

**Terms of Reference for Conducting Evaluation/Endline study of
development of Eco –Tourism Industry (Value Chain Sub Project).
Implemented By Poribar Unnayan Sanstha (FDA)**

1.0 BACKGROUND

Poribar Unnayan Songastha (FDA) as a non-profit, non-political, non- government voluntary organization has started its journey since 1987 and successfully adopted and implemented various social and development activities including microfinance. As an implementing Organization, FDA has been working with PKSF for long time. Recognizing the importance of microenterprises in expediting poverty alleviation process, PKSF launched a microenterprise program that started implementing the "Promoting Agricultural Commercialization and Enterprises (PACE)" project with the support of IFAD. The project is contributing significantly in expanding the microenterprise sector in Bangladesh with the collaboration of PNGOs. FDA has been working on this project with a sub project namely, **"Development of Eco –Tourism industry"** implemented at Charfasan and Monpura Upazilas in Bhola district since August 2018. **The main focus of the present study** is to assess the current situation of the project areas that changes resulting from implementing interventions and achievement could be measured among 5000 households and improvement of sustainable livelihood standard of local people such as increasing profit of business, self- employment, generating paid labor and ensuring food security and make recommendation in necessary areas.

2.0 OBJECTIVES OF THE ASSIGNMENT:

The objectives of the study as mentioned in the TOR are as follows:

- Assess the current situation of the project areas, in terms of livelihoods, state of, income-expenditure identifications, employment situation, generating paid labor and ensuring food security etc.
- Assess the entrepreneurs' business model in terms of using modern and environmentally friendly equipment's, logistics supports for ecotourism.
- Assess the capacity of local service providers and associates as well as their quality and quantity and improvement of their services and the growth of tourist considering improvement of ecotourism services

2.3.0 PURPOSE OF THE TASK

The main purpose is to clearly identify, articulate, and document the existing situation of the people and communities encircle the project after the implementation. The assessment will provide the benchmarks on which changes resulting from the interventions and achievements could be measured and also inform any modifications that may be made in the course of project recommendation in order to realize optimum achievements of results.

Specific task to be accomplished by the individual consultant:

- The qualitative data and information will be collected considering the following issues
 - i) Review necessary documents, secondary information and consult key stakeholders.
 - ii) Develop detail plan and methodology, including work schedule
 - iii) Develop and finalize questionnaire and other necessary tools, materials, list of target people and parties/institutions.
 - iv) Identify study sample; finalize targeted sample as home stay stakeholders, relevant service providers, youth guide and local entrepreneurs as well as their capacity development activity, value chain knowledge, market linkage, service promotion data collection.
 - v) Carryout necessary analysis and synthesis produce maps and provide recommendations.
 - vi) Organize a meeting to present the findings of end line study.
 - vii) Prepare final end line study report/s and also submission.

4.0 METHODOLOGY:

In the assessment, FDA expects the consultant(s) to employ both quantitative and qualitative methods for collection of data/information, using Participatory Tools and Techniques for data collection, which may include but not be limited to In-depth interview, Key informant interview, Focus group discussion etc.

- The consultant will interact with staffs of FDA, other stakeholders on sample basis.
- The Consultant will have to fully engage a sample of target project stakeholders who play significant role in project areas.
- FDA will provide necessary documents for evaluations to the Consultant.

Total population of survey will be determined by the consultant based on sample size on targeted

5000 beneficiaries in project area. It is envisaged the sample size for quantitative survey should be determined using a statistically acceptable methodology that meets a threshold of social science research.

5.0 INDICTIVE TIMEFRAME AND PRELIMINARIES

The duration of the assignment one (04) week, will **25 May, 2023**, which could also be discussed between both parties. It is expected that the whole task should be finished within **25 June, 2023** of the assignment

6.0 EXPECTED OUTPUTS, REPORTING AND PRESENTATION

Output 1: The report should be very precise and address each specific objective and should include; Executive summary (1-2 pages); Methodology; Limitations of the assignment and way forward for the assessment.

Output 2: A systematic end line database, and delivers with final report.

Output 3: The consultant will provide ONE draft report first then after the review by FDA report will be provided by consultant with meeting compliance.

Output 4: All the report must be prepared in English language.

7.0 REPORTING AND PRESENTATION

Main body of Draft and /or Final report should not be more elaborate comprising of:

- ❖ Executive summary (2-5 pages)
- ❖ Project Summary
- ❖ Introduction
- ❖ Methodology
- ❖ Rational of the assessment
- ❖ Limitations/challenges of the methodology
- ❖ Findings
- ❖ Conclusion
- ❖ Recommendations

7.0. Mode of payment; will be in two installments**

1st installment: 50 % of the total amount in contract signing time.

2nd installment: 50 % of the total amount after satisfactory completion of the task and approval final report.

The payments will be made in A/C payee cheque /or direct bank transfer in the name of the consultant named in the contract. FDA will deduct/withholding tax at source as per the rules of Bangladesh Government.

8.0 GENERAL COSIDERTIONS:

- FDA as prescribed in the contract will provide required logistics support.
- All documents prepared during the assignment will be property of FDA.
- Assignment will not be sub-contracted to a third party by the consultant.
- In the event that, additional time is required to complete the assignment, beyond time previously agreed, without changing the scope of work, such a change shall be agreed between FDA and the consultant in writing.
- Confidentiality of all the assignment will be maintained at all times.

9.0 The consultant will bear all costs associated with the preparation and submission of the proposal. The consultant shall submit a technical and a financial proposal in a single electronically. The technical and financial proposals should be properly marked and should include the name and detailed contact of the consultant.

10.0 TECHNICAL PROPOSAL

The Consultant should provide Title of the survey, understanding of the task, technical aspect of the proposal, Methodology, operational plan and detailed CV of the consultant.

11.0 FINANCIAL PROPOSAL

Should be broken down in details to include: Consultancy fees, Questionnaire development cost, Communication, Data processing & analysis cost, Reporting cost (stationeries, printing, etc.)

12.0 VALIDATION OF THE PROPOSAL

All cost should be quoted in **BDT** and will remain valid up to forty-five days (45) from the day of proposal submission.

13.0 QUALIFICATION AND EXPERIENCE

i) Qualification and Experiences

- At least a Master's degree qualification with any discipline.
- Must have minimum of 2/3 years" overall experience in conducting impact surveys for value chain project.
- Demonstrated experience of working in donor funded projects under public sector and /or NGOs.
- Experience working in Char land.

Knowledge and Skills

- Excellent analytical, interpersonal, communication and reporting skills
- Mastery of written and spoken English.

Note: Applicants who do not meet the minimum eligibility criteria shall not be considered.

14.0 APPLICATION

Interested individuals are requested to submit their proposals concerning major role for conducting an impact assessment on Eco-Tourism. Individual will send his proposal in the following email: rr_rajib@yahoo.com or fda.crf@gmail.com