

REQUEST FOR PROPOSALS (RFP)

KLIC's Catalyst Grant Program for Strengthening Primary Health Care with Community Engagement and Leadership Building Innovation Prototypes

Issued by: GaneshAID Consultancy Company Ltd.

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Submission Deadline: 17 August 2025 at 23:59 (Hanoi Time, GMT+7)

1. Background

GaneshAID, a humanist global health innovation consultancy, launched **KLIC2024**, the second convening of the **Knowledge Lab for Innovation Community (KLIC)** as a groundbreaking **country-led innovation lab** to accelerate access to and implementation of pro-equity health innovations in low- and middle-income countries (LMICs). Held in November 2024 in Cotonou, Benin, KLIC2024 convened 95 participants from Africa, Asia, and beyond, gathering government officials, immunization program managers, technical experts, innovators, and donors, to tackle persistent health system challenges through **transformative, equity-driven solutions**.

Themed “*Leveraging Immunization Innovation to Modernize Primary Health Care*,” KLIC2024 featured a rich array of activities including KLIC Talks, mini-trainings, Innovation Storytelling, Innovation Demonstration, and Hackathon. Through these dynamic and interactive activities, participants identified two major, recurring obstacles that undermine the effectiveness of PHC and immunization programs in LMICs:

- (1) **Weak community engagement**, characterized by low utilization of vaccination services and limited involvement of fathers in child health and primary care decision-making. Participants stressed the importance of developing innovative, culturally relevant platforms and approaches to better **educate, motivate, and mobilize community actors, particularly men and fathers, as champions of vaccination and health equity**.
- (2) **Insufficient leadership and weak management capacity**, which impeded effective planning, coordination, and institutionalization of health innovations, to which KLIC2024 called for **strategic investments in leadership, management, and governance (LMG)** through targeted capacity building and long-term support mechanisms such as **coaching, mentoring, and tutoring**.

To operationalize these insights and support country-driven innovation, GaneshAID is now launching the **KLIC Catalyst Grant Program** aimed at piloting **locally adapted, impactful solutions** that address these two core challenges. Selected projects will contribute to stronger, more resilient PHC systems by enhancing community engagement and building institutional leadership capacity.



2. Purpose

This RFP seeks proposals for innovative pilot projects or tools that will contribute to addressing the following:

- Education, motivation, and engagement of men (particularly fathers) in the promotion and uptake of vaccination and PHC services; and
- Insufficient leadership and management capacity, particularly at subnational and frontline levels, where improved leadership, management, and governance (LMG) can strengthen service delivery, coordination, and institutional sustainability of innovations.

GaneshAID is seeking proposals that offer creative, context-sensitive, and equity-focused interventions to address either or both of these challenges, contributing to stronger and more resilient PHC systems.

3. Scope of Work

Grantees are expected to design and implement a 3-month project that contributes to one or both of the following challenges:

A - Strengthening Community Engagement for Vaccination and PHC

Proposals under this stream should aim to:

- Increase demand for vaccination and PHC services through community-driven and gender-responsive approaches;
- Promote male and father engagement by addressing social norms, knowledge gaps, or logistical barriers;
- Leverage innovative methods to reach under-engaged groups

B - Building and Institutionalizing Leadership, Management, and Governance (LMG) Capacity

Proposals under this stream should aim to:

- Strengthen leadership, coordination, and performance management at the frontline, subnational, and/or national levels;
- Provide training, coaching, mentoring, or other structured approaches for building and strengthening the LMG capacity of frontline health workers, managers, and EPI teams;
- Develop or test innovative models for institutionalizing LMG practices within health programs.



4. Expected Results and Deliverables

At the end of the grant period, each grantee is expected to submit the following two deliverables:

(1) Midterm Progress Report (by 15 October 2025)

A written report providing:

- Activities completed in the first half of the implementation phase
- Early observations or preliminary feedback (if available)
- Any challenges encountered or adjustments made to the original work plan
- Updated timeline and activities for the remainder of the project (if any)
- Any support or guidance needed from GaneshAID

(2) Functionally tested and documented prototype with supporting materials (by 05 December 2025)

A fully developed, materialized, and tested prototype that addresses one or both of the above-mentioned challenges. This may include, but is not limited to:

- A digital tool or application (e.g., chatbot, learning module, digital platform)
- A communication product (e.g., campaign package, visual/audio content)
- A training or coaching package (e.g., curriculum, syllabus, mentoring guidem)
- A facilitation toolkit, service delivery workflow, or implementation model

The prototype should:

- Demonstrate practical feasibility in the selected settings
- Be tested with real users and settings
- Be documented with relevant tools, materials, or feedback
- Show potential for adaptation o scale in similar contexts

(3) Prototype Implementation Report (by 05 December 2025)

A report that presents:

- Evidence of change, including any observed behavior shifts, capacity gains, or improvements in system performance
- Key activities carried out, target groups reached, and contextual challenges faced
- Lessons learned during implementation and monitoring
- Clear and practical recommendations for scale-up or further development
- Any relevant photos, quotes, or data visualization.

GaneshAID will provide a reporting template and guidance to ensure alignment with its documentation standards.



5. Grant Details

Number of Grants:

- Up to 02 projects will be selected for funding

Grant Amount:

- Each selected project will receive up to \$5,000, inclusive of all taxes, operational costs, and deliverables. The grant amount must be used exclusively for activities related to the approved project plan and budget.

Project Duration:

- Each project should be implemented within 3 months, starting from the date of agreement signing.

Eligible Activities may include (but are not limited to):

- Development and testing of digital or community-based prototypes;
- Implementation of coaching, mentoring, or training programs;
- Development of learning content or communication materials;
- Monitoring, learning, and documentation activities;
- Etc.

Additional Opportunity - Showcase at KLIC2025 (Hanoi, Vietnam):

At the conclusion of the grant period, successful grantees will be invited to present their prototypes and results at **KLIC2025**, the annual convening of the KLIC community, to be held in **Hanoi, Vietnam (December 9th - 11th, 2025)**.

This opportunity will include:

- Travel and accommodation funded by GaneshAID for up to 02 representatives from the selected project;
- A dedicated session in the Innovation Agora to share lessons learned and impact;
- Opportunities for networking, visibility, and partnership-building with global health leaders and innovators.



6. Eligibility

This call is open to:

- Local CSOs, NGOs, youth groups, and community-based organizations
- Startups and small enterprises focused on health, education, or tech
- Academic or research institution
- Individual innovators or multidisciplinary teams (including participants of KLIC2024)

Applicants must demonstrate:

- Experience working in community engagement, immunization, primary health care, leadership development, or related public health areas, particularly in LMIC settings.
- Sufficient organizational or team capacity to design, implement, and monitor a 3-month pilot project within the allocated grant amount.
- A creative and feasible idea that aligns with one or both focus areas:
 - Community engagement for vaccination and primary health care services uptake
 - Leadership, management, and governance (LMG) capacity building, and institutionalization
- A solid understanding of the local or national health system and the specific barriers to equity, uptake, and leadership in the proposed intervention area.
- Willingness to document results, share lessons learned, and participate in knowledge exchange opportunities, including a potential presentation at KLIC2025 in Hanoi, Vietnam.

7. Proposal Requirements

Applicants should submit a concise proposal (max. 10 pages) that includes:

- Project Title
- Executive Summary (max. 2 pages)
- Problem Statement and Rationale
- Proposed Solution/Intervention
- Implementation Plan & Timeline
- Expected Outcomes and Indicators
- Team Composition and Relevant Experience
- Estimated Budget (with breakdown)

Optional: Supplementary materials (pitch deck, videos, sketches) are welcome.



8. Evaluation Criteria

Proposals will be assessed based on the following criteria:

Criteria	Weight
Relevance to objectives	20%
Innovation and creativity	25%
Feasibility and scalability	20%
Impact on male engagement in immunization and PHC	20%
Cost-effectiveness	15%



9. Submission Process and Timeline

All proposals must be submitted electronically to bd@ganeshaid.com with the subject line: GA/KLIC/CGP-01 - Proposal - [Applicant Name]

Submission deadline: **17 August 2025 at 23:59 (Hanoi Time, GMT+7)**. All proposals must be submitted in PDF and XLSX formats. Proposals received after the deadline will not be considered.

Timeline of the Grant Process is as follows:

Activity	Date
RFP Release	15 July 2025
Deadline for questions	25 July 2025
GaneshAID response to Clarification Requests	30 July 2025
Proposal submission deadline	17 August 2025 23:59 (Hanoi Time, GMT+7)
Evaluation and Selection Period	11 - 22 August 2025
Announcement of Selected Grantees	25 August 2025
Grant Agreement Signing	By 30 August 2025
Prototype implementation period	1 September - 30 November 2025
Final Report submission deadline	5 December 2025
Presentation at KLIC2025 in Hanoi, Vietnam	9 - 11 December 2025



10. Contact and Question

For further information, please contact:

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