

Consultancy for USAID Pakistan Jobs

Terms of Reference

Assignment Summary :	Scoping Study to inform a Request for Proposal of a pilot project aimed at facilitating female mobility in two districts in Pakistan.
Approved Level of Effort:	20 days
Planned Start Date :	Feb15, 2010
Planned End Date:	March 5, 2010

I. Background

The following terms of reference outlines the activities and outputs for a consultancy to inform the efforts of USAID Pakistan Jobs to develop a Request for Proposal for a pilot project aimed at improving women’s access to services, education, and economic opportunities by giving transportation companies (public and private) incentives to provide gender-disaggregated transportation facilities.

The challenges to narrowing the gender gap in Pakistan are numerous. However, mobility comes as one common challenge that impacts women’s participation in education, the economy, and access to basic livelihood services.

Traditionally, cultural norms in Pakistan constitute that a women’s ideal place is her home. This concept is more prevalent in rural areas. While it still exists in urban areas, the need for dual (or sometimes multiple) household incomes is pushing women to seek opportunities for growth outside their homes. It is socially more acceptable for women in these areas to venture outside their homes. Nevertheless, while being somewhat acceptable, the deep-rooted perceptions of society are reflected in the discrimination and harassment meted out to women who attempt to step out in public. This results in women's access to education, employment, training opportunities and available social services, being restrictive.

Women’s immobility in urban areas in Pakistan can be attributed to the lack of decent, safe, and secure transportation facilities. To this end, it can be anecdotally deduced that the demand for women-only transportation facilities is very high, particularly in urban areas. Nevertheless, the demand has never been met neither by the private sector nor by public transportation companies. Women-only transportation facilities have introduced in various countries including Egypt, India, Taiwan, Brazil, Mexico, Belarus, the Philippines, and the United Arab Emirates. In addition to being a socially inclusive solution, the experience in many of these countries proved to be financially viable as it supplies a culturally appropriate solution to a growing demand by men and women alike.

2. Consultancy Goal and Objectives

The goal of this consultancy is to develop a Scoping Study that identifies the two best routes to pilot women-only transportation facilities, identify key private and public sector stakeholders, and propose models for implementation. The Scoping Study should enable USAID Pakistan Jobs to develop an evidence-based approach to piloting women-only transportation facility through a local implementing partner.

The specific objectives are as follows:

- To study the various mechanisms of existing transport facilities that have the highest number of female passengers and identify two routes (one in Karachi and one in Islamabad) that the project could be piloted
- To identify private sector transportation enterprises (this may include individual mini-van owners).
- To test the private sector's willingness to provide economically viable women-only services.
- To identify the private sector's needs to effectively provide women-only transportation facilities.
- To identify public sector stakeholders.
- To identify the public sector's willingness to provide women-only services.
- To identify the public sector's needs to effectively provide women-only transportation facilities.
- To identify two or three models for implementing the pilot project.

3. Methodology

The methodology proposed in this ToR is to conduct a combination of field research and literature review to identify routes, stakeholders, and market readiness for this intervention.

Step 1: Conduct a scoping study of private and public sector stakeholders

Step 2: Undertake an analysis of stakeholders' readiness for the proposed pilot.

Step 3: Undertake an analysis of the routes that this proposed pilot can be implemented on.

3. Deliverables

The consultant will submit a comprehensive scoping study that includes the following:

- Problem Statement
- Recommendations on two to three women-only transport business models to implement the pilot project, which would be economically viable
- Identification of means of marketing the proposed service to female consumers as well as businesses and universities who might find it attractive for their employees and students
- A list of public and private sector stakeholders with contact information

- Recommendations on the routes in which the proposed project should be piloted and the rationale behind selecting them.

5. Team Required and Level of Effort

The technical team for accomplishing this assignment includes members:

A consultant with expertise in development and management of transportation facilities as business enterprise and consumer marketing to undertake the scoping study
20 days (LOE)

6. Personnel and Qualifications

The consultant selected for this assignment must have:

- A master's degree or equivalent in years of experience in Economics, Sociology, Business administration or relevant field.
- 10 years of professional experience in conducting research on social issues, estimating feasibility of a transport service, viability and business model etc.
- Experience in handling women mobility issues and developing transport models as a business enterprise
- Knowledge of the local context in Pakistan
- Excellent research and English writing skills