Request for Proposals - Piloting KAP methodology - Consultancy

RFP n#:	2022-11-MEL-KAP
Location:	Gujarat, India
Start date:	1 Jan 2023
End date:	31 Mar 2023

Better Cotton key contact:
Shashidhar Patil
MEL Officer
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All applications must be sent by email, to tender@bettercotton.org **ONLY** with the subject header: "Application RFP Piloting KAP Methodology – RFP n# 2022-11-MEL-KAP.
Questions, requests and applications sent after the deadline (11 Dec 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 difficult times, we are meeting the challenge head on. Through our network of field-level partners we have provided training on more sustainable farming practices to more than 2.9 million cotton farmers in 26 countries. More than a fifth of the world's cotton is now grown under the Better Cotton Standard and our membership network includes more than 2,400 members.

More information about Better Cotton can be found on our website: www.bettercotton.org

Background

We are seeking proposals from skilled individuals or organisations interested in piloting KAP (Knowledge, Attitude, Practices) methodology in Gujarat in India.

Better Cotton coordinates a cascade capacity building programme, delivered through Better Cotton staff and experienced field-level partners, referred to as Better Cotton Programme Partners. This programme aims to help farming communities adopt practices consistent with our Standard - the Better Cotton Principles and Criteria and local context. Better Cotton does not train farmers directly, but "cascades" training and resources through its network of Programme Partners, who are crucial for the success of the initiative at field level. More information on this can be found in our Theory of Change and on our Capacity Building info page.

Our current approach to measuring results and impact can be found here. As we strive to deliver greater impact at farm level, we increasingly need to understand the complexities of behaviour change and the pathway to impact. Since inception of Better Cotton, the Monitoring, Evaluation and Learning (MEL) team has been working on tracking the progress made by the Better Cotton farmers over the years, mainly through the yearly monitoring of 8 Results Indicators, as well as external evaluations on specific projects. Until now, we have therefore been focusing on the ultimate outcomes and impacts levels of our Theory of Change. In order to have a more comprehensive coverage of our Theory of Change, we are currently expanding the scope of MEL towards the outputs and intermediate outcomes levels. As a priority, we will be assessing whether the interventions are leading to an increased knowledge of the farmers on the different topics covered by the intervention, and whether this has led to a behaviour change (i.e., adoption of the recommended practices).

Even though some of our partners track practice adoption and training data, we currently don't have in-depth, contextual understanding of how and why behaviour change amongst farmers happens or does not happen. There might be knowledge gaps at farmer level or there might be attitude-related barriers to behaviour change which would be very helpful to understand, to better inform our joint capacity building strategy.

In a previous consultancy assignment, the Knowledge-Attitude-Practices (KAP) approach was adapted for Better Cotton to address these questions, and a set of generic survey tools were developed. We are now aiming to pilot this methodology with a Programme Partner in Gujarat, at the end of the current cotton season (Q1 2023). The methodology includes both quantitative and qualitative data collection; the sampling approach is defined, but the generic survey tools developed will need to be adapted to our Programme Partner's specific context.

Scope of Work

The expected output of this assignment will be successfully conducting pilot of KAP methodology with one of our Programme Partners (Ambuja Cement Foundation Better Cotton Project in Gujarat). This entails following 3 key phases, with 7 deliverables.

Phase 1: Initial consultations and quantitative data collection

Consultation with the Programme Partner, with the Better Cotton India team and global Programme team will be necessary to understand the context of the Project and adapt the quantitative questionnaire to the specific needs of the Programme Partner.
The questionnaire will need cover the Knowledge, Attitude and Practices components, and the consultant is expected to interview 680 farmers in Gujarat.

Expected deliverables :
1. Quantitative questionnaire template adapted, validated by Better Cotton team
2. Quantitative data collection completed and raw data shared
3. Preliminary report of the key findings from the quantitative survey

Phase 2: Qualitative data collection

Adapt the qualitative survey tools based on the Programme Partner's context and needs, and on the results from the quantitative survey.
The qualitative sample would involve at least 5 FGDs and 15 Key Informant Interviews.

Expected deliverables :
4. Qualitative survey tools adapted, validated by Better Cotton teem
5. Qualitative survey completed and notes shared
6. Final report, including analysis of findings from both quantitative and qualitative surveys, summarized learnings and recommendations.

Phase 3: Prepare and present a summarized report to stakeholders

The final report will be synthesized in a PowerPoint presentation that will outline the key findings and learnings from both the quantitative and qualitative data collection.
It will be presented to the Better Cotton teams and the Programme Partner in a clear and concise way, and it will include concrete recommendations to inform the capacity building strategy of both Better Cotton and our Programme Partner.

Expected deliverable :
7. Presentation on PowerPoint synthetizing the key findings, learnings and recommendations

High-level Timeline

11 Dec 2022	Applications deadline All applications must be submitted by email, headed "Application RFP Piloting KAP Methodology – RFP n# 2022-11-MEL-KAP addressed to Shashidhar Patil at tender@bettercotton.org ONLY
12 Dec to 19 Dec 2022	Applications review, shortlisting and interviews
By 23 Dec 2022	Notification of the successful applicant, contract signed. Unsuccessful shortlisted applicants will also be notified
01 Jan 2023	Start of the consultancy
By 21 Jan 2023	Quantitative questionnaire revised and adapted to Programme Partner context
By 18 Feb 2023	Quantitative data collection completed, key findings presented
By 25 Feb 2023	Qualitative survey tools revised and adapted to Programme Partner context and results from quantitative survey
By 11 Mar 2023	Qualitative data collection and analysis completed
By 25 Mar 2023	Final report submitted & presentation to stakeholders

Required Skills & Knowledge

Skills, Knowledge and Experience of the lead consultant
Essential
A postgraduate qualification in a relevant field such as agriculture, environment, sustainability, research, or social sciences
A minimum of 7 years of professional experience in conducting studies or evaluations of development programs, including quantitative and qualitative research
Experience with conducting KAP assessments in India
Experience of conducting studies/evaluations in Gujarat
Excellent written and verbal communication skills in English
Excellent facilitation and coordination skills
Optional
Fluent in written and spoken Gujarati and relevant local dialects
Working knowledge of the cotton sector

In addition to skills, competencies, and expertise, we will consider value for money and demonstrable commitment to the field of sustainability to evaluate applications.

Application Requirements

Proposals sent to respond this Request for Proposals must include the following:

- A succinct, well-documented Technical Proposal that includes:
  - Understanding of the assignment including a summary of tasks and main objectives
  - The proposed approach and methodology
  - Activities and their corresponding timeline
  - A clear description of the project team members with details of their relevant experience and their CVs
- At least one sample of previous relevant work (the contents of which will remain confidential and will be used for the sole purpose of evaluating the submission)
- A Financial Proposal: please provide a detailed budget including the time allocated for each activity and the daily rates per person, respecting the overall budget available for the assignment, approximately 15,000 EUR. Please note that ALL costs must be included in the detailed budget including expenses, traveling costs, and taxes.

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.