innovative and participatory methodologies, such as Most Significant Change, and other methodologies that focus on outcome level change.

The outcome measurements should be in accordance with the project logical framework analysis (LFA) as well as the theory of change

A combination of primary data collection and secondary data review is expected during the evaluation. The consultant is expected to conduct a desk study prior to the field data collection. The evaluation design, methodology, and tools need to be finalized in consultation with BAT. A robust sample of the targeted participants and population should be engaged through the Final Evaluation. The Consultant(s) should provide suggested sample sizes in the proposal and highlight how these figures were calculated.

British Asian Trust and implementing partners will provide contact information in the form of email and telephone contacts for programme staff and stakeholders. Overcoming language constraints will be the responsibility of the evaluator and should be factored into the design and budget.

5. EVALUATION OUTPUTS AND TIMEFRAME

The evaluation is expected to be carried out and completed with stated deliverables. This includes the design, process the timeframe allocated to the end of project evaluation process covers design and finalisation of methodology and tools, data collection and analysis, and preparing and finalising the report. The assignment will require substantial field work in Sindh, Punjab and Khyber Pakhtunkhwa

Expected deliverables from the evaluation are:

Expected Deliverables	Description of Activity	Timeline for Completion
Signing of Agreement	<ul style="list-style-type: none"> Signed contract between BAT and finalised partner 	17 th February 2026
Introductory meeting with British Asian Trust	<ul style="list-style-type: none"> Identification of programme scope 	17 th February 2026
Meeting with Implementation Partners	<ul style="list-style-type: none"> Linkage with IPs to understand their specific role in programme implementation and data collection processes 	18 th -24 th February 2026
Plan for Field Work	<ul style="list-style-type: none"> Document highlighting tentative plan of fieldwork 	2 nd March 2026
Field Work Kick-off	<ul style="list-style-type: none"> Based on agreed partner timelines, field implementation work starts 	25 th March 2026 – 8 th April 2026
Preliminary Findings Summary Report (PowerPoint format):	<ul style="list-style-type: none"> This report will be presented at the end of the field data collection phase and preliminary analysis of the information collected. This may be presented to BAT, partners and other stakeholders. 	13 th April 2026

BAT review time	<ul style="list-style-type: none"> BAT team reviews the 1st draft to provide feedback to external evaluator 	By 16 th April 2026
Submission of draft Final Report and Annexes –	<ul style="list-style-type: none"> Word Document developed for feedback from BAT and other stakeholders. 	By 21 st April 2026
Final Evaluation Report Submission (Word document)	<ul style="list-style-type: none"> The structure of the final report should be able to reflect the following sections <ul style="list-style-type: none"> Executive summary (5 pages max.) Introduction/Background Methodology Findings Conclusions Recommendations Annexures, including completed Logical Framework mapping achievement against baseline 	By 4 th May 2026

All forms of data collected and analysed must be submitted to BAT in soft copies.

Safeguarding

The Supplier will comply with all applicable legislation and codes of practice, including, where applicable, all legislation and statutory guidance relevant to the safeguarding and protection of children and vulnerable adults and with The British Asian Trust's Safeguarding Policy. The Consultant(s) will be expected to sign a statement of commitment to this policy before the start of the consultancy.

The Consultant(s) must ensure that this evaluation is conducted in an ethical and sensitive manner. Vulnerable people should be protected, and potential harm from the research tools, methodology, or researchers should be avoided. The Consultant(s) must ensure:

- Respondents are respected by researchers and research tools.
- They seek informed written consent from all respondents.
- Participants are informed of the research, possible outcomes (positive and negative), and the results of the research.

Performance management & Data Ownership:

Supplier performance will be evaluated against such criteria as: timeliness, responsibility, initiative, communication, accuracy, and quality of the products delivered. All data resulting from the evaluation is subject to BAT's policies and regulations.

Budget and Fees

The budget and fees for this assignment are PKR 6,500,000 (6.5 million PKR). BAT will pay all fees directly to the Consultant(s). The payments will be as follows:

- 20% upon signing of the consultancy agreement

- 50% upon completion of field work
- 30% upon satisfactory completion of the assignment and presentation of an invoice

BAT reserves the right to withhold payment if the final report does not meet the requirements of the terms of reference. The Consultant(s) is to submit the invoice for payment to BAT no later than 30 days after completion of the assignment, otherwise it may be disregarded.

SUBMISSION AND COMPOSITION OF BIDS:

Proposals for the evaluation should be submitted to:

Maheen Fahim, Programme Officer: maheen.fahim@britishasiantrust.org

With a copy to:

Heman Kumar, Senior Programme MEAL Officer: heman.kumar@britishasiantrust.org

Qualified candidates should submit the following information as part of the **initial bid by 2nd February 2026**:

1. An updated CV of the lead consultant(s) (maximum 3 pages per CV) and profile of the consultancy organisation.
2. A technical proposal (max 10 pages) including
 - a. A note on the understanding of the mandate assigned to the evaluator and relevant experience
 - b. A suggested methodology and plan of evaluation
 - c. A sample copy of similar or recent work. Please share the web link if it is published online.
3. A chronogram/Gantt Chart with details for each phase of the evaluation
4. A financial proposal with a detailed budget breakdown. The budget will be evaluated alongside the technical proposal. BAT reserves the right to make suggestions on costing.
5. Two references from previous clients.

The deadline for the submission of offers is 02nd February 2026. _