

Request for Proposals Gender Consultancy

RFP n#: 2022-04-IMP-GIZGEN

Location: Maharashtra, India

Start date: June 2022

End date: April 2023

Better Cotton key contact:
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Implementation Team
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All applications must be sent by email, to Better Cotton's key contact, with the subject header: "Application RFP Gender consultancy – RFP n# 2022-04-IMP-GIZ".

Questions, requests and applications sent after the deadline (May 15, 2022) will only be considered in exceptional circumstances.

Description

Better Cotton is the world's largest cotton sustainability programme. Our mission: to help cotton communities survive and thrive, while protecting and restoring the environment. In challenging times, we are meeting the challenge head on. Through our network of field-level partners we have trained over 2.5 million farmers in 23 countries in more sustainable farming practices. A quarter of the world's cotton is now grown under the Better Cotton Standard System.

Background

We are seeking proposals from skilled organisations to help us progress gender equality in cotton farming through two Better Cotton projects in Maharashtra, India. In these project areas, women conduct 84% of weeding activities, 74% of fertilizer application activities, and 94% of cotton picking activities. Though they conduct a significant proportion of cotton production activities, prevailing social norms, limited access to knowledge and resources, and lack of participation in market-facing roles limit their inclusion in farm level decision-making.¹

At Better Cotton we believe that reaching our mission of environmentally sustainable and equitably produced cotton will not be possible without consideration of how the intersections of gender, race,

¹ <https://www.idhsustainabletrade.com/uploaded/2019/05/Business-case-for-gender-mainstreaming-in-cotton-in-Maharashtra.pdf>

religion and other identities and sources of discrimination combine and overlap. Over the next ten years, we have an opportunity to tackle systemic inequalities and unequal gender relations to promote shared power, control of resources, decision-making, and support for women's empowerment. We are committed to convening, inspiring, and influencing the wider industry to also take transformative action.

Project description

In 2019, the Better Cotton Initiative articulated its gender strategy, recognizing that gender inequality needs to be addressed to realize its mission to make global cotton production better for the people who produce it. As part of that strategy, an initial pilot project for sensitizing project partners and cotton farmers to essential gender equality concepts was tested out in 2020-21 in two project areas in Maharashtra. The time was marked by lockdowns and restrictions due to the Covid-19 pandemic.

This project builds on the learnings to expand the scope and coverage in this next phase. Through this project, we aim to collaborate with a new expert gender partner to support our efforts to mainstream gender considerations into our programmes, and help us identify new ways for us to address inequality and deliver new women-centred initiatives. We are looking for a partner with proven expertise, a collaborative approach, and the ability to help propel us to adopt new and better ways to mainstream gender across our initiative.

Scope of Work

Activities:

1. Engage and inspire Programme Partner (PP) staff with gender sensitisation training in order to enhance and build their confidence around mainstreaming gender considerations and delivering relevant training and awareness raising sessions with Better Cotton communities.
2. Create new gender sensitisation training tools and plan, incorporating ideas from the target audience and PP staff. Training material to be developed in local languages and with a focus on visual, interactive methods, in collaboration with PPs and community members, and [build on this toolkit](#) (currently in English only).
3. Using the tools above, support a cohort of Better Cotton gender trainers (field staff) to deliver awareness raising activities about gender equality with approximately 4000 men and women in cotton production. Gender partner to shadow and support field activities.
4. Collaboratively develop and pilot new targeted training content and approaches for women in cotton production, combining seasonally relevant agronomic topics with life skills such as budgeting and access to market. Approaches that link up with Self Help Groups and Farmer Producer Organisations encouraged.

Outputs:

1. Cohort of 20-25 Better Cotton gender trainers (field staff)
2. New training content and tools to support gender sensitisation training with men and women from cotton communities
3. New training content and tools developed to meet the expressed needs of women in cotton
4. Synthesis and analysis of training feedback
5. Mid and final project report, including recommendations for how the training can be taken forward and rolled out by each IP on a larger scale going forward

6. Recommendations for new ways that Better Cotton can mainstream gender into our capacity building programme and partnership model

Project objectives and approach:

- Programme Partner staff codesign and co-own project plan
- Programme Partner staff (Management, field staff) receive adapted, practical and effective training in order to effectively mainstream gender considerations and tools and deliver new training content to men and women in cotton production.
- Boot-strap model is sought where field staff progressively gain more competence and confidence to facilitate gender equality sessions on their own. Gender expert organization trainers will co-facilitate initial sessions with field staff, and offer support in the field and remotely.
- Increase awareness of gender roles in cotton production, and value of women’s labour and expertise, through community-centred awareness raising sessions.
- Create relevant training curriculum for women farmers that covers agronomic topics through to additional economically empowering skills such as budgeting and access to market. Curriculum to include both training content and training facilitation recommendations, and reflect limited time of women to participate in trainings and events.
- Capture feedback from trainers and training participants to continuously improve materials and approaches

Example: Gender Mainstreaming Phase II Activity Plan (for reference only)

This draft activity plan outlines potential new and adapted activities and outputs for the second phase of this project. We welcome improvements to this example plan and anticipate new activities based on the applicant’s expertise and experience, and following consultation with the Programme Partners. This for guidance only as we expect the Gender Equality Consultant to suggest a different pattern of activities.

June – July 2022	Project kick-off and partner workshops to finalise project design and timeline
July - September 2022	Field visits to familiarise Expert Partner with Better Cotton projects, meet with focus communities, and consult with women in cotton to understand their learning needs and requests.
	Adapt and update gender sensitisation training curriculum and materials, with new visual training aids and translations
September 2022	Gender mainstreaming training with PP management staff
	Gender sensitisation ToT with Programme Partner field staff
October-November 2022	Gender sensitisation training – Support PP field staff to deliver awareness raising activities about gender equality to men and women Goal: approximately 4000 co-farmers receive gender sensitisation, 50% m/f
	Gender Expert Partner shadows and supports trainings, collects participant feedback, and notes areas for improvement in training approach and content
December 2022	Gender sensitisation training debrief and learning

	Improve and update curriculum
October 2022 - February 2023	Collaboratively develop new capacity building objectives and content for women in cotton production
February 2023 - March 2023	Women in cotton curriculum ToT with PP staff
April 2023	Women in cotton curriculum begins
April 2023	Final report / deliverables

Proposal Guidance and Timeline:

Generate a high level 2-4 page project proposal, including the approach for gender sensitization, a draft activity plan and budget allocated to each activity. The activity plan should reference the example below above and outcomes from the first pilot phase, but the activities, outputs, purpose and leads can vary. The proposal should provide clarity on the Gender Equality Consultant team, including individual CVs, and your ways of working with and supporting Programme Partners. Please also provide relevant background information (website links, summary reports) that demonstrate your relevant experience.

Application Format:

- 2-4 page document
- Activity plan and budget may be presented in Excel if preferred

Project duration: The proposed budget should be for 11 months, however we request that the vision of the proposal spans two cotton seasons, as we recognise that transformative learning takes time. We welcome long-term vision and ambition. The budget range is €55,000-€75,000.

Application Timeline

15 May 2022	All applications must be submitted by email, headed "Application RFP Gender Inclusion consultancy – RFP n# 2022-04-IMP-GIZ" addressed to Ujjwal Kumar at tender@bettercotton.org .
16 May to 23 May 2022	Applications review & shortlisting / Interviews
24 May to 27 May 2022	The successful applicant will be notified Unsuccessful <u>shortlisted</u> applicants will also be notified
June 2022	Start of the consultancy
April 2023	Final report / deliverables

Required Skills & Knowledge

Skills, Knowledge and Experience
<i>Essential</i>
Experience delivering gender training in rural, agrarian communities
Staff capacity to deliver scope of work
Capacity to develop and deliver training materials in Marathi
Collaborative and inclusive approach to project design
Experience in multilateral partnerships
Strong report writing skills
Commitment to safeguarding

Application Requirements

Proposals responding to this Request for Proposals should be a maximum of 4 pages (excluding CVs), and include the following:

- Overview of relevant experience;
- Proposed methodology and timeline;
- Detailed and transparent budget, preferably in EUROS, including time allocation and day rates.

We thank all applicants for their interest; however only shortlisted applicants will be contacted.

Better Cotton is committed to good practice and transparency in the management of natural, human and financial resources. All applications will be reviewed under the principles and subject to Better Cotton's policies on equal opportunity, non-discrimination, anti-bribery & corruption and conflict of interest.