

**TERMS OF REFERENCE
FOR
END-LINE EVALUATION
OF
IMPROVING CONSUMER AWARENESS AND ACCESS TO CERTIFIED SAFE TOMATO AND
MANGO PRODUCTS IN BANGLADESH**

Introduction

SNV Netherlands Development Organisation started its journey in 1965 as a non-profit, volunteer organisation. Currently, SNV has a long-term, local presence in 25 countries in Asia, Africa and Latin America, working in the sectors of Agriculture, WASH and Renewable Energy. SNV's suite of services includes advising, brokering and stakeholder engagement, advocacy, results-based financing, and delegated management. SNV believes that no-one should have to live in poverty. It is dedicated to a society in which all people, irrespective of race, class or gender, enjoy the freedom to pursue their own sustainable development. For more information, please refer to our website: www.snv.org.

Background of the project

The regional program SWITCH-Asia, funded by the European Commission, aims to promote the adoption of Sustainable Consumption and Production (SCP) in Asia and Europe. Under the SCP mandate, SNV Netherlands Development Organization has been implementing the "Improving consumer awareness and access to certified safe tomato and mango products in Bangladesh" project where Consumers Association of Bangladesh (CAB) and Centre of Excellence Agro Food Skills Foundation (CEAFS) are engaged as project implementation partners. The project in January 2016 and will continue through December 2019. Consumers in Bangladesh have the right to expect food they eat to be safe and suitable for consumption. In Bangladesh, food safety in horticultural sub-sector such as fruit and vegetable, however, an area of concern for consumers. The Government of Bangladesh has developed and has been implementing a range of regulatory measures for ensuring food safety in the country. Non-judicial and unsafe application of hazardous pesticides and ripening chemicals are the major threat for food safety at growers' level. The contamination of food, mislabelling, adulteration and use of harmful coloring ingredients & preservatives are prominent risks for food safety at the agro-processors level. Excessive use of chemicals and preservatives are harmful to humans. Tomato and mango have been found to be contaminated with pesticides in the past. In the processing sector, there are also examples of adulteration and adding of excessive coloring ingredients or preservatives. As such, consumers are rightly concerned about the quality and safety aspects of the processed products.

This project is implemented through a partnership approach with CAB and CEAFS where SNV is playing the lead role.

Overall objectives of the project:

- Greater consumer confidence in domestically produced processed horticultural products
- Reduce food safety incidences in the domestically processed horticultural products
- Inclusive business development in the fruit and vegetable processing industry

Specific objective of the project:

At the end of the four-year project at least 50% of the domestically processed tomato and mango products marketed and consumed in Bangladesh will be certified safe.

Expected results:

- Consumer awareness of certified safe domestically produced mango and tomato products
- Food safety standards for the selected processed horticultural products are followed
- Capacities of mango and tomato growers and other supply chain partners upgraded
- Independent monitoring and certification of safe production and supply arrangements

The project is working for a fruitful engagement with the respective beneficiaries and stakeholders, i.e. 5,010 mango and 5,008 tomato farmers, three food processing companies (PRAN, Kishwan and Sajeeb), supply chain actors in Rajshahi and Natore Districts targeting 12 million plus consumers of Dhaka District that will bring substantial change and positive impact as to food safety regarding processed products of tomato and mango, i.e. mango juice, mango bar, pickle, jam & jelly, tomato sauce and tomato ketchup etc.

The project is implementing its field activities in two districts and sixteen sub-districts in Northern part of Bangladesh. The working area and beneficiaries of the project are given in the following table.

SN	District	Upazilla	No. of beneficiaries/farmers						Total (Mango & Tomato)
			Mango			Tomato			
			M	F	Total (M+F)	M	F	Total (M+F)	
1	Natore	Natore Sadar	401	49	450	257	13	270	720
2	Natore	Singra	60	0	60	43	17	60	120
3	Natore	Gurudaspur	89	1	90	0	0	0	90
4	Natore	Baraigram	235	5	240	0	0	0	240
5	Natore	Lalpur	477	33	510	204	66	270	780
6	Natore	Bagatipara	228	42	270	76	14	90	360
Total-Natore			1490	130	1620	580	110	690	2310
1	Rajshahi	Paba	150	0	150	330	0	330	480
2	Rajshahi	Tanore	328	32	360	109	11	120	480
3	Rajshahi	Mohanpur	563	37	600	53	7	60	660
4	Rajshahi	Baghmara	150	0	150	588	12	600	750
5	Rajshahi	Durgapur	360	0	360	157	23	180	540
6	Rajshahi	Puthia	336	24	360	108	42	150	510
7	Rajshahi	Godagari	84	6	90	2139	679	2818	2908
8	Rajshahi	Charghat	493	47	540	0	0	0	540
9	Rajshahi	Bagha	518	112	630	60	0	60	690
10	Rajshahi	Metro Boalia	150	0	150	0	0	0	150
Total-Rajshahi			3132	258	3390	3544	774	4318	7708
Total (Rajshahi and Natore)			4622	388	5010	4124	884	5008	10,018

The rationale and purpose of the end-line evaluation

The four-year project is scheduled to end on 31 December 2019. SNV aims to conduct an end-line evaluation to see the progress of the intervention evaluating the outputs, outcome and impact of this project as well as how the resources and activities were used to meet the project objectives. The targeted audiences for the evaluation include project beneficiaries such as mango and tomato farmers, supply chain actors, agro-processing companies, project partners and stakeholders such as CAB, CEAFS, BFSAs, NFSL, DAE, BARI and BSTI etc.

The scope of the evaluation

Objectives of the end-line evaluation and evaluation questions

Through this end-line evaluation it is expected from the consultant/firm that they will focus on some of the areas below but not limited to:

- Measure the end result of the project towards the overall objectives, specific objective and expected result indicators mentioned in the Logical Framework. The Project Logical Framework can be found in **Annex A**.
- Compare the Project End Evaluation findings with Midterm Evaluation and Baseline Survey and other studies such as Consumer Survey report as well as with national and district level data, where available.
- Address the evaluation parameters such as relevance, effectiveness, efficiency, impact and sustainability against the project objectives and results.
- Identify lessons learned and good practices and sustainability framework for each the overall and specific objectives and results of the project
- Provide clear and actionable way forwards for the implementing organization, donor, external audiences that will support sustainable benefits to the target communities as well as to design similar projects in other part of the country.
- Identify the challenges encountered in accomplishing the project activities.
- Provide recommendations based on the challenges and lessons learned.

Evaluation methodology

SNV looks for suitable methodology to achieve the end-line evaluation objectives that will contribute in identifying the real scenario of progress through project implementation. Considering the active participation and response from different stakeholders, mixed method such as quantitative as well as qualitative evaluation components will be applied for this evaluation. It will be required to apply customized participatory tools under qualitative evaluation component to gather information on food safety aspects. A combination of methods and tools will assist grasping perception, attitude and practice of farmers, supply chain actors, agro-processing company workers and consumers. Consultant will develop survey questionnaire, tools and set of qualitative questions in consultation with the project team.

Under the quantitative method the sample size will be at least 650 where around 65% from mango and tomato farmers and 35% from consumers at Dhaka. Out of total respondents, at least 15% female from mango and tomato farmers whereas, 35% female from consumers. In Rajshahi and Natore districts, at least 50% upazilla at Dhaka city at least 5 Zones/Wards have to consider for collecting primary data and information. In selecting sample size, appropriate sampling techniques must be considered and adequately justified. All data, qualitative and quantitative, collected through the end-line evaluation must be disaggregated by age, sex and area. Other factors as highlighted in project indicators also need to be considered.

Roles and responsibilities

Consultant/Consulting Firm	SNV
Review all project related documents such as Project Proposal, Theory of Change, Baseline Study, Consumer Survey Report, Mid-line Evaluation Report, Annual Reports, Logical framework and Lessons Learned.	Make relevant project documents and data available to the consultant/firm
Participate in the planning meeting at the beginning of the evaluation design with relevant stakeholders	Provide a briefing related to the project deemed necessary for the consultant/firm
The Consultant/consulting firm will finalize an evaluation design and methodology that adopts a mixed-methods approach. It will also specify an appropriate sampling methodology taking into consideration the project timeline, resources, and representativeness of project beneficiaries.	Be engaged in the evaluation process and provide timely inputs/feedback to the consultant/firm where needed
To carry out the evaluation of the project within the given time period	
Develop qualitative and quantitative data collection tools including the guidelines, and sampling frame incorporating the feedbacks of the SNV project personnel	
The Consultant/consulting firm will be responsible for the recruitment, and training of data collectors. This includes development of training materials and manuals for all persons including enumerators involved in field work. The firm/Consultant will organize a tailored and in-depth training program for the enumerators and supervisors that include both in house orientation and repeated practice sessions through role-plays followed by field test.	
Prepare and submit detailed field work/data collection plan.	
Collect information /data through different methods and ensure quality of the data	
Analyse both qualitative and quantitative data using appropriate software such as SPSS, STATA, MS-Excel, etc. The Consultant/consulting firm will ensure Cost Benefit Analysis for both mango and tomato along with other analysis. The beneficiary farmers carried out demonstration plots of mango and tomato followed by treatment and control aspects. Therefore, it needs to reflect in the evaluation report what is the impact of this practice under the Cost Benefit Analysis.	
The Consultant/consulting firm will ensure the status of gender engagement and its impact through the project implementation.	
To carry out all other activities for achieving the objectives of evaluation mentioned above.	
To apply best judgment of the Consultant/consulting firm as necessary.	

Deliverables:

The specific deliverables for this evaluation are detailed in the following table.

Deliverable	Format	Length	Detail
Inception Report	MS Word	Not more than 15 pages	Inception report will include final methodology and work plan of the study. To be submitted within seven calendar days of assignment contract.
Data Collection Tools	MS Word	As per need	Both draft and final versions. The draft tools to be shared with SNV for feedback. These should also be pre-tested in the field. Based on feedback and findings of pre-test the tools will be finalised.
Draft Evaluation Report	MS Word	Not exceeding 45 pages (excluding annex)	The expected structure of the report is given at the end of this table.
Presentation of evaluation findings to SNV	Power point		It will include a background, objectives, methodology, analysis, key findings and relevant recommendations.
Final Evaluation Report	MS Word and PDF	Not exceeding 45 pages (excluding annex)	Based on the feedback to draft report and during presentation the report should be finalised. It should be in English. If required the consultant/consulting firm should arrange for proof-reading to ensure the quality.
All field notes and data sets	SPSS, Excel, Word, as appropriate	Final version (Five full sets in hardcopy in full color with best spiral binding)	Soft copy
Study brief	MS Word/ Illustrator	Not more than 3 pages	This should be in English

The evaluation report should have the following structure:

- Title page
- Acknowledgement
- Table of content and list of figures and tables
- Executive summary
- Acronyms/Glossary
- Introduction and Background (short description of context, project background and description, research objectives)
- Research methodology (it will include description of study location, sampling procedure, data collection method, data quality assurance procedure, ethical considerations, and limitations)
- Findings and analysis (it should be organised as per the evaluation objectives, results, indicators)
- Progress analysis and update based on the project logical frame work
- Review and analysis the theory of change of the project
- Conclusion with lessons learned, challenges and recommendations
- Capture success stories among the beneficiaries (Minimum 05)
- References
- Annexes

Governance and management of the end-line evaluation

An internal reference group to the evaluation is set up. The reference group will provide feedback on the draft inception report as well as on the final evaluation report.

The lead evaluator is responsible for the detailed elaboration of the methodology and preparation of a work plan for desk and field research in an inception report. SNV reserves the right to negotiate changes regarding proposed approach and methodology as presented in the winning proposal. These changes will be laid down in the inception report. The inception report is subject to formal approval by SNV. SNV reserves the right to end the contract in case the evaluators and SNV cannot come to an agreement on the inception report.

As is evident from the selection criteria, a considerable emphasis is on the qualifications of the evaluators working on this evaluation. Any changes to the key personnel (whose CVs are included in the proposal) would need to be discussed and approved by SNV. The replacement personnel should hold similar or higher qualifications than the originally proposed personnel. It is also expected that the

key personnel will be available for the time committed in the proposal. The lead evaluator will ensure the overall quality of the evaluation and work of other team members, and will bear explicit authorship. The lead evaluator is also responsible for the data gathering process and communication with stakeholders involved. The evaluator ensures a debriefing of preliminary results to key stakeholders at the end of the field research and takes responsibility for a quality final evaluation report.

Composition of the evaluation team

The evaluator(s) should meet the following criteria:

- At least 10 years of experience in relevant fields;
- Experience in agriculture sector along with horticulture sub-sector and value chain;
- Experience in conducting project evaluation of EU-funded project and clear understanding on EU regulations, communication and visibility guidelines;
- Good understanding on food safety incidences, food safety standards, understanding on the Good Agricultural Practices (GAP), Good Handling Practices (GHP), Good Manufacturing Practices (GMP), food risk identification, Agro-food processors and Food Safety Certification issues as well as related food safety issues, i.e. ISO Standards, SOP, Hazard Analysis Critical Control Point (HACCP), relevant laws of Food Safety and standards, etc.
- Proven track record in evaluating agricultural/horticultural value chain projects fostering clear concept about consumer awareness to build up consumer trust and national and international market trend as well as consumer preference/behaviour.
- Experience with the evaluation of poverty alleviation and women empowerment projects in a rural setting on horticulture sub-sector preferably mango and tomato produce.
- Academic qualifications in theory-based mixed methods research including a clear understanding on various social research methodologies.
- Skilled in developing both qualitative and quantitative research methodologies and data management and analysis
- Capacity to provide necessary training to human resource for carrying out data collection, quality control (reliability) and data entry management
- Good interpersonal skills, including the ability to conduct discussions with diversified people.
- The ability to conduct interviews / discussions in English and Bangla.
- Good eye for detail observance to logic.
- Strong presentation, facilitating, communication and reporting skills.
- Excellent command of both written and verbal English.
- Ability to include women on evaluation team to ensure more effective responses from female farmers / female stakeholders.

Time Frame

The total duration of the assignment will be for 60 days after signing of the contract.

Mode of Payment

The payment will be done according to the following time frame/arrangement:

Instalments	Amount	Time line
1st instalment	30% of the total amount	After contract signing
2nd instalment	40% of the total amount	After submission of draft report
3 rd instalment	30% of the total amount	Satisfactory completion and submission of the final Evaluation Report to SNV along with relevant documents.

Application

Interested parties (Consultant/consulting firm) are requested to submit their technical and financial proposals separately with the details organisational profiles including reference of relevant work experience (applicable for consulting firm), relevant experience especially methodology including activities and milestones, budget details, time frame and CVs of experts and contact details.

Electronic copy of the proposal duly signed should be submitted to bangladesh@snv.org with the subject line: "Proposal for SNV SA – End-line Evaluation" by no later than **20 August 2019**.

For any query related to the ToR, please email to mullah@snv.org with copy to bangladesh@snv.org