

Terms of Reference

Outcome Evaluation of the BCI-GIZ Programme for Promoting Better Cotton Farming Practices in Maharashtra

1. Background

The Better Cotton Initiative (BCI) – the largest cotton sustainability programme in the world – aims to train 5 million farmers worldwide on more sustainable agricultural practices, and account for 30% of global cotton production by 2020. In less than 10 years, the Better Cotton Initiative (BCI) and its partners have reached more than 2.3 million farmers in 23 countries, training them on more sustainable agricultural practices. Thanks to these efforts, Better Cotton accounts for around 22% of global cotton production. We are truly a joint effort, encompassing organisations all the way from farms to fashion and textile brands, driving the cotton sector towards sustainability. BCI aims to transform cotton production worldwide by developing Better Cotton as a sustainable mainstream commodity.

The BCI-GIZ project began in July 2019 and is expected to be completed by October 2020. The overall goal of the project is to ensure more sustainable and higher cotton yields leading to improved incomes for 140,000 farmers in several districts of Maharashtra: Nagpur, Chandrapur, Dhule and Nandurbar. The BCI Implementation Partners for this project are Ambuja Cement Foundation and Lupin Foundation.

Better Cotton is better for the environment, better for farmers and beneficial to all parties along the supply chain.

The project has a specific focus on:

- Increased yield as a result of improved farming practices
- Increased farmer income due to improved yield and market connectivity
- Improved environmental and decent work practices

2. Purpose and Scope of the assessment

The purpose of this assignment is to assess whether all the project activities were successfully implemented and measure the changes that can be attributed to the current GIZ funded BCI programme promoting better cotton farming practices in Maharashtra, through an independent third-party evaluation.

The assignment shall focus on conducting end-line data collection, draw a comparison between the baseline and end-line observations and present the findings in the form of a formal report.

A baseline study was conducted for a sample of **2,000 farmers** in October 2019. For the purpose of this evaluation, the end-line data collection should ideally include the same 2000 farmers.

In line with the GIZ programme indicators, we expect the data collection and the final report to include the following dimensions,

- Farmer's income
- Cotton productivity
- Cotton cultivation practices
- Knowledge of environmental practices & decent work
- Employment generation
- Gender equality
- Capacity building of Implementation partner's staff
- Capacity building of farmers
- Continuous improvement plans of Producer Units
- Farmer meetings
- Local supply chain & market linkages in cotton
- Farmer data collection

Available documents are: project documents, farmer lists, raw baseline data, draft and final baseline reports.

3. Methodology

The Evaluation consultant will be responsible for the design of the evaluation methodology, which should be detailed in the **technical proposal**. This must include sampling methodology, sample size*, data collection approach, data validation and quality checks, analysis, etc.

***Note:** It is advisable to use the complete sample set of the baseline study for conducting the endline, unless sampling methodology clearly ensures that new sample set shall not bias the findings.

4. Criteria and key questions

The following criteria will guide the key questions to be asked:

Relevance: How well has BCI-GIZ response been meeting the needs of the affected population? How well is the program adapting to changing needs over time?

Effectiveness: Whether the planned activities and expected benefits have been delivered and received, as perceived by all key stakeholders.

Results: To what extent the planned goals have been achieved, and how far that was directly due to the project; if there were unplanned results, how they affected the overall results;

Sustainability: The extent to which the benefits are likely to continue after the project.

Efficiency: How well the various activities transformed the available resources into the intended outputs, in terms of quantity, quality and timeliness? What are the recommendations?

5. Reporting, Duration & Location:

During the course of the assignment, the organization shall report to Mr. Mithilesh Kandalkar, BCI-GIZ Programme Coordinator.

Activity	Tentative Timeline
Deadline for submission of proposals	04 August 2020
Selection of consultant	07 August 2020
Start of assignment	19 August 2020
Inception Report	04 September 2020
First draft of the endline report sent to BCI	16 October 2020
Final version of the endline report sent to BCI	31 October 2020

Final timeline shall be specified in the contract.

Location: Maharashtra, India – Specifically multiple villages of Nagpur, Chandrapur, Dhule & Nandurbar districts

6. Deliverables:

Deliverables should include the following:

- An evaluation work plan, including planned timeline, methodology / approach, planned stakeholders to be consulted and sampling framework, data collection and analysis tools, qualitative and quantitative protocols for data collection and analysis
- Any suggested improvements to existing evaluation scope, as outlined in this document
- Presentation of preliminary findings
- Draft evaluation report written in English that meets the requirements outlined below
- One (1) electronic file of the clean (final) qualitative and quantitative data collected
- Final evaluation report
- Case Studies: At least 6-7 case studies of beneficiaries, briefly assess the influence on individual beneficiaries through better cotton farming practices, represented in the form of qualitative paragraphs with “success stories”.
- Interviews with stakeholders: Interviews of the IP Coordinators/PU managers can be conducted. The main purpose for employing this methodology is to understand the outcomes of BCI-GIZ programme both from the perspective of those involved and how they have benefited or been affected by these interventions of this programme.

The final evaluation report should be jargon free, clear and simply written. We encourage short but precise content; heavy textual reporting should be avoided. Technical information should be included in appendices only. Analysis of project achievements should always be backed up with relevant data, with reference to the data source. Recommendations should be specific and include relevant details for how they might be implemented

The suggested structure of the report is as following:

- Executive summary
- Brief project background
- Methodology

- Main findings relating to the evaluation questions and including detail of comparison of the baseline to endline farmer status
- Conclusions, lesson learned and recommendations
- Case Studies

In addition, following Annexes are expected,

- Terms of Reference for final evaluation
- Itinerary
- List of meetings attended
- List of persons interviewed
- Details of evaluation methodology
- Summary of field visits
- List of documents reviewed
- Any other relevant material, including data collection tools

Above list is suggestive, any additional relevant information is acceptable.

In addition to the report in Word version, a summarized version of the report in the form of presentation would be welcome.

7. Profile of Consultancy team

Team Leader:

- Must hold a postgraduate degree in education, research, Project Management or any other relevant field;
- Must have at least 8 years professional work experience in the areas of programme evaluation, especially in agronomy, ecology, training & capacity building measures and rural development.
- Extensive conceptual and methodological skills and experience in applying qualitative and quantitative research evaluation methods;
- Prior impact assessment experience is required;
- Experience in organizational management, structures and systems, operations, capacity development, reporting, and monitoring is desired but not essential
- In country or regional similar work experience will be an added advantage
- Excellent communication skills necessary for building rapport with stakeholders, facilitating participation and effective presentation of result to diverse audience.

Team Members

- Proven practical experience in project/program evaluation particularly in participatory evaluation.
- Shelter background and experience evaluating similar projects.
- Advanced degree (preferred) in Social Development/Statistics/Economics or related field.
- Minimum 3 years of experience with quantitative and qualitative research and experience in the agricultural supply value chain project.
- Ability to analyze, synthesize and to write clear reports.
- Good knowledge of the NGOs management in general and familiarity with organizational development.
- Enough knowledge of the political and socio-economic situation in Maharashtra

8. Payment Terms

30% of the budget as advance after signing of the contract and submission of advance invoice	Upon signing of Contract
70% of the budget after completion of the assignment period	Upon submission of approved report, as per the timeline

9. Confidentiality

All information and documentation given to the Consultant is strictly confidential and may be used only for the purposes of completing this assignment.

10. Proposal Submission and Contact Details

In the proposal, please provide the following:

- A succinct, well-documented technical proposal covering
 - Clear description of the project team, relevant experience of team members
 - Research methodology,
 - Activities and corresponding timeline
 - Budget with a break-down in personnel-wise applicable man days & honorarium, proposed travel including travel & daily allowances. *A financial proposal format is attached for your reference*
- References and sample of previous work