

Request For Proposals- Identifying Approaches to Advance Producer Empowerment

RFP n#: 2024-7-PR-EMPOWERMENT

Location: Maharashtra and
Telangana, India

Start date: 1 Sept 2024

End date: 1 February 2025



Better Cotton key contact:

Yrene Coli Rivera
Senior Gender Equality Coordinator
Social Impact

All applications must be submitted via [this form](#).

You may submit questions to tender@bettercotton.org - RFP n#2024-07-IM-APEBI until 14th August 2024.

Questions, requests and applications sent after the deadline (18th August 2024) 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

A core part of Better Cotton's mission is our commitment to social impact, particularly to “*enhance the wellbeing and economic development of cotton farming communities*”, as outlined in Better Cotton’s 2030 strategy.

Our social impact workstream cuts across three main thematic areas: gender equality, sustainable livelihoods and decent work, which are critical and interdependent aspects of Better Cotton’s programmes. To further drive change on gender equality, Better Cotton set an Impact Target for 2030, to ensure 25% of field staff are women with the power to influence sustainable cotton production.

We are seeking proposals from skilled individuals or organisations to: (i) identify proven strategies for supporting women into organisational leadership roles; (ii) review and share how women in these roles are active change agents, promoting gender equality in their local communities, specifically to women in cotton.

With this study, we wish to generate a better understanding of the best practices among two of our Programme Partners to support women to take on leadership roles and the impact that having women field staff have on gender mainstreaming within the projects. The purpose of the study is to share best practices and learnings with donors, sustainability standards and civil society organisations to design and support processes that enhance gender equality and women’s empowerment.

More information about Better Cotton’s Gender work can be found on our website: [How Better Cotton is taking action to progress women’s empowerment](#)

Scope of Work

The purpose of this assignment is two-fold:

1. Provide greater understanding of how to recruit and retain more women into organisational leadership roles and support their development and empowerment.
2. Present examples of how women field staff are taking action to amplify the voices of women in cotton and bringing equitable access to Better Cotton trainings and resources.

Within Better Cotton, organisational leadership roles include positions such as Cotton Producer Unit Managers, Field Facilitators, Gender Leads, or a management role within the Field Staff.

Programme Partner	WWF
Location	Telangana
Districts	1. Bhadradri Kothagudem 2. Karimnagar 3. Hanamkonda 4. Warangal Jayashankar Bhoopalapally 5. Suryapet 6. Mulugu Peddapalli
Total Field Facilitators	116 of which 26 are women

Total Producer Unit Managers	12 of which 2 are women
Programme Partner	CottonConnect
Location	Maharashtra
Districts	<ol style="list-style-type: none"> 1. Yavatmal 2. Amravati 3. Akola 4. Wardha 5. Buldhana 6. Washim 7. Parbhani 8. Aurangabad
Total Field Facilitators	249 of which 56 are women
Total Producer Unit Managers	31 of which 13 are women

The expected outputs are:

- A comprehensive learning document capturing best practices from our Programme Partners for recruiting and retaining women from cotton farming communities in organisational leadership roles. This document should include two case studies of women in such leadership roles, along with recommendations for improvement and replication by other organisations.
- 2 case studies examining the role of Gender Leads or Gender Committees in promoting gender equality

The assignment will be carried out in Maharashtra and Telangana, India.

The applicants are expected to describe their approach in the proposal, along with a brief explanation of the methodology to be used.

The assignment will consist of the following key tasks:

Task 1: Inception Report

- Define sample size and methodology for the study
- Develop guidelines and tools for data collection
- Design the project workplan, including a timeline and quality assurance

Task 2: Data Collection

- Acquire all clearances and permissions necessary for conducting interviews with Programme Partner and farm leaders, surveys or focus group discussions on the targeted locations, if required
- Adapt the standard tools to the local contexts in consultation with Better Cotton representatives and translate the tools into the local language
- Collect data from the sampled respondents following the study methodology and tools and according to the data collection plan and quality assurance protocols
- Undertake internal quality control procedures

- Provide updates on a bi-weekly basis to the Better Cotton focal point about the progress of the study
- Review and analyse the data and develop draft reports and submit datasets and draft reports to Better Cotton
- Compile a complete database of collected data following a standard template
- Clean the data and deliver a final dataset to Better Cotton with verified and validated data

Task 3: Final learning document and case studies

- 5–10-page learning document and executive summary. The document should include women’s visions. The document should be engaging and thought-provoking. The main body should be written in simple, non-technical language, with any technical material, to be presented in annexes.
- A total of 4 case studies: 2 featuring women in organisational leadership roles, and 2 showcasing Gender Leads or Committees. Each case study a maximum of 5 pages, including lessons learned, best practices and contextual information.

In addition to skills, competencies, and expertise, we evaluate quotes based on value for money and demonstrable commitment to sustainability.

High-level Timeline

By 18 August 2024	Applications must have been submitted via this form .
By 2 September 2024	The successful applicant will be notified
By 16 September 2024	Start of the consultancy
By 30 September 2024	Inception report
By 4 November 2024	Submitting learning document & 2 case studies women in organisational leadership positions
By 6 January 2025	Finalise 2 case studies Gender Committee/ Leads

Application Requirements

Quotes responding to this Request for Proposals should be a maximum of 5 pages (excluding CVs). And include the following:

- Overview of relevant experience; (Including CV for the consultants directly involved in the project).
- Technical proposal; (including project methodology and sampling strategy)

Resilience metric addition to suite of evidence
Applications deadline: 18 August 2024



- Detailed and transparent budget , broken down into objectives and where relevant, deliverables, including time allocation and day rates for each of the deliverables.

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

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