**Terms of Reference**

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| Baseline Survey Consultancy |

**1. Organization Background**

iDE is an international NGO with over 37 years of experience in designing and delivering market-based anti-poverty programs in 14 countries. We are a world leader in making markets work for the poor as well as the longest established market development specialist NGO in Bangladesh. iDE believes that markets can be a powerful force for improving smallholder prosperity by creating income and livelihood opportunities for poor rural households. iDE Bangladesh currently has eight projects in agricultural markets, water, sanitation and hygiene (WASH), and access to finance with a focus on women’s economic empowerment and climate-smart technologies.

**2. Project Background**

“UDDOKTA - Powering Entrepreneurs” is a partnership between Chevron and iDE under the Bangladesh Partnership Initiative (BPI). The project seeks to amplify Chevron’s investments made in Bangladesh to improve the lives and livelihoods of rural communities through an increased focus on powering local entrepreneurs and building market systems inclusive market systems that link smallholder producers to more rewarding opportunities. Building on iDE’s learning and experiences on market resiliency, this project will improve the overall adaptive capacity of local markets, entrepreneurs and communities in and around the project locations by increasing access to and uptake of best-bet production, enterprise, and market practices. This approach will emphasize the uptake of profitable business models and production practices.

As a result of improved access to goods and services delivered through enterprises supported by the project, UDDOKTA aims to trigger an increase in the incomes of 2,750 VDO-affiliated (VIllage Development Organization) households by 20%. Through project efforts, 1,100 micro and small enterprises will see their revenues increase by 35% per year. And most importantly, the 7,500 households who are their customers will benefit from an annual income increase of 15% as a result of the services that these enterprises provide. Finally, the project will seek to leverage co-investments exceeding $1MM dollars from the private sector, increase sales of quality inputs to smallholder farmers by over $500,000, and facilitate access to more than $1MM in finance for participating enterprises to establish, grow and operate their businesses. An anticipated 37,125 household members will benefit from increased incomes as a result of improved access to goods and services triggered through systemic market changes catalyzed by UDDOKTA. iDE will apply a market-facilitation approach that aims for private-sector led promotion and sustained adoption of beneficial products, services and behaviors by communities and households in the target markets - which will ultimately lead to increased incomes.

**3. About the Assignment**

iDE is looking to hire a qualified firm to conduct the baseline survey of the UDDOKTA project. iDE has clearly defined its targets and indicators in its project proposal but the baseline of several of the projected targets are currently unavailable. Therefore, in order to create the benchmarks, a baseline survey is necessary to come up with baseline indicators for each of the target sets. These baseline indicators will be the guiding pillars to measure project’s achievements and outputs towards the end. This will also help devise appropriate monitoring tools for M&E of project interventions to reach the stated outputs & achievements. Furthermore, the baseline survey will generate and develop an information base comprising the detailed relevant information of the general and targeted beneficiaries of the project’s working areas. This information will guide us to plan effectively and coherently in materializing the project goal in a systemic way.

**3. Objectives of the Baseline Study**

The main objective of the baseline study is to prepare a pre-project / baseline information of the target beneficiaries as per the indicators of project objectives, specific objectives and expected results specified in the project document and the project log-frame.

The specific objectives of the baseline study are the following:

1. To collect, analyze and establish the benchmark of the verifiable indicators from the project log frame.
2. To collect and analyze the relevant information of the existing situation of the project’s targeted beneficiaries (including disadvantaged households and females), service providers, and/or related stakeholders.
3. To collect and analyze relevant information in terms of sources and level of income, food security situation, access and control to available productive resources and malnutrition.

The study will utilize a wide range of appropriate tools and methodologies to measure the status of social, economic/financial, physical, natural and human assets of targeted communities/ households (HHs), market actors and market system components within the framework of UDDOKTA and as spelled out in the project document. The study findings will be primarily used by iDE and its implementing partners in comparing pre and post project status of the market systems and communities with whom it works. The baseline information will also be used by the relevant project stakeholders and donors.

**4. Suggested Approaches and Methodologies**

The study will be based on data and information gathered from both primary and secondary sources. Secondary sources would comprise relevant project documents and district wise database. Primary data will be collected from sampled beneficiaries and market actors in each of the project districts/unions.

In order to ensure that the sample households interviewed for the baseline survey are representative of the project’s target households. The Consultant should propose a robust sampling methodology, constituting proportionate representation of the all sub-sectors including *livestock, agriculture and agrotechnology* and also covering all the districts/unions can be found in the **Annex 1.** In order to see the impact (attribution) and spillover effect of the project’s interventions, it is highly anticipated that the proposed study methodology should include samples from the direct and in-direct beneficiary households who live in the nine Unions and four Upazillas under Sylhet and Moulvibazar districts. The project will also work with a number of private sectors partners under the livestock, agriculture and agri-machinery sub-sectors to mobilize their business that need to reflect in the proposed methodology.

The detailed methodology and field work schedule will be finalized in consultation with iDE, partner organizations and the consultants. However, the following steps will be ensured by the consultants:

1. Visit iDE Dhaka and UDDOKTA project office in Sylhet and hold interactions with E&A Specialist and UDDOKTA core team to get acquainted with the project, its activities and the proposed work.
2. Prepare a detailed methodology including questionnaires for household survey and checklist for group discussion, focus group discussion and key informant interview as per the project document and project log-frame mainly focusing on indicators but also covering other related issues of poverty reduction of smallholder farmers.
3. Pre-test draft questionnaire and checklists and incorporate the inputs in final questionnaire and checklist.
4. Share and circulate final version of baseline questionnaires and checklist and incorporate comments (if any).
5. 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.
6. Share draft report and obtain comments/inputs and incorporate the same into the final report. and
7. Prepare final report and submit (hard copy and electronic version in word format) to iDE Bangladesh

**4. Major responsibilities of the Consultant/ Firm**

The composition of the study team is left up to the consultant/ organization based on their internal system, ideas and logic. However, iDE recommends that the team comprise one Team Leader (TL) to coordinate/conduct the overall study and liaise with iDE. To collect information from the field, an adequate number of Field Enumerators (FEs) will be deployed in facilitation of iDE's Project Officers at the Districts/Unions. Supervision of the field work and quality (reliability and validity) of the data/information collected from the field is the primary responsibility of the TL. The TL will work closely with the M&E Unit and Project Team. In each step and process, consultation with the National Program Manager, M&E Director and District/Union Project Managers are vital. The consultancy / consultant team will be primarily responsible to:

1. Develop/design baseline study including questionnaire for HH survey and checklist and tools for group interaction including FGD with target beneficiaries at District/Union/ VDC/Village levels.
2. Share study design including process, methods and questionnaires/checklist with project team, collect feedback and finalize the study design.
3. Pre-test questionnaires and other tools in one of the project VDCs/Villages.
4. Submit inception report.
5. Debrief/discuss with project team about effectiveness of questionnaire, checklists and other tools used in pre-test, collect feedback and finalize them.
6. Orient, train and supervise the enumerators.
7. Ensure the quality of information collected from fields, cross check with the validity of information collected and verify/revise where needed.
8. Update progress of the study on a weekly basis to the E&A Specialist .
9. Analyze data and prepare quality reports.
10. Give presentation of draft report to iDE, and
11. Submit a final report (a compiled version of the report - both hard copy and electronic version in word format) to the project after incorporating the feedbacks and suggestions from iDE.

**5. Major responsibilities of iDE**

iDE will provide the consultant/firm with the necessary support to undertake and implement the assignment and execute the objectives of this assignment. Such responsibilities include the following:

* Provide initial briefing and existing work overview;
* Provide relevant documents and technical support;
* Provide support in the field;
* Disburse payment as per the agreed schedule in the contract.

**6. Key Deliverables**

The following deliverables are envisioned under this ToR:

1. Work plan/schedule
2. Collected information of all four Upazilas of Sylhet division under the study
3. Hard copy of the final Baseline report.
4. An e-copy of raw data and final version of the report

**7. Tentative Work Schedule**

The consultant/firm is expected to start work on or around April 10th, 2020. This assignment should be completed within a month from the start date, which includes completion of all tasks in the assignment along with the submission of the deliverables as detailed in Section 6. Based on unavoidable circumstances, the period for conducting the assignment might change. The consultant/firm is expected to be able to accommodate these changes without additional cost. A final detailed work schedule will be determined during the kick-off meeting.

**8. Proprietary Rights**

Any document, information or data entrusted to or produced by iDE in connection with this assignment shall be strictly confidential and cannot be used by the contract employee for any other purpose without the written consent of iDE. This provision shall remain valid even after the completion of this assignment. iDE-B reserves the right to terminate this agreement at any time with the consultation of the contracted individual/firm.

**9. Budget and Schedule of Payment**

The total budget for this assignment must not exceed BDT 1,200,000 (In word: Twelve Lakh Taka only) which should cover all costs including consultants' fee for conducting the entire assignment until final deliverables submission. This should include remuneration, field-based travel (accommodation, transport, per diems) and any miscellaneous costs. Firms are requested to propose payment modality. Government VAT and tax regulation will be applied, and these costs must be included in the financial proposal.

The following terms and conditions will apply:

* The payment will be made through account payee cheque/ wire transfer (account name, number, type, bank name, and branch name is required for wire transfer);
* As per Government of Bangladesh VAT and tax regulation; International consultants are taxed at 15% VAT (on contract amount) and 20% tax (on contract amount +VAT); National consultants are taxed at 15% VAT and 10% tax;
* Government VAT and tax regulation will be applied and iDE Bangladesh will deduct all relevant VAT and Tax at source as per GoB rule;
* VAT Registration Certificate, TIN and Trade License (if applicable) must be submitted before the agreement is signed;
* In case of failure to deliver the final product in due time, iDE Bangladesh will deduct .05% of the total agreement amount for each day of delay in submitting the report beyond the closing date of the agreement;
* The selected consultant/firm will abide by other terms and conditions of iDE Bangladesh.

**10. Eligibility Criteria**

The consultancy firm should have experience on qualitative and quantitative research; clear understanding on research methodology and experiences on using different social research tools and techniques. Work experiences in rural and urban areas of the county will be an added advantage. TL should have advanced university degree in agriculture or rural development or social sciences with experiences of having conducted at least three numbers of baseline surveys, preferably of agricultural income generation related projects.

**9. Evaluation Criteria**

Consultant will be evaluated based on following criteria. The key factors stated below will be taken in consideration during the evaluation process-

* Previous work experience
* Methodological/technical aspects of carrying out the study
* Financial aspects (consultant fees, breakdown of activity costs etc)

**11. Bid Submission**

All proposals should include:

* Cover letter (maximum one page);
* Technical Proposal (maximum 5 pages) which should include:
  + Understanding of the assignment and a detailed work-plan
  + Relevant experience of the consultant/firm
  + Financial Proposal (maximum one page): breakdown of cost estimates. This should include, but not be limited to accommodation and travel costs (from one district to another), food expenses, and other items needed for the consultancy.
* If applicable, please also include:
  + Company profile
  + VAT Registration Certificate
  + TIN Certificate
  + Joint Stock Company Registration Certificate
  + Trade License Certificate

Interested and qualified consultants/firms are asked to submit their Technical and Financial Proposals to [bangladesh.procurement@ideglobal.org](mailto:bangladesh.procurement@ideglobal.org). Please write **“UDDOKTA Baseline Survey Consultancy”** in the subject line. The proposals should be submitted by **5 pm BST on 28th March 2020**. We are only able to consider electronic submissions. Only shortlisted firms will be contacted and invited for a technical discussion.

**Deadline:** 28th March 2020 COB (5 pm BST)

**Annex 1: Project locations**

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| --- | --- | --- | --- | --- |
| **Nearest**  **Gas plant** | **Unions** | **Upazila and District** | **No. of**  **VDOs** | **Villages covered** |
| Bibiyana | Inathganj, Dighalbak and Aushkandi | Nabiganj, Habiganj | 28 | 28 |
| Jalalabad | Tukerbazar, Tultikor, Khadimpara | Sylhet Sadar, Sylhet | 60 | 30 |
| Moulvibazar | Kalapur and Sreemangal | Sreemangal, Moulvibazar | 11 | tbc |
| Kamalganj | Kamalganj, Moulvibazar | 11 | tbc |

**Annex 2: Project goals and objectives / Expected Results and Outcomes:**

The primary goal, or impact, of the UDDOKTA is to improve income and livelihoods of the people in Chevron’s catchment communities through enterprise development. The pathway to achieving this goal is encapsulated within the project’s Theory of Change framework and consists of a sequence of outputs (activity results) and outcomes (change triggered by the outputs) that lead to the desired impact.

The project has two overarching goals: the​first goal is to increase household incomes​ in Chevron 9 Union BPI catchment area through improved a variety of market based inputs and services made available as a direct result of the project to the beneficiaries. This goal is complemented by the second goal of the project which seeks to further strengthen Chevron’s relationship with the beneficiaries and create sustainable impact in the community directly attributable to Chevron’s investment through the project.

These goals are manifested through 4 key results: (1) 20% increase in incomes of **2,750 direct households; (2) 35% increase in incomes of 1,100 MSMEs (Micro and Small Enterprises)**; (3) income increase of 15% in 7,500 indirect households; and, (4) a combined leverage from key market actors as investment and trade of USD 1.5 million through partnerships and market facilitation benefitting direct and indirect beneficiaries of the project.

Finally, the results are the effect of three core impact pathways (also called outcomes or intermediate results). These intermediate results are grouped as:

(1) VDOs strengthening: 3 major intervention packages that build the overall governance, management and business capacity of the 110 VDOs within the BPI catchment area. The project anticipates this will impact **2,750 HHs (110 VDOs X 25 HHs coverage per VDO) benefitting over 12,000 people** through increased incomes by 20% through the life of the project, or calculated at over USD 700K as direct income gains.

(2) Micro enterprise support and strengthening: Another 3 intervention packages are specifically designed to help start and improve MSMEs, which includes the existing 110 VDO registered cooperatives (treated as enterprises) as well as an additional 890 entrepreneurs / enterprises selected from both existing VDO members and from outside the VDO but within the 9-union BPI catchment area. The project anticipates that this will result in 30% increase in incomes of the MSMEs over the duration of the project, or calculated at over USD 540K as direct income gains. And, as the MSMEs will serve as a vital last mile connectivity agent with households beyond the ones covered by the 110 VDOs, this will also result in 7,500 indirect households increasing their incomes by 15% over the duration of the project, or calculated at over USD 1.35 million as direct income gains.

(3) Wider market strengthening: the final 3 interventions are targeted towards strengthening and improving the overall market dynamics within the project area by catalyzing access to inputs, services and technologies with both public and private sector partners. The project anticipates over USD 1 million resulting from access to new credit resources for the project beneficiaries from a variety of different MFIs and FIs along with over USD 400K in additional ag and related inputs and services transactions in the market place and over USD140K of new technologies sales.

The project Goals, Results and Intermediate Results are summarized below:

|  |  |
| --- | --- |
| Project Goals | Goal 1:​ Increase household incomes in Chevron catchment through improved access to  goods, services, technology and information  Goal 2:​ Increase Chevron’s engagement, efforts and positive impact in the community that  Chevron works in. |
| Project Results | Result 1: ​2,750 direct households increase their incomes by 20% annually from baseline  Result 2:​ 1,100 direct MSMEs increase their incomes by 35% annually from baseline  Result 3: ​7,500 indirect households increase their incomes by 15% annually from baseline  Result 4: ​Leverage from private sector Financial institutions >$1M, increased sales  >$500K |
| Project Outcomes and  Intermediate Results  (IRs) | IR 1, direct outcome: VDO Strengthening  Target group: ​110 VDOs X 25 HHs/ VDO = 2,750 HHs (12,375 people)  Main outcome:​ income increase by $705,000 in 3 years |
| IR 2, direct outcome: Micro Enterprise support, direct  Target group: ​1,100 MSMEs   Main outcome:​ income increase by $600,600 in 3 years |
| IR 3, indirect outcome: Wider market strengthening, indirect  Target group: ​7,500 HHs outside of VDO members  Main outcomes:​ income increase by $1.35 M in 3 years leverage: (1) Loans from M/FI -  $1.1M in 3 years, (2) Ag inputs sales from private sector: $440,000; (3) improved  technologies sales from private sector: $130,000. |

**Annex-3: Theory of Change**

The Theory of Change (ToC) for the proposed project uses a market system development methodology and as such has sequenced the pathways of change into three tiers as illustrated below:

(1) Direct outputs from the project as a result of the project interventions: These are very tangible indicators directly correlated to the inputs provided by the project. The project will monitor the following key indicators for this level of change:

(a) # of Beneficiary Enterprises Selected, # of Value Chain Assessments Completed, # of Trainings Conducted # of Follow-up, coaching and monitoring visits conducted;

(b) # of Linkage Events, # of Enterprise Networks Established, # of Collection Points Established, # of Demand Creation Events Supported;

(c) Amount of Seed Funding disbursed, # of Enterprises completing SME accelerator program Amount of financing accessed by enterprises.

(2) Market Changes (triggers and uptake): The second level of change pathway is based on the early market “triggers” that typically precede market “uptakes” - in simpler terms, new behaviours in and amongst market actors creating - supply and demand of critical market inputs and services. These will be monitored through the following types of indicators:

(a) Enterprises engaging in business & offering goods and services, Enterprise engaging in marketing activities, Enterprises investing in growing their Businesses;

(b) Private sector actors promoting products in VDO and non-VDO communities, Enterprises collaborating as a network to fulfill large orders, Collection points offering services and supporting enterprises;

(c) Financial market actors are offering formal loans to beneficiary enterprises, Non-project supported market actors copying the enterprise business models

(3) Enterprise performance:​ The final level of change pathway is the “goal” or purpose level, and the results are monitored at the enterprise level, which includes MSMEs, VDOs and households. ​These will be monitored through the following types of indicators:

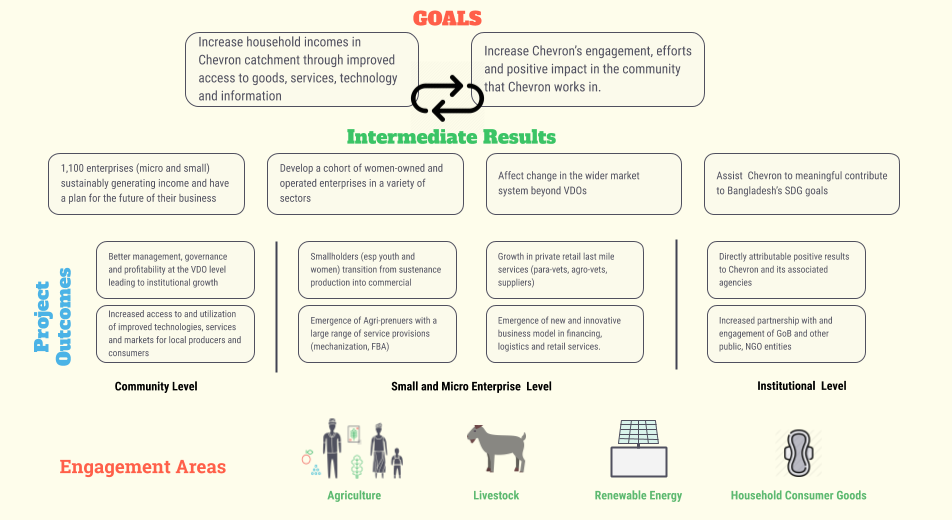
(a) Enterprises Increase Customer Base and Revenue, Enterprises expand their geographical reach;

(b) Enterprises increase access to financing and capital, Enterprises digitize their businesses;

(c) Private Sector Actors (local level firms) begin to market to, and do business directly in, VDO and non-VDO communities, Collection Points generate sustainable revenue.

An illustrative ToC for the project is shown below:

The ToC diagram and narrative above are illustrative and will be further revised and finalized once the initial rapid market appraisals and baseline researches are completed as this processing esup on defining all of the necessary and sufficient conditions required to bring about a given long term outcome for this project.



iDE recommends revisiting the ToC during the mid-term time-line so that initial outcomes and intermediate results can be compared to the original project design and adjustments can be made to the interventions. This attention to detail will help iDE and Chevron reassess the feasibility of reaching goals that may have initially been defined, and in the end, promotes the development of reasonable long-term outcome targets that are acceptable to all parties.

**Annex-4: List of indicators (to be finalized)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Level** | **#** | **Indicator** | **Remarks** |
| Impact | 18 | Percentage of beneficiary HHs who have positive perception towards the Chevron | Direct and in-direct beneficiary HHs (Sex, age, employment status and location) |
| 17 | Percentage of population living below international poverty line (People living on less than $1.25 a day) | As above |
| 16 | Average income of small-scale food producers and private sector partners (by sex and indigenous status) | As above (with Retailers) |
| Outcome | 15 | Percentage of beneficiary HHs who have increased savings | Direct and in-direct BHHs |
| 14 | Increase production (yield) per HHs | Direct and in-direct BHHs (Agriculture, Livestock and AgroTechnology) |
| 13 | Percentage of beneficiary HHs adopted improved production technology for their IGAs | Direct and in-direct BHHs  of agriculture and livestock sub-sector |
| 12 | Increased dealer/retailer customer base of selected technologies | Private sector partners |
| 11 | Percent of women have control over the income | Direct and in-direct beneficiary HHs (Women as HH head and non HH head and location) |
| Output | 10 | Percentage of beneficiary HHs access to quality input (seed, fertilizer etc.) from the private sector actors | Direct and in-direct BHHs (Agriculture, Livestock and AgroTechnology) |
|  | 9 | Percentage of beneficiary HHs sale their produce (In USD) | As above |
|  | 8 | Beneficiary HHs satisfaction rate on the quality of inputs/services | As above |
|  | 7 | Percentage of beneficiary HHs accessing loan (In USD) | As above |
|  | 6 | Percentage of beneficiary HHs using renewable energy for the cooking stove, micro irrigation, lighting etc. | As above |
|  | 5 | Amount of investment mobilized from private sector partners (In USD) | Dealers and retailers |
|  | 4 | Percentage of beneficiary HHs access to vaccine, artificial insemination, improved feeding services from the private sector actors | Livestock HHs |
|  | 3 | Percentage of women run the IGA by their own | Direct and in-direct beneficiary HHs (Women as HH head and non HH head and location) |
|  | 2 | Percentage of producers using the collection points as a sales channels | Direct and in-direct BHHs of agriculture and livestock sub-sector |
|  | 1 | Current supply chain, service market and GoB agriculture extension service scenario (Likert scale) of project promoted technologies/services in the project locations | Agriculture, livestock and agro technology |

**Note:** *All results will be disaggregated by sex, age, household head, location, direct, indirect (treatment & control) as applicable*