Terms of Reference
For hiring a Consultant to conduct Baseline Study for the "Market Development of Safe Meat & Dairy Product" Sub-project

Implemented by: Poribar Unnayan Sangstha (FDA)
Supported by: Palli Karma-Sahayak Foundation (PKSF)

Summary

Type of study	Baseline
Purpose	To measure the key conditions (indicators) before the project begins, ensure that the project indicators are SMART, develop practical tools for monitoring and learning, and suggest new indicators if relevant, also to measure current conditions as per project indicators.
Audience	FDA, PKSF, IFAD, DANIDA and others
Reports to	FDA
Expected start/end dates, number of work days	15 July, 2022 to 22 September, 2022
Location	Bhola District (Charfassion, Lalmohon, Monpura)
Deadline for receiving applications	7 July, 2022

1. Background

Poribar Unnayan Sangstha (FDA) is implementing the sub-project titled " Market Development of Safe Meat and Dairy Product" at Bhola District (Charfassion, Lalmohon, Monpura) in Bangladesh. This sub-project is jointly funded by the Palli Karma-Sahayak Foundation (PKSF), IFAD and DANIDA under Rural Microenterprise Transformation Project (RMTP) of PKSF. The sub-project shall enable rural producers to expand sustainable micro-enterprises through efficient production methods and strong market connectivity, implemented for the overall business development of small entrepreneurs. The project is providing support to produce and distribute safe dairy and meat products following the Global GAP and HACCP protocols. Traceability and certification of those products will be introduced for the branding of dairy/meat products and help equip the participants with a valuable business tool for compliance of product quality. The objective of the sub-project is to increase the income, food security and nutrition situation of marginal, small farmers and small entrepreneurs in the project area through value chain activities. Now, FDA has taken the initiative to hire a

consultant for baseline survey of safe meat and dairy products project beneficiaries in the project area.

2. Sub-project Goal and Outcome

The chain activities will gradually increase the income, food security and nutrition situation of marginal, small farmers and small entrepreneurs under the project. In other words, the implementation of the sub-project shall increase the income of 60 percent of the entrepreneurs by at least 50 percent and 30 percent of the project members will be able to add nutritious food to their regular food list.

3. Study Overview

3.1 Objective of Study (two types, 1. Overall and 2. Specific in points as per sub-project objectives)

- to measure current perception, attitude, knowledge and behaviour
- study shall further explore existing support system and linkage of the beneficiaries with local government institute and service providing agencies
- the study shall serve the purpose of ensuring that the project indicators are SMART (specific, measurable, achievable, relevant, and targeted) and can be used for the study as well as future project monitoring and learning
- The baseline data shall consider various socio-economic indicators including income, gender, nutrition etc. as per project log-frame.

The main objective of the baseline study is to collect data and information from a representative sample of project participants to gain a clear picture of their pre programme socio-economic status to allow for project management to measure improvement/ change of their status at the middle and at the end of the project based on the baseline information. The baseline data shall consider various socio-economic indicators including income, gender, nutrition etc. as per project log frame. The baseline shall also measure gender (55%) and youth (11.24%) targets. Details of project targets and log frame indicators can be found in the Project Proposal. The Consultant shall support the project team in developing a strategy for implementing the baseline survey, SWOT analysis, existing business models for small entrepreneurs/producers/processors/ Local service providers and identifying further market opportunities for our entrepreneurs related to safe meat & dairy product market development.

3.2 Scope of work:

The sub-project aims to benefit 25,000 households including marginal, small farmers and microentrepreneurs consisting of ultra-poor, transitional poor and enterprising poor. In line with project targets, the baseline survey shall collect information against all socio-economic indicators to measure project performance. 55% targeted project participants will be women.

The youth (18-35) target will be 11.24% among the project participants. The baseline study shall assess the present condition of gender and youth coverage. The sub-project has specific indicators to measure its performance in improving the nutritional status of its participants. By creating self and wage employment and expanding microenterprises, sub-project shall contribute to the national target of poverty reduction. It is estimated that with project support a total of 25,000 entrepreneurs will adopt environmentally sustainable and climate-resilient technologies. The study shall assess the present situation of the microenterprises regarding this issue. To cover indicators like the increase of income and production of the project households, profit increase in the enterprises, the study should investigate the present situation of project households and microenterprises. The study should look into the initial status on financial and technical supports, adopting of Global GAP and HACCP at the enterprise level, skill on production practices and technologies, adoption of technologies and management practices, rural enterprises accessing to business development services, persons in rural areas accessing financial services etc. The study should provide gender-segregated data against all log frame indicators for the sake of future outcome and impact assessments.

3.3 Main audience of study

The main audiences for the baseline study include project staff of FDA, PKSF, IFAD and DANIDA. The project beneficiaries are also part of the audience of this study and the baseline findings shall be disseminated to them by FDA.

3.4 Coverage of study

The baseline study shall draw conclusions that are valid for Bhola District (Charfassion, Lalmohon, Monpura) in Bangladesh, the baseline study shall apply a standard sample design procedure.

4. Approach, Methodology and Sample size determination:

The project area is Bhola District (Charfassion, Lalmohon, Monpura) of the country. The VCD sub-projects shall be implemented in different sub-districts among 25,000 participants considering the potentiality of the business cluster of dairy and meat sub-sector. Considering the above, this study shall select the area and propose an appropriate sample size.

4.1 Approaches:

The consultant approach shall be in line with the main objective of the study that seeks to gather information and provide a complete picture of the project participants at the project implementing areas. The approach shall involve wide-ranging and sequenced discussion with project professionals and officials related to know the prevailing situation of the targeted project participants.

4.2 Methodology:

The methodology of data collection shall be both qualitative and quantitative in nature, and shall include information gathered on the outcome and project goal indicators on knowledge, attitudes and practices. The baseline study shall be done in project area. All data, qualitative

and quantitative, collected through the assessment must be disaggregated by age, sex, ethnicity, poverty and wherever appropriate as per project design. Finally, consultant is expected to propose a suitable methodology for carrying out the work and fulfil the objectives of the study. The methodology should adhere to the ethical standard, but bidders are free and encouraged to be as creative as possible in arriving at a suitable methodology that shall ensure that the objectives of the study are fully met in a timely and efficient way. The baseline study shall involve collecting:

4.3 Quantitative data collection

The consultant shall design the questionnaire for quantitative survey based on the logical model. This shall be finalized by incorporating feedback from FDA including pretesting. The data collection modality shall be mobile based but exemption might be allowed in consultation with FDA.

4.4 Qualitative data collection

The consultant should use qualitative approaches, such as focus group discussions and key informant interviews, as well as participatory exercises and approaches. The following should at least be done in each selected community:

- # FGD with producers
- # FGD with processors
- # FGD with LSPs and Backward market actors
- # FGD with Input dealers and others
- # KII with GoB officials
- # KII with Paiker/Private sector/Forward market actors
- # KII with Business Management Organization
- # KII with AVCF/VCF
- # KII with others (Those who are involved in business enabling environment and carrying out/supporting rural microenterprises/support function actors)

4.5 Sample size determination of project participants:

The baseline study shall be conducted in the project areas following appropriate, applicable statistical sampling procedures. However, significant the sample size could be finalized after discussion with the project professionals to have representative sample for two components of the project. The consulting firm should ensure representation of sub-sectors, gender, age group and poverty. A detailed approach and methodology to conduct the baseline study should be suggested by the consultants in compliance with the goal, objective and log-frame of sub-project.

4.6 Services and Facilities to be provided by FDA:

FDA shall supply all necessary documents and information for designing an appropriate questionnaire to cover all project indicators including Project Proposal, Project Implementation Guideline (PIG), area demography, list of microenterprises etc.

4.7 Services and Facilities to be provided by the consultant:

The firm should have physical strength to collect and manage real time data. Geo-referencing of the respondent should be applied by the firm to track the respondent in future. All analyses related to the assignment should be preserved and supplied with the report by the consultant so that any information could be verified as and when necessary.

5. Duration of the study and schedule of the reports:

The total time duration of the assignment shall be 90 days. A detailed implementation plan shall be agreed upon in consultation with the programme, however, it is anticipated that the inception report should be submitted within 10 days upon signing the contract. The draft report of the study should be submitted by the consultant within 70 days, and presentation on the draft report should be given at FDA within 75 days after signing the agreement.

The consulting firm should finalize the baseline report by incorporating comments and queries of FDA/PKSF. The final report of baseline study should be submitted within 90 days from the date of agreement signing.

6. Quality and Ethical Standard

The consultant hired should take all reasonable steps to ensure that the baseline study is designed and conducted to respect and protect the rights and welfare of people and the communities of which they are members, and to ensure that the baseline study is technically accurate, reliable, and legitimate, conducted in a transparent and impartial manner, and contributes to organizational learning and accountability.

1. Utility: Evaluations must be useful and used.

2. Feasibility: Evaluations must be realistic, diplomatic, and managed in a sensible, cost-effective manner.

3. Ethics & Legality: Evaluations must be conducted in an ethical and legal manner, with particular regard for the welfare of those involved in and affected by the evaluation.

4. Impartiality & Independence; Evaluations should be impartial, providing a comprehensive and unbiased assessment that considers the views of all stakeholders.

5. Transparency: Evaluation activities should reflect an attitude of openness and transparency.

6. Accuracy: Evaluations should be technical accurate, providing sufficient information about the data collection, analysis, and interpretation methods so that its worth or merit can be determined.

7. Participation: Stakeholders should be consulted and meaningfully involved in the evaluation process when feasible and appropriate.

8. Collaboration: Collaboration between key operating partners in the evaluation process improves the legitimacy and utility of the evaluation.

7. Reports and deliverables:

The consulting firm should provide the following deliverables:

i) **An inception report** with a detailed work plan, schedule (Gantt chart) in line with the time limit mentioned in this ToR and a detailed questionnaire for interviewing respondents. The inception report should elaborate on the proposed schedule of tasks, activities and deliverables, and designate a team member with lead responsibility for the study. The inception report shall also contain a sample size with a detailed study methodology. The inception report shall also include an outline of contents of the final survey report, the training plan for enumerators, data quality control measures.

ii) **A detailed determination of sample size and sampling frame** using statistical tools and formula.

iii) **Baseline survey questionnaire, FGD and KII checklist** to capture all required data and information of the study.

iv) **Baseline Study design** with data analysis and findings provided to FDA before the presentation.

v) **Final study presentation.** The consulting firm shall have to give a presentation at FDA on the draft report highlighting major findings on baseline status. The final report of the study should be written in common English. The final report should have the reflections of the comments made by the FDA/PKSF officials on the draft report. The hard copies (if applicable) of all filled up questionnaires must be submitted along with the final report. The report should include the list of respondents with their contact details. Five (05) copies of the final report and a soft copy with data sets exported to SPSS files in a CD/DVD must be submitted to FDA.

vi) **Findings brief.** The consulting firm should provide a brief of the findings corresponding to the objectives of the study that can be widely circulated. The brief of the study could be within three pages.

vii) **Indicator Table with Value:** The consulting firm should provide an indicator table including the values which got in the baseline study.

viii) **Final Report shall sketch with the following headings:** The final report shall contain a short executive summary (not more than 1,000 words) and a main body of the report (not more than 10,000 words) covering the background of the intervention evaluated, a description of the evaluation methods and limitations, findings, conclusions, lessons learned, recommendations and action points related to these.

- Acknowledgements
- Acronyms
- Glossary
- Executive Summary
- Introduction/Background
- Rationale and Objectives of the Baseline Study
- Scope of the Baseline Study
- Evaluation Methodology
- Findings and Discussion

- Recommendations
- Conclusion and lessons learned (if any)
- References
- Annex (including a copy of the ToR with questionnaire, cited resources or bibliography/reference, a list of those interviewed, case studies and any other relevant materials etc.).

8. Qualifications of the consultant (National):

- Proven extensive experience in being the lead in conducting base line and end line study of a resilience program
- The lead consultant should have University degree at the post-graduate level in Business Administration/Economics/Social Science/Ecology and Environmental Science/Anthropology/Livestock/Statistics/Engineering or other relevant subjects, However, PhD degree in relevant sector shall get priority.
- Strong analytical skills and ability to clearly synthesize and present findings, draw practical conclusions, make recommendations and to prepare well-written reports in a timely manner;
- Excellent in English and Bangla writing and presentation skills
- Immediate availability for the period indicated
- At least two relevant recent reports (soft copy) written by the lead consultant.
- Must have necessary computer skills with necessary hardware.
- Should have good understanding of the local language.

9. Individual Consultant (National) Selection Process:

Individual Consultant Selection (ICS) method and Standard Request for Application (SRFA:PS-3) Documents on lump-sum contracts of Schedule 1 of the Public Procurement Rules-2008 of the Government of Bangladesh should be followed in preparation of short-listing the consultants, evaluation of applications, selection the consultant, negotiation, signing of contract and receipt of survey reports for conducting this study.

10. Mode of Payment:

FDA shall pay the cost of the study to the assigned firm subject to the completion of all deliverables and reports acceptance of PKSF by deducting VAT and TAX at source as per the Government rules of Bangladesh. Payments shall be made based on the following percentages and milestones:

a) 1st Payment (30% of total contract value): The 1st payment shall be made upon submission and acceptance of the inception report by PKSF.

b) 2nd Payment (30% of total contract value): The 2nd payment shall be made upon submission and acceptance of the draft report by PKSF.

c) Final Payment (40% of total contract value): The final payment shall be made upon acceptance of the final report by PKSF.

11. Timeframe

The study shall be conducted expectedly in two months from start of the study, and is scheduled to preferably start in the 15 July, 2022. The consultant shall submit the final report latest by 22 September, 2022. The timeline shall be finalized as agreed by the consultant and FDA.

12. Disclaimer

The FDA management reserves the right to amend the terms of reference at any time as required upon mutual discussion with the lead researcher. FDA reserves the right to terminate the contract at its sole discretion in case of non-compliance of the terms and conditions that will be finally agreed.

13. Proposal Submission/ Application and Selection Details

The proposal should include the following below six items. Please note that any proposal which does not contain all six items will be rejected.

Cover letter: clearly summarizing your experience and competency as it pertains to this assignment

Technical proposal: not exceeding eight (08) pages expressing an understanding and interpretation of the ToR, the proposed methodology, relevant experience and time and activity schedule.

Financial proposal: itemizing estimated costs for services rendered (daily consultancy fees), accommodation and living costs, transport costs, stationery costs, and any other related supplies or services required for the review in BDT and modality of payment. Please also attach a TIN/Registration Certificate.

Detailed CVs of all professionals who will work on the process. CVs of proposed study team, please attach a table describing the level of effort (in number of days) of each team member in each of the Baseline activities.

Professional references needed to provide two or three references from your previous clients.

Short example from previous Baseline study report (Dairy products value chain/marketing preferred) that is relevant to this work (5-7 pages)

(Application materials are non-returnable, and we thank you in advance for understanding that only short-listed candidates will be contacted for the next step in the application process and the selection panel does not have the capacity to respond to any requests for application feedback. Please take note that expressions of interest that do not cover these requirements will not be considered.)

14. Application Procedure: Please email complete applications to ***fda.crf@gmail.com***

15. Deadline for Application: The application deadline is 7 June, 2022.