



## **Rural Microenterprise Transformation Project (RMTP)**

### **Terms of Reference (TOR) for Conducting an Endline Evaluation on Sub-Project Name: “Safe Fish & Fish Products Production & Marketing”**

#### **1. About the organization**

Centre for Community Development Assistance (CCDA), a pro-poor, non-political, and non-profit development organization started its journey in 1990 from Adampur - a remote village in Bangladesh under the Daudkandi upazila (sub-district) of Cumilla district. It was a humble beginning but with a noble and lofty vision of contributing to realizing the dream of a Sonar Bangla (Golden Bengal) - free from poverty and inequality. Today, CCDA has incrementally spread its operations to 71 upazilas in 12 districts reaching out to about 3.8 lac beneficiaries through 102 branch offices. Starting with only a microcredit program in 1991, it has diversified its interventions over the years to areas such as microenterprise development, water, sanitation & and hygiene, human capital development, community mobilization, etc. thanks to its more than 831 committed staff and robust strategy to scale up for impact. CCDA was registered from the Social Service Department under the Ministry of Social Welfare in 1990; NGO Affairs Bureau in 1996; and Microcredit Regulatory Authority in 2008. CCDA is governed by a General Council (GC), the supreme body of the organization while a 9-member elected Executive Committee (EC) is responsible for the overall management, operation, and implementation of projects.

#### **2. About the Project:**

The project titled “Safe Fish & Fish Products Production & Marketing”, jointly financed by Palli Karma-Sahayak Foundation (PKSF), the International Fund for Agricultural Development (IFAD), and the Danish International Development Agency (DANIDA), is being implemented in Shibpur, Monohardi & Raypura upazila of Narsinghdi district by CCDA Bangladesh. The primary goal of the project is to increase income, ensure food security, and improve family nutrition for marginal and small-scale fish farmers, as well as strengthen the capacities of both backward and forward market entrepreneurs involved in the aquaculture value chain. Through targeted interventions in sustainable fish production, improved post-harvest handling, and expanded market linkages, the project also aims to enhance product quality, promote food safety standards.

#### **3. The Project results:**

The consultant should follow the project's logical framework to get a clear understanding of the project, cross-section of the logical framework is necessary to carry out the endline as it is a prime requirement of this assignment. The following are the project results-

**3.1. Goal:** Through value chain activities, the sub-project aims to increase the income of small and marginal fish-farming households and small entrepreneurs, ensure food security, and improve family nutrition among targeted beneficiaries. Specifically, as a result of the sub-project's implementation, 70% of entrepreneurs are expected to achieve at least a 30% increase in income, and 30% of project participants will be able to incorporate nutrient-rich foods into their regular diets.

**3.2. Development Objective:** The value chain of selected rural products, supported by the project, will be developed sustainably. Through the sub-project, at least 34% of entrepreneurs engaged in safe fish-related enterprises will increase their production, sales of fish products will grow by a minimum of 30%, and profits from related businesses will rise by 20%.



**3.3. Outcome:** The outcomes are- Fisheries related enterprises will adopt and sustainably enhance modern production methods (semi-intensive and intensive culture), Good Aquaculture Practices (GAP), internationally recognized safety standards, traceability, and market development/linkages.

As a result of sub-project implementation:

- a) 60% of participating entrepreneurs will conduct safe product production activities using quality inputs, improved technology, or Good Aquaculture Practices;
- b) 10% of producer groups will engage in institutional or contract-based business with large government or private markets/buyers;
- c) 40% of entrepreneurs will adopt environmentally friendly and climate-resilient technologies or farming practices.

**3.4. Immediate result:** The sub-project has organized 6,000 members into fish producer groups and provided nutrition awareness services to 70% of project households, integrating relevant interventions from the 16 Direct Nutrition Interventions (DNIs) of the National Nutrition Services (NNS) into BCC activities. Nutrient-rich fish supply has increased by 10%, with members consuming part of their production for household nutrition. 20% of members are cultivating vegetables/fruits or rearing ducks/poultry. Training has been provided to 6,000 fish farmers on Good Aquaculture Practices (GAP), to 180 small entrepreneurs/producer group members on business management/IGA, and to 15 master trainers on GAP and HACCP protocol development. Additionally, 100 local service providers have received incentive allowances to deliver technical services, and 3500 small entrepreneurs have gained access to business development services from government and non-government institutions. A policy dialogue guideline has been developed to promote the production and marketing of processed fish products in small-scale enterprises.

## **4. Purpose and Scope of the Endline Evaluation:**

### **4.1. Purpose of the Evaluation**

The endline evaluation will measure the changes with regards to provide social, economic, nutrition and environmental data at the ending of the project. Further the endline evaluation will assess the performance of the sub-project, and to capture the Project's achievements, challenges, best practices, key lessons, and recommendations to improve future projects implementation. It will also be a significant advocacy document for further Project improvements, strategic planning and policy making in the arena of Value chain project implementation. The study acts as an accompaniment to the quantitative and qualitative data that is also recommended when implementing a project for the first time at the beginning of the project. This should help to identify any major issues and provide some insights into the opinions of the project participants.

The evaluation will be done based on the indicators of the project logical framework to identify the appropriate changes and impact during the project phase. The study will explore the income increase of the participants, and the specific engagement of women in the project and define the role of women in decision making process including their nutrition intake status.

### **4.2. Scope of the study / evaluation**

The evaluation will be conducted at Shibpur, Monohardi & Raypura upazila of Narsinghdi district. This area features fertile floodplains and seasonal water bodies ideal for aquaculture. Fish farming here mainly includes carp and tilapia culture, with carp fattening as a common, profitable



short-cycle practice generating quick income. At a point of time when almost all of the project activities have been implemented and a significant percentage of the funding has been spent. The results of the end line evaluation will be helpful for future value chain project planning, implementation, monitoring and evaluation of POs and PKSf. The evaluation findings and results will also be used by the stakeholders or change agents who are involved with this project and implementing value chain interventions. The end line evaluation will follow value chain characteristics mentioned in PDR developed by IFAD. The findings of the study will also be compared between endline and baseline study results focusing on the project indicators.

## **5. Endline Evaluation objectives and Criteria**

### **5.1. Endline Evaluation objective**

**The Endline Evaluation will be conducted for the following objectives:**

- To evaluate the positive change to increase production/sales/profit/income of the participants for the project intervention.
- To evaluate whether the Project delivered effective, efficient, relevant and timely activities to the targeted participants/beneficiaries as set in the project workplan.
- To evaluate the present condition of the project indicators, participants' knowledge attitude and practice in compare with baseline study (log-frame indicators).
- To prepare a value chain existing map and make a profile of "Fisheries" value chain in the respective district and identify the changes.
- Explore if the coordination and collaboration changes among value chain actors (in compare with baseline study).

### **5.2. Evaluation Criteria**

Following are some standard questions that will need to be adjusted with the successful firm/consultant's team, in agreement with the Evaluation Management Team, at the stage of the inception report.

#### **5.2.1. : Relevance and Appropriateness**

- To what extent the project meets the outcomes and impacts articulated in the proposal?
- Are the activities and outputs of the project consistent with the overall goal?

#### **5.2.2. : Efficiency**

- To what extent whether the project has utilized funding as per the agreed work plan to achieve the projected targets?
- To Assess the quantity, quality and timeliness of the project delivery including planning, implementation, monitoring, and reporting as per the project.
- To assess the input versus output ratio for planned project deliverables.
- How efficient was the delivery of the project in terms of implementation of its interventions, sharing information and learning among the stakeholders/value chain actors?

#### **5.2.3. : Effectiveness**

- To what extent the planned objectives in the logical frame of the project were reached and delivered timely activities to the targeted participants and targeted stakeholders as per the indicators to match with the project goal?



- To what extent the performance of the project with reference to qualitative and quantitative achievements of outputs and targets as defined in the project?
- What types of opportunities for collaboration between participants and other stakeholders/value chain actors?
- To what extent the project mainstreamed women empowerment and decision making?

#### **5.2.4. : Coverage**

- Were the participants/beneficiaries and targeted stakeholders reached as per the project indicators and targets?
- To what extent were the beneficiaries, especially, the women and young engaged and reached to the project?

#### **5.2.5. : Impact**

- To what extent the activities bring positive change to increase production/sales/profit/income of the participants? What are the changes among the beneficiaries and targeted stakeholders?
- To what extent coordination and collaboration increase among participants, PO, Private Sector, and other stakeholders?
- To what extent the participants build their capacity operating their enterprises?
- To what extent the participants changed their economic condition through the support under project?
- To what extent the participants received the loan and how they are using?

#### **5.2.6. : Sustainability and connectedness**

- Assess the sustainability of the project interventions in terms of the project indicators.
- Analyze the likely trends for project impact on the family income, nutrition, environment, gender and other issues.
- To what extent are the capacities of the different stakeholders including POs/PKSF have been built by the project?

#### **5.2.7. : Quality Standard**

- Any activities that aim to address the specific needs, protection risks, vulnerabilities and priorities of women and young?
- Does the operation mention how vulnerable men and women of all ages and backgrounds were involved in the design, implementation and evaluation of the operation?

### **6. Study management**

#### **6.1. Supervision and management of the study**

A supervision team shall be formed with active participation from both PO's VCF and Focal Person. Other relevant person from PO/PKSF shall also provide (need-based) feedback in the report.

#### **6.2. Coverage of Study**

The endline evaluation will cover the entire working area of the sub-project. This includes all activities implemented across the Shibpur, Monohardi & Raypura upazila of Narsinghdi district. Within these upazilas, the evaluation will encompass all targeted unions where the sub-



project interventions have been carried out. This comprehensive coverage will ensure an accurate assessment of the project's overall impact on the beneficiaries, production systems, and market linkages within the full geographical scope of the sub-project.

## **7. Methodology**

As part of the contract, the selected consultant/consultants shall provide a complete and detailed methodology of conducting the survey, which shall include: timeframe, research tools, methods, sample size and any other relevant segments to be used by the consultant.

### **7.1. Quantitative Data Collection:**

The consultant will design the questionnaire for quantitative survey based on the logical framework of "Safe Fish & Fish Products Production & Marketing" and share with "Safe Fish & Fish Products Production & Marketing" team before it is finalized, and field tested. The data collection modality, either paper or mobile based, need to be agreed with the team prior to application. CCDA Bangladesh will provide necessary information and support to connect with relevant shareholders and administration. The consultant will propose an appropriate methodology for carrying out the work and fulfilling the objectives of the study. The methodology should follow the standard statistical method. The consultant will design appropriate methodology that will ensure that the objectives of the study are fully met in a timely and efficient way. The consultant will be required to elaborate a detailed Endline design and methodology as part of their Work plan. The Endline study will be conducted in the project areas following appropriate, applicable statistical sampling procedures. However, the sample size could be finalized after discussion with the project professionals. A detailed approach and methodology to conduct the Endline study should be suggested by the consultant in compliance with the, goal, objective, and log-frame of the sub-project. The Endline design document should include a series of data collection instruments.

### **7.2. Control Group Quantitative Data Collection:**

The consultant will collect at least 20% of the control group for quantitative data. This 20% sample will be taken from the final sample size of the population. Example: The calculated sample size is 384 using standard sampling methodology, with 20% being 76.8, which could be rounded to 80. So, the total sample size will be 464 (Treatment 384+control 80). Sample should be taken from men and women according to the sub-project population ratio.

### **7.3. Nutrition Data Collection:**

The consultant will collect nutrition data following the MDD-W (Minimum Dietary Diversity for Women) for all participants by FAO guidelines to meet the need for nutrition-related indicator/s.

### **7.4. Gender and Social Inclusion Data Collection:**

The consultant will collect the Gender and Social inclusion data following the project target such as young (age group 18-35) participation, women participation, women empowerment and women participation in family decision making.

### **7.5. Qualitative Data Collection:**



The qualitative part will allow verifying the perceptions and knowledge of the beneficiaries in the project area. The questions of the qualitative data should be made in such a way that they reflect and strengthen the data driven from the quantitative survey, and also complement the indicators whose results could not be driven from the quantitative survey. The following should be done:

- Focus Group Discussion (FGD) with men Producers
- FGD with women/mixed producers
- In-depth Interview (IDI) with successful Entrepreneur
- IDI with woman Entrepreneur (including young)
- Key Informant Interview (KII) with (LSP/as per need from input to consumers)
- KII with private sectors
- KII with PO Management
- KII with district and Upazila level government officials
- KII with VCPM (Over Phone)
- Case Study/Success Stories (At least-5)
- Triangulation of information gathered during the quantitative and qualitative research is crucial in this study, with reflection on how the findings relate to the secondary documentation.

The logical framework of Project, from which the indicators are to be driven, is given as an annex-1

## **8. Duration of the study and schedule of the reports**

The total duration of the assignment will be 60 days. A detail implementation plan will be agreed upon in consultation with the CCDA Bangladesh, however, it is anticipated that the inception report should be submitted within 07 days upon signing the contract. The draft report of the study should be submitted by the consultant within 45 days, and a presentation on the draft report should be given to CCDA Bangladesh within 50 days after signing the agreement.

## **9. Quality and Ethical Standards**

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

- a. Utility: The Endline Evaluation must be useful and will be used by CCDA Bangladesh /PKSF.
- b. Feasibility: The Endline Evaluation must be realistic, and managed in a cost-effective manner.



- c. **Ethics & Legality:** The Endline Evaluation must be conducted in an ethical and legal manner, with particular regard for the welfare of those involved.
- d. **Impartiality & Independence:** The Endline Evaluation should be impartial, providing a comprehensive and unbiased assessment that considers the views of all stakeholders.
- e. **Transparency:** The Endline Evaluation activities should reflect an attitude of openness and transparency.
- f. **Accuracy:** The Endline Evaluation should be technically accurate, providing sufficient information about the data collection, analysis, and interpretation methods so that its worth or merit can be determined.
- g. **Participation:** Stakeholders should be consulted and meaningfully involved in the evaluation process when feasible and appropriate.
- h. **Collaboration:** Collaboration between key operating partners in the evaluation process improves the legitimacy and utility of the evaluation.
- i. **Cross-cutting issues:** The Endline Evaluation activities should reflect the projects' cross-cutting issues such as Nutrition, Gender, Climate Change, and Environment, also reflect it in this report.

## 10. Key Deliverables

- a) **Inception Report:** by 07 working days after signing the contract, a detailed report on the consultant's proposed final Endline design and methodology will be submitted to CCDA Bangladesh/PKSF for approval. This will provide preliminary understandings based on document review, rationale, and a detailed description of the methodology and tools, analytical methods, and detailed work plan for the entire exercise. Any draft questionnaires or interview forms will also be submitted for review at this stage.
- b) **Sample Frame:** A detailed determination of sample size and sampling frame using statistical tools and formula.
- c) **Endline survey questionnaire** (for the quantitative part) and Checklist (for the qualitative part) to capture all required data and information of the study.
- d) **Interview Notes and List of Resource Documents:** The Consultant will provide summaries of all key meetings, and discussions conducted during the endline and copies of any relevant documents and reports gathered during the evaluation (timeline).
- e) **Summary Presentation of Findings:** The Consultant will present initial findings to CCDA Bangladesh for review, comment, and feedback by (timeline). A PowerPoint presentation and handout (maximum of two pages) will be prepared for the presentation through a workshop to the project stakeholders preferably via an online platform. The Consultant will consider CCDA Bangladesh and stakeholder comments and revise the draft report as appropriate.
- f) **Findings brief:** The Consultant should provide a brief of the findings corresponding to the objectives of the evaluation that can be widely circulated. The brief of the study could be within three pages.



- g) Indicator Table with Value:** The Consultant will provide an indicator table including the values and make comparison with baseline study including the % of progress (Indicator progress table Baseline Vs Endline and Control Group status).
- h) Final Database:** The consultant should review, recheck and finalize the data set before starting the final analysis. The final database should be handed over to CCDA Bangladesh management along with the final report.
- i) Draft report:** A draft report identifying key findings based on facts with conclusions, recommendations, and lessons for the current and future operation, will be submitted by the consultant within 10 days after field data collection.
- j) Final report:** The final report will 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. The evaluation findings should be presented in outcome wise and outcomes and further analysis under evaluation criteria. The specific recommendation should be made based on specific thematic of women and young involvement in value chain development. Recommendations and action points should be SMART. The report should also contain appropriate appendices, including a copy of the ToR, cited resources or bibliography/reference, a list of those interviewed and any other relevant materials. The final report will be submitted one week after receipt of the consolidated feedback from CCDA Bangladesh. The consultant will submit 5 hard copies of final report to CCDA Bangladesh.
- Last but not the least, the report should be conspicuous and lucid for readers of all levels.
- k) Case Studies:** To highlight stories of success in the field and include it in the final report. All products arising from this evaluation will be owned by the RMTP/PKSF. The evaluators will not be allowed, without prior authorization in writing, to present any of the analytical results as his/her own work or to make use of the evaluation results for private publication purposes.
- l) Data Set:** The consultant will submit the final data set to the CCDA Bangladesh in Excel and SPSS.

The draft and final reports will be submitted to Evaluation Management Team (CCDA Bangladesh/PKSF), who will ensure the quality of the report providing input if necessary. The Evaluation Management Team will submit the report to the key stakeholders interviewed for review and clarifications. The Commissioner will oversee a management response and will ensure subsequent follow up.

**The Final Report will sketch with the following headings:**

- a. Acknowledgements
- b. Acronyms
- c. Glossary
- d. Executive Summary
- e. Indicator Table with Value (Endline Vs Baseline and control group status of project log-frame)
- f. Introduction/Background
- g. Rationale and Objectives of the End Line Evaluation
- h. Scope of the End Line Evaluation
- i. Evaluation Methodology
- j. Findings and Discussion (as per evaluation criteria)





- k. Recommendations
- l. Conclusion and lessons learned
- m. References

- a. Annex (including a copy of the ToR, cited resources or bibliography/reference, a list of those interviewed, case studies and any other relevant materials etc.).

Annexes, including:

- a. Case Study/Success Stories
- b. Scope of Work
- c. Data collection tools
- d. Key data sets, including interview transcripts
- e. List of key informants

## 11. Accountability and Communication Network

The ownership of the output of this assignment belongs to RMTP/PKSF and shall be utilized for the defined purposes of the Project. The consultant will ensure confidentiality of all information obtained during the assignment and related to the projects mentioned above. All data, materials in soft and hard copies remain the properties of RMTP and are to be returned to CCDA Bangladesh at the end of the assignment. The use of the data remains the sole right of RMTP and any usage of data without prior approval from the PKSF shall be held illegal.

## 12. Responsibility and Competence

The consultant agrees to comply in all professional tasks with the rules and regulations of RMTP. Either party can cancel this agreement within a 7-day written notice. RMTP team can terminate the agreement without notice and payment in the following cases:

- If the consultant cannot fulfil the requirements and the agreed deadlines
- If the consultant cannot submit the deliverables within the time specified in the mandate
- If the quality and standards of the work fail to meet reasonable standards that have so been communicated in writing.

## 13. Required Qualifications

Qualification	Required	Preferred
Proven experience of conducting endline evaluation of a Agre-business Project	<input checked="" type="checkbox"/>	
Demonstrated experience from involvement in a Value Chain Project	<input checked="" type="checkbox"/>	
Demonstrated experience of working with Gender		<input checked="" type="checkbox"/>
Demonstrated experience of working with Nutrition		<input checked="" type="checkbox"/>
University degree at post-graduate level in Aquaculture/ Marine Science/ Fisheries/Development Studies or other relevant subject	<input checked="" type="checkbox"/>	

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	<input checked="" type="checkbox"/>	
Excellent in English and Bangla writing and presentation skills	<input checked="" type="checkbox"/>	
Immediate availability for the period indicated	<input checked="" type="checkbox"/>	
Experience working with Mobile based Data collection		<input checked="" type="checkbox"/>

#### 14. Consultant requirements

The Consultant should have previous working experience in providing such kinds of services. Should have expertise in the area of the said Sub-Sector/s, Agriculture/DVM/Fisheries, and micro-enterprise. The enumerators of this study will be hired by the consultant/consulting firm. The expected qualifications of the independent consultant are given below:

- a) **Education (20 marks):** He/she should have a minimum Master's in **Aquaculture/ Marine Science/ Fisheries/ Agriculture/ Statistics/Development Studies**, Foreign PhD degree will be the additional advantage. Global GAP assurer/trainer will get preferences.
- b) **Experience (30 marks):** The consultant should have 10 years of working experience in research including 5 years of experience in the value chain approach. Research experience in environmental sustainability, economic viability, micro-enterprise development, nutrition, sectoral policy review/analysis, and value chain development will add additional value. Experience in evaluating any projects/sectoral study funded by IFAD/World Bank/ADB/DANIDA and/or any other UN agencies will preferable.
- c) **Publication (20 marks):** The consultant should have at least 3 publications in an international/national journal. However, Fisheries Value Chain sectoral publications will be given high preference for the selection of the consultant.
- d) **Familiarity (10 marks):** Familiarity with the following areas: a) Environment & Climate Change, b) Micro and small enterprise, c) livelihoods d) employment, e) pro-poor development, f) gender and nutrition.
- e) **Language (10 marks):** Excellent writing and oral communication in English is required.
- f) **Computer Literacy (10 marks):** MS Word, Excel, PowerPoint, SPSS/Strata.

#### 15. Proposal submission:

The proposal should include the following below six items.

- i. **Cover letter:** Clearly summarizing Consultant experience and competency as it pertains to this assignment
- I. **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.
- II. **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.



- III. **Detailed CVs** of all professionals who will work on the process. CVs of proposed study team (will add additional value), please attach a table describing the level of effort (in number of days) of each team member in each of the evaluation activities.
- IV. **Professional references** are needed to provide two or three references from your previous clients.
- V. **A short example from previous Endline Evaluation** report (value chain 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 ability 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.)

**Application Procedure:** Please email complete applications to [ccdabd@yahoo.com](mailto:ccdabd@yahoo.com), [shohagsharkarcu@gmail.com](mailto:shohagsharkarcu@gmail.com)

**Deadline for Application:** The application deadline is **31 August-2025**.

Interested individuals will provide a technical proposal. The total budget is BDT 3.5 lakh, which includes consultancy fees, field data collection, and other necessary costs. The VAT and Tax will be deducted at source as per the government rules. Interested consultants are invited to submit their technical proposal along with a detailed CV and one page of cover letter by (timeline). The partner organization will form a review committee to analyze the applications, shortlisting, interview, select the firm/individual and execute the deed of contract.

## 16. Payment

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

- a) 1st Payment (20% of total contract value): The 1st payment will be made upon submission and acceptance of the inception report by CCDA Bangladesh.
- b) 2nd Payment (40% of total contract value): The 2nd payment will be made upon submission and acceptance of the draft report by CCDA Bangladesh.
- c) Final Payment (40% of total contract value): The final payment will be made upon acceptance of the final report by CCDA Bangladesh.

## 17. Timeframe

The study shall be conducted expectedly in three months from start of the study, and is scheduled to preferably start in the **September-2025**. The consultant will submit the final report latest by **December-2025**. The timeline will be finalized as agreed by the consultant and CCDA Bangladesh.

## 18. Disclaimer

The CCDA Bangladesh reserves the right to amend the terms of reference at any time as required upon mutual discussion with the consultant. The CCDA Bangladesh 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. The consultant will never be used this Endline Study information for his/her own needs. If it requires, the consultant must take prior permission from the concerned CCDA Bangladesh.



## Annex-1: Log Frame

Narrative Summary (NS)	Objectively verifiable indicators(OVI)		Means of verification (MoV) & Data Sources	Important Assumptions (IA)
<b>Goal</b>	To increase the income, food security, and nutrition of farmers and service providers across fish value chains.		Final evaluation report	
<b>Development Objectives</b>	The sustainable growth of aquaculture value chains with comparative advantage, market demand, growth potential, and backward & forward linkages to small farmers and micro-entrepreneurs.		Final evaluation report, monthly progress report, half yearly progress report etc	Economic development is positive, exist steady political situation, tax and VAT policy are in favor of small entrepreneurs' no natural calamities, no fish kill due to outbreak of disease etc.
<b>Outcome</b>	The outcomes are- a) 60% of project participants will use quality inputs and adopt improved production methods/technologies, b) 10% of producer groups will establish sustainable market linkages, c) 40% of project participants incorporated nutritious food in their diet, and d) 40% entrepreneurs will adopt environment-friendly and climate-smart production technologies or culture practices.		Final evaluation report, monthly progress report, half yearly progress report, field visit report etc	No outbreak of pandemic disease like COVID 19, loan policy of dev partners are in place etc
<b>Output</b>	1. Increased farm mechanization and information technology on farms and improved farm management practices will result in a 10% increase in overall fish/shrimp production and a 10% reduction in production costs.  2. The linkage of institutional and non-institutional buyers will increase sales		Final evaluation report, monthly progress report, half yearly progress report, field visit report etc	



Narrative Summary (NS)	Objectively verifiable indicators(OVI)	Means of verification (MoV) & Data Sources	Important Assumptions (IA)
	<p>Of safe fish &amp; fishery products by 25% and prices by 10%.</p> <p>3. A total of 1,000 rural producers that are members of a rural producers' organization received training on 'Good Aquaculture Practice (GAqP) for safe fish production.</p> <p>4. 60% of households were provided with targeted support (information regarding nutrition, nutrient dense fish supply, cultivating vegetables/fruits /poultry in homestead, etc.) to improve their nutrition.</p> <p>5. A required number of Master Trainers received training on GAqP&amp; HACCP and a required number of local service providers (LSPs) are developed.</p> <p>6. About 60% of micro-enterprises received business development services from public or private entities.</p> <p>7. The backward and forward market linkages with the fish producers will gradually increase, wages increase by 10% and an additional 10% of employment opportunities will be created.</p>		

Project indicators	Baseline values from the study
Increased use of aerators, soil and water testing kits and fish feed grinding machine by 90% fish farmers;	Limited use of aerators, soil and water testing kits and fish feed grinding machine in the project areas by big fish farmers only;
Adoption of GAqP through introducing semi-intensive/improved method of fish farming to produce safe fish and fish product by fish farmers;	The GAqP is not at present being followed by fish farmers. Semi-intensive/improved method of fish farming is required to be introduced;



Project indicators	Baseline values from the study
10% fish farmers/producer groups are trading with big bazaar/buyer on organizational contract basis;	Fish traders have established linkage with big bazaar. Fish farmers are still out of such business;
Hatchery and nursery owners have acquired knowledge to produce high priced fish fingerlings have been available in the project area;	High priced fish fingerlings are being supplied from outside. A smaller fraction of respondents were engaged in hatchery production, PONA suppliers (transporters), fish feed and drug dealers, wholesalers, retailers, and other occupations such as farming, business, and job roles.
Ingredient supplier organizations, fish farmers and sales agent have established demonstration along with required advice on fish farming;	No demonstration has yet been established by ingredient supplier organizations, fish farmers and sales agent. A limited number of fish feed dealer have been supported with soil and water quality test device and their service is being utilized as fisheries extension agent;
All entrepreneurs' are well known on high priced fish farming as well as intake of nutritious food for their household members;	There is lacking of nutritional food specially protein in the diet of ultra poor and poor segment of beneficiaries;
Contract has been signed among ingredient suppliers, producers, owner of hatchery and nursery and supplier of machineries;	Fish culture ingredients are still collected from open market. There is inadequate opportunity to collect quality ingredient from the market;
The services on use of machineries have become easy through the dealers.	Dealership business on supply of machineries and apparatus used in fish farming is yet to be developed;
A well designed transfer of technology mechanism established to provide extension service to the fisheries community in the area;	No effective fisheries extension service is in place to provide service to fisheries community as a whole;
Small microenterpreneurs have received business development services;	Access to modern technology along with business development services is limited for the microenterpreneurs;
Fish farmers are well linked with backward and forward market linkage;	Backward and forward linkage are still not in favour of fish farmers;
A number of fish product is available in the market and well accepted by the buyers;	Fish products like 'ready to eat' and 'ready to cook' are not available at present.
Branded safe fish is available in the local as well as capital city market ;	Branded safe fish is not available in the market. There is no safe fish corner in the market. No packaging system has been developed and in use yet.
Total fish production has increased than before; and	The incremental rate of fish production is required to be accelerated through adoption of improved method of fish farming
Family income of household members associated with production and marketing of safe fish and fish product have increased.	No mentionable initiative on production and marketing of safe fish and fish product have been undertaken to increase the household income of beneficiaries.