

TERMS OF REFERENCE (ToR) For Conducting Endline Survey for: Real IPM-Mazao Flourish Project

1. Background

The Real IPM Company (K) Ltd (Real IPM) is a Kenyan-registered company that produces and sells biocontrol and bio-fertilisers in order to reduce the use of synthetic pesticides and promote the adoption of biocontrol agents.

2. Overview of Real IPM Mazao Project

The Real IPM Mazao project is a three-year project with the overall goal of increasing the range of products offered by the company, diversifying income streams for the business, and helping it to expand into new market while offering farmers an alternative to harmful application of fertilizers. Thus, lowering the risk of border rejections for smallholder products entering foreign markets due to high chemical residues found on produce (flowers, fresh fruits and vegetables). The project was supported by Self Help Africa, the AgriFI Kenya Challenge Fund and implemented by Real IPM in counties such as Makueni, Machakos, Loitoktok, Nyahururu, Embu, Kirinyaga, Kiambu, Nyeri, Meru and Kakamega with a target of 9000 smallholder farmers. The project will be coming to an end on 30th March 2023.

3. Scope of Work

Objectives of consultancy

Assessing the extent to which the intervention has effected change in the lives of the community in relation to income, climate smart agriculture practise and nutrition security, facilitate a participatory session among a representative sample of beneficiaries of the most significant change at a community level that the project has affected. Ensure that the perspectives of different stakeholders are compared and analysed in establishing if and how change has occurred.

Specific objectives

- Summarise the impact of the project with reference to baseline and indicators;
- Come with an explanation how the intervention contributes to change;
- Unintended and unexpected changes if existed will be explored and explained;
- Use different data collection methodologies where possible and make reference to examples of good practice in order to benchmark;
- Verify the relevance of each project component to the needs, priorities and perspectives of the target group and the most excluded and marginalised groups;
- Assess the level and extent of community participation in planning and managing project inputs and initiatives;
- Assess the extent to which the intervention has affected change in the lives of the community in relation to income and nutrition security, facilitate a participatory session among a representative sample of beneficiaries of the most significant change at a community level that the project has affected.

Methodology

The consultant is required to propose a methodology for this End of Project Evaluation. The proposal should include:

- 1) A detailed explanation of how qualitative and quantitative methods will be used.
- 2) An indication of the sampling method used and
- 3) A description of how the approach is going to ensure that the expected attribution/contribution of the project towards the outcome and the goal will be shown.

Main Evaluation Questions

The purpose of this evaluation is to assess the progress against the goal and to provide a body of evidence for the donor about the impact of the project. The following questions should guide the evaluation:

Relevance:

- To what extent did the project respond to the needs of participants/beneficiaries and partners?
- To what extent were the activities, outputs, and strategies relevant to achieving the intended effects?

Efficiency

- To what extent was the project cost-effective? Consider if the project was implemented in the most efficient way.

Effectiveness

- Is there evidence that anticipated results are being achieved?
- To what extent can the emerging results be attributed to the project intervention?

Impact

- Provide evidence that the project made a difference to the livelihoods of the target groups.
- Provide evidence that the project made a difference to the building the knowledge and capacity of smallholder farmers in the target counties

Sustainability

- Explore the likelihood that the intervention and/or its benefits will continue after the donor funding ceases.

Deliverables

The scope of the end line survey will involve reviewing project MERL system, project proposal; existing literature, developing qualitative and quantitative data collection instruments, conduct training for enumerators on data collection tools and methodologies, and managing and overseeing data collection in the field. Analyzing qualitative and quantitative data and summarizing findings in a final report.

Specifically, the consultant's scope of work and deliverables include, but not limited to, the following:

1. Deliver inception report
 - Critical review of the ToR and develop recommendations for improvement
 - Prepare a detailed methodology and analytical tools/instruments to be employed in the study. This should include questionnaires for household survey and checklist, and tools for group interaction including focus group discussion and key informants' interview.
 - List of stakeholders/key informants to be contacted
 - Determine sample size (number of households) for the baseline survey; etc.
 - Prepare a detailed plan of action/schedule covering orientation to enumerators, field work, data collection, analysis, interpretation, draft, and final report preparation with concerned project staff
 - Collect feedback, amend the design of the methods, and submit final Inception Report
2. Selection of enumerators and training
3. Collection of relevant data from relevant sources
4. Analysis of the data/information gathered,
5. Preparation of draft report (the report should not be longer than 30 pages, annexes can be additional), submission to Client for review and presentation of findings to relevant stakeholders for feedback
6. The main body of the evaluation (draft and final version) must be limited to 30 pages, excluding annexes. One of the annexes should consist of a table that summaries the findings and recommendations.
7. Obtain comments and suggestions on the report from Real IPM and partners and incorporate into the final consolidated report.
8. Submit final report which incorporates feedback (hard copy and electronic version)

4. Proposed Timeline

The tasks in this bid have to be accomplished by **30th March 2023**: A maximum of 45 calendar days are allotted to the study. This includes feedback time as well as resubmission of amended report.

Indicative timeframe for activities

Activity	No. of Days
Inception report	3 Days
Enumerator training	2 Days
Data collection in Makueni, Machakos, Loitoktok, Nyahururu, Embu, Kirinyaga, Kiambu, Nyeri, Meru and Kakamega	23 Days
Analysis and Report Writing	7 Days
Review of report and sharing of feedback by client	5 days
Incorporation of feedback received and production of final report	5 Days
Total number of Days	45Days

5. Deliverables

The consultancy firm shall submit Technical and Financial proposal.

a) Technical Proposal

The consultant shall submit as part of the technical proposal the following:

- I. Documents which certify that the consultant is eligible to compete in the bid. These documents include: VAT registration certificates and compliance certificates.
- II. Technical proposal, which is to include, among others, how the survey is going to be carried out depicting the time required for the whole evaluation reflecting the time allocated (to be discussed and finalized at inception phase); and end line survey process. methodology (approaches, techniques, and tools) to be employed during data collection and analysis including sampling framework, work schedule etc.
- III. A capability statement demonstrating how they meet the required qualifications and competencies.
- IV. **Staff requirements:** A survey team consisting of at least 3 core members are required, specifically, crop expert, Livelihood Specialist (Economist), and Agriculture. Necessary support staff, particularly **experienced statistician**, should be considered for sample design and data quality assurance. The team members are expected to have the following qualification and experiences:
 - A minimum of 7 years’ experience in carrying out baseline surveys/ impact evaluations, with a focus on agriculture and livelihoods related interventions for the lead consultant.
 - Demonstrable academic and practical experience in qualitative and quantitative research methodology, survey/evaluation design and implementation.
 - Strong analytical, facilitation and communication skills.
 - Good understanding of agriculture-based enterprises.

- Strong analytical and report writing skills.
- Data collectors should be fluent in local language.

- V. At least three references (including one from your last client/employer). Submission of sample baseline or end line survey report completed in the last 24 months will be beneficial to secure maximum points for experience of consultant.

b) Financial Proposal

The consultant shall submit a financial proposal indicating major cost breakdowns.

6. Proposal Evaluation

Proposals will be evaluated based on the following criteria

Technical proposal 70%

- Appreciation of the ToR and understanding of the assignment
- Company profile which clearly shows experience in similar studies
- Proposed methodology and work plan
- Qualification and technical competency of proposed staff

Financial proposal 30%

- Level of effort of staff and cost breakdown as provided in the format

The points secured in the technical proposal and financial offers will be added together to determine the least evaluated bidder. The most responsive consultant will be invited for negotiation of contract terms.

7. Application Procedure

Please submit the following documentation to mary.mirigo@biobestgroup.com and copy in ann.wairimu@biobestgroup.com by the **deadline of 7th February 2023** In the subject line, please use the include “you name” + “Mazao” when submitting.

1. A company profile outlining previous similar experience with names and contact details of previous clients and a short summary of study/research undertaken
2. The CVs of the team members proposed for this contract and the name of the designated Lead Person for this contract.
3. An example of a previous report. It is the contractor’s responsibility to ensure that the report is either in the public domain or that they have permission to share the report.
4. A technical proposal
5. A financial proposal