

EOI invited for Data collection for Motivation and Performance of India's Community Health Volunteers - ASHAs: A Comparison across Different Incentive Systems in India

Background –

ASHA program is a major initiative of National Health Mission (NHM) as part of communitisation of the health systems. To this date, ASHA program is one of the largest community health worker (CHW) programs in the world. ASHAs perform threefold functions of a facilitator, a service provider, and an activist. While each and every activity of ASHA is incentivized and compensated for, the programme is still exploring a comprehensive layout for incentive structure that has ability to change with activities and role of ASHAs. The system for assessing ASHA's performance and incentives has been set up through ASHA facilitators, block community mobiliser and district community mobiliser. While some state undertakes the method of only paying Performance based incentives, few states have also adapted different methods of compensation.

The current study aims to assess level of motivation of ASHAs with comparison of different incentive systems in place.

Objectives

1. To understand the perspectives of stakeholders regarding ASHAs' motivation and performance in the respective incentive systems
2. To understand the factors including incentive system, influencing ASHAs' motivation to perform their tasks across the incentive systems
3. To understand whether there are any differences in the motivation and performance of ASHAs working in four different incentive systems

Methodology:

The study would involve:

1. Qualitative study of perspectives of ASHAs and health system stakeholders on ASHA's performance, motivation, incentive system
2. Quantitative study of ASHAs' motivation through motivation scale

Proposed study sites:

4 states - Andhra Pradesh, Chhattisgarh, Meghalaya, Rajasthan.

National Health System Resource Centre invites organisations, universities, not-for-profit organisations, civil society organisations and academic institutions to conduct data collection for the abovementioned study.

Eligibility Criteria

- Organizations/ consortia of institutions with experience in working in community and presence in the community at the proposed sites
- Understanding of local/cultural context
- Experience in undertaking data collection related to qualitative and quantitative research/ community based surveys
- Professional fluency in local language
- Willing to work for demanding timelines

Deliverables-

1. Pilot testing of tool.
2. In-person interview of 4800 ASHAs from Meghalaya, Chhattisgarh, Rajasthan, Andhra Pradesh (1200 per state) using quantitative closed ended questionnaire
3. In-depth interview of 120 ASHAs from Meghalaya, Chhattisgarh, Rajasthan, Andhra Pradesh (30 per state) using interview guide
4. In-depth interview of 120 ASHA Facilitators (AFs) (30 per state), 120 Block Community Mobilisers (BCM) (30 per state), 8 District Community Mobilisers (DCM)(2 per state), 8 District Health Officers (DHO) (2 per state) of selected blocks from Meghalaya, Chhattisgarh, Rajasthan, Andhra Pradesh.*
5. 8 Focus Group discussion of ASHAs (2 for each state)*
6. 8 Focus Group discussion of beneficiaries (2 for each state)*
7. Transcriptions and translation of all in-depth interviews and focus group discussion.
8. Documentation and report of task as per the format provided by NHSRC

**Note: the numbers indicate minimum deliverables in case of qualitative data collection. However, based on the interim data analysis and data saturation, these numbers are subject to change at the time of data collection. More qualitative exploration may be required with respect to blocks from aspirational districts or blocks with tribal areas.*

Interested organisations are to submit proposal inclusive of the following:

1. Background of organization, nature of organization, list of board members, demonstration of the necessary skill mix, experience, project management, budgets handled, and infrastructure (for data management- data entry and analysis);
2. Agency should give details of Firm/Institution s Registration, Copy of GST registration if applicable, copy of PAN Card and copy of last three years IT return and audit reports i.e. 2018-19, 2019-20, 2020-21
3. Details of past experience in conducting data collection in various research projects and surveys
4. Copies of the most relevant work in recent years
5. Proposal for conducting the assessment with details of team composition, budgetary requirements and timelines.

The last date for receipt of applications is **31st October, 2021**. Applications may be sent to ‘The PAO, National Health Systems Resource Centre, NIHFWS, Baba Gangnath Marg, Munirka, New Delhi -110067’ by post or hand. Online submission of applications has also been enabled. Interested organisations may submit their applications by sending email to **nhsr.india@gmail.com**.