

Request for Proposals KAP (Knowledge-Attitude- Practice) Assessment study – Consultancy & Data collection

RFP n#: 2023-09-MEL-KAP

Location: Maharashtra, India

Start date: 13 Nov 2023

End date: 29 Feb 2024

Better Cotton key contact:
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All applications must be submitted via [this form](#).

You may submit questions to tender@bettercotton.org - RFP n# 2023-09- MEL-KAP.

Questions, requests, and applications sent after the deadline (29 Oct 2023) 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 collaborating with us on conducting a KAP (Knowledge, Attitude, Practices) Assessment study in Maharashtra, 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 adjusted to their 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 more 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 deepening our monitoring and evaluation of 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 interventions, 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 capacity strengthening strategy.

In a previous consultancy assignment, the Knowledge-Attitude-Practices (KAP) approach was adapted for Better Cotton to address these questions. Later, the KAP methodology was piloted with a Programme Partner in Gujarat. Incorporating the lessons learned from the pilot, we will conduct a KAP assessment with another project in Maharashtra during the current cotton season (ending in Q1 2024). Our KAP assessment approach includes both quantitative and qualitative data collection, for which we have standard questionnaires, that will need to be adapted to our Programme Partner's specific context.

The said project, initiated in 2015-16, is spread over 8 districts (6 in Vidarbha and 2 in Marathwada) covering 90,000 farmers in total. The project has 31 Producer Units and is implemented through 4 local partners. We are keen to ensure representation of farmers across two types of strata - gender and years of participation in the programme – in the sample.

Characteristic	Groups	Strata
Gender	Male	- Newcomer male farmers, - Newcomer female farmers, - Experienced male farmers, - Experienced female farmers, - Veteran male farmers, - Veteran female farmers.
	Female	
Years of participation	Newcomers (1 to 2 seasons)	
	Experienced (3 to 5 seasons)	
	Veterans (6 or more seasons)	

Strata	Total population in the project
Newcomer male farmers	16,529
Newcomer female farmers	12,575
Experienced male farmers	19,575
Experienced female farmers	2,486
Veteran male farmers	34,895
Veteran female farmers	4,036
Total	90,097

Scope of Work

We expect the consultancy to be carried out in a collaborative manner with the Better Cotton team as well as with our Programme Partner, who will have an active participation in the study.

This assignment entails the following 3 phases, with 7 deliverables.

Phase 1: Initial consultations and quantitative data collection

Consultation with the Programme Partner, with the Better Cotton India and global Programme teams will be necessary to understand well the context of the Project and to revise adequately the quantitative survey questionnaire that needs to be tailored to the specific needs of the Programme Partner.

The questionnaire will cover the Knowledge, Attitude and Practices components, and the consultant is expected to interview a representative sample of farmers across identified strata in Maharashtra.

Expected deliverables:

1. The quantitative questionnaire is developed by the Better Cotton team; the consultant will review and revise it based on their experience and on their understanding of the context and the project. Adjustments will need to be approved by Better Cotton and the Programme Partner.
2. The consultant will carry out the quantitative data collection including data quality checks and will share the raw and cleaned datasets afterwards.
3. Consultants will prepare a preliminary report outlining the key findings from the quantitative survey.

Phase 2: Qualitative data collection

The qualitative tools will have to be adapted to the Programme Partner's context and needs, as well as to the results from the quantitative survey, in order to be able to understand the findings.

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 team and the Programme Partner
5. Qualitative survey completed and notes shared.
6. Final report, including the analysis of findings from both quantitative and qualitative surveys, the learnings and recommendations. An executive summary will also be included in the report.

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. A concise and visually appealing presentation on PowerPoint synthesizing the key findings, learnings, and recommendations to be developed and presented to the key stakeholders involved (Global programmes team, Better Cotton team in India, the Programme Partner).

High-level Timeline

29 Oct 2023	Applications deadline All applications must be submitted via this form .
30 Oct to 03 Nov 2023	Applications review, shortlisting and interviews
By 08 Nov 2023	Notification of the successful applicant, contract signed. Unsuccessful <u>shortlisted</u> applicants will also be notified
13 Nov 2023	Start of the consultancy
By 8 Dec 2023	Quantitative questionnaire reviewed.
By 12 Jan 2024	Quantitative data collection completed and cleaned data set shared with Better Cotton
By 26 Jan 2024	Key findings from quantitative survey presented
By 02 Feb 2024	Qualitative tools revised and adapted to the Programme Partner's context and to the results from quantitative survey
By 16 Feb 2024	Qualitative data collection and analysis completed
By 29 Feb 2024	Final report submitted & presentation to stakeholders

Required Skills & Knowledge

Skills, Knowledge and Experience of the lead consultant
<i>Essential</i>
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 Maharashtra
Excellent written and verbal communication skills in English
Excellent facilitation and coordination skills
<i>Optional</i>
Fluent in written and spoken Maharashtra 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 to 20,000 Euros. 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.