



Terms of Reference
for
Conducting Baseline Survey
of
The Enhanced Rural AI (TERAI) Project for Smallholder Dairy Farmers in Nepal

1. Background

1.1. ADRA Nepal

Adventist Development and Relief Agency (ADRA) is a global humanitarian organization founded in 1956. ADRA has a long and successful history of providing humanitarian relief and implementing development initiatives. ADRA's mission is to work with people in poverty and distress to create justice and positive change through empowering partnerships and responsible action.

ADRA Nepal, one of the members of global ADRA Network, was established and has been operational in the country since 1987. ADRA Nepal is registered with the government of Nepal, Social Welfare Council. Initially, its activities were focused to the health services including clinical intervention. But responding to the development needs, it gradually upscaled services in education, health, livelihoods, Disaster Risk Management and cross-cutting theme. Now its programs have been connected to the regular long-term development programs, making sure that the communities we work with are able to empower themselves to strengthen their livelihoods, access health services and educate their children.

1.2. TERA I Project

ADRA (Adventist Development and Relief Agency) is implementing a project called The Enhanced Rural AI (TERAI) project for Smallholder Dairy Farmers in Nepal with a grant from Jersey Overseas Aid (JOA). This is a four-year Dairy for Development (D4D) project, which will be implemented in two districts of Lumbini province of southwestern Nepal. The grant is supporting a project that aims to transform the lives of 3,600 smallholder dairy farmers in these districts, and significantly strengthen the existing dairy value chain, extension services system, breed improvement, dairy infrastructure, and capacity of local service providers.

Livestock farming is a mainstay of the Nepalese agricultural sector, with an estimated 95% of farming households in the country keeping dairy animals. Dairy farming is an emerging sector, though facing constraints of unsupportive legislative environments, weak infrastructure, low productivity and genetic quality of existing cattle and buffalo populations. Smallholder farmers (SHFs), particularly in

rural areas, face barriers of low technical capacity, lack of veterinary and AI services, poor genetic quality of local breeds, limited engagement in markets, and challenges in access to finance and insurance services. Women farmers, Persons with Disabilities (PWD) and farmers from specific ethnic minority/caste groups are heavily engaged in the dairy sector but also face further specific barriers to participating in markets and increasing their incomes.

Dairy development has the potential to significantly increase the livelihood and resilience of smallholder farmers by increasing incomes from dairy products, enhancing household (HH) nutrition through increased consumption of livestock-derived protein, and benefit the environment and reduce climate vulnerability of smallholders through the introduction of appropriate genetics, husbandry, and fodder production practices. The project locations and beneficiaries have been specifically selected based on existing needs (including high levels of poverty, low engagement in markets, and prevalence of vulnerable groups) and potential opportunity (including prevalence of dairy farming as a livelihood, existence of potential new links to markets, and local stakeholder buy-in). A detailed mixed methods needs assessment has been carried out to inform beneficiary selection and project design, engaging closely with both potential beneficiary groups and key stakeholders at all levels to ensure maximum relevance.

The ultimate project impact is reduced poverty and improved livelihoods of Nepalese SHFs through increased income and resilience. The intended project impact, outcomes and outputs are closely aligned with and informed by the JOA D4D Thematic Guidance document and linked with Theory of Change.

The project has three interconnected target outcomes which aim to deliver this impact:

- 1) Increased sustainable milk production and productivity of smallholder farmers
- 2) Improved access to services and markets of SHFs, and enhanced value chain linking SHFs in rural areas to the district, regional and national markets.
- 3) Create an enabling environment through support of government technical services for cow and buffalo genetic improvement, reproduction management, and a dairy data Management Information System (MIS)

The project has plan to directly reach 3,600 beneficiaries (at least 50% of whom will be women, 35% indigenous groups and 5%-10% Dalits), with 1,600 of these receiving intensive support through engagement in 70 farmer groups and specific trainings, and 2,000 will be dairy cooperative members out of the total will be benefiting through technical support provided by farmers to farmers extension approach that includes training, access to finance and market linkage support. Approximately 17,280 people will benefit indirectly, through improved incomes and consumption of dairy products at the household level.

The project has been implemented by ADRA Nepal in partnership with Forum for Rural Welfare and Agricultural Reform for Development (FORWARD); and Indreni Rural Development Centre (IRDC). FORWARD is a national NGO with an extensive track record in agricultural extension and research in Nepal. Similarly, IRDC is a local non-profit and civil society organization with extensive experience in livestock projects and networks in the target districts. Technical advice on genetic improvement and livestock technician training will be provided by the Royal Jersey Agricultural & Horticultural Society (RJAHS), a Jersey-based non-profit organization with a large JOA-funded dairy portfolio and extensive experience in the Jersey breed and international dairy development more broadly. The project will also engage the support of PAN Livestock Services, existing technical partner of the RJAHS, to support a pilot trial of an improved dairy cattle data management system with local government authorities. Alongside these core partners, the project will collaborate with various key government and non-government stakeholders to implement the project and maximize local ownership and sustainability. The major collaborating stakeholders are Nepal Agriculture Research Council (NARC) and its National Cattle Research Program (NCRP), the National Livestock Breeding Office (NLBO) and the Department of Livestock Services (DLS). The project will also coordinate with the Agriculture and Forestry University (AFU), and commission and carryout 4 pieces of technical research on cattle breeding, genetics, fertility, and feed management to maximize knowledge sharing.

The intervention logic of the project is as below.

Intervention Logic	Objectively Verifiable indicator of Achievements	Target
Impact		
Smallholder farmers (SHFs) in Rupendehi and Kapilvastu districts have improved resilience with increased income through the development of improved dairy production systems and linkages to value chain	<ul style="list-style-type: none"> • % increase in average income from the production and marketing of dairy products • % increase in average months of food provisioning • % of households with minimum dietary diversity score (MDDS) 	<ul style="list-style-type: none"> • 30% increase of targeted HHs by EOP • 30% increase of targeted HHs by EOP • 60% targeted HHs (70% of women with reproductive age) having MDDS by EOP
Outcome 1:	<ul style="list-style-type: none"> • % increase in volume of milk produced by SHFs in the project areas 	<ul style="list-style-type: none"> • 30% increase of targeted HHs by EOP

Increased sustainable milk production and productivity of smallholder farmers	<ul style="list-style-type: none"> • % increase in average milk productivity of the cow/buffalo in the project areas 	<ul style="list-style-type: none"> • 15% increase of productivity of cow/buffalo reared by targeted HHs by EOP
Outcome 2: Improved access to services and markets of SHFs, and enhanced value chain linking SHFs in rural areas to the district, regional and national markets	<ul style="list-style-type: none"> • % of households reported/experienced increased access to extension services • % of households marketing their milk products through formal channels 	<ul style="list-style-type: none"> • 70% of the targeted HHs • 80% of the targeted HHs
Outcome 3: Create an enabling environment through support of government technical services for cow and buffalo genetic improvement, reproduction management, and dairy data Management Information System (MIS)	<ul style="list-style-type: none"> • % Increased satisfaction among SHFs with AI services • No. of local government (LG) piloted and adapted MIS system 	<ul style="list-style-type: none"> • 70% of the targeted HHs satisfied with AI services • 4 LGs will pilot the dairy MIS and AI least 2 LGs will adopt MIS system at EOP)

2. Objectives of the Baseline

The baseline study is intended to provide social, economic, and environmental data at the beginning of the project. It will help to generate quantitative and qualitative data of the project and that will be used to measure the progress of outcome and impact indicators. It will also help to identify the major issues and provide some insights and opinions of the community with regards to dairy farming and value chains.

The baseline survey is expected to achieve the following:

- Establish baseline status of the project outcomes and output indicators as outlined in the project logical framework and donor' (JOA) indicators. If necessary, provide suggestions on indicators.
- Set benchmarks for the project's result indicators.
- Ascertain the relevance and sustainability of the set objectives.
- Make recommendations of project strategies and interventions based on the findings and provide information that will assist in guiding project implementation and a proposed plan of action.

(Note: Data to be collected should not be limited to direct project objectives, there will be additional data required to capture for internal, cross-learning, and partner use and interest.)

3. Approach and Methodology

The baseline survey will be carried out by using descriptive statistics to capture the qualitative and quantitative information related to project indicators. The consultant is required to elaborate a detailed baseline design and methodology as part of their Work plan. The baseline study framework should include a series of data collection tools and methods.

3.1 Data Collection Methodology

The project intends to use a participatory monitoring system based on an M&E plan which has been developed during the inception period of the project. The baseline methodology is expected to review the M&E plan, as far as possible, and provide baseline data for the project's target indicator and JOA's indicators, which will help to measure and compare the target of project indicators in the future. The consultant is expected to employ a variety of data collection and analysis tools and techniques for both quantitative and qualitative data to ensure a comprehensive baseline exercise and share with ADRA. This will likely include, at a minimum:

Household Surveys: Survey questionnaires need to be designed considering the project target beneficiaries, interventions, and project's target indicator and JOA's indicators. During questionnaire design, the consultant should also consider the *Washington Group of Questions*. A representative sample size will be estimated by the consultant to receive information from the 17280-population consisting of 3600 HHs to collect the qualitative and quantitative data in the baseline study. The sample population is spread over four LGs of two districts. The consultant is expected to propose a representative sample size for this considering gender, ethnicity, and person with disability, which will be agreed upon in the inception phase.

Focus Group Discussions: A sum of 16 focus groups discussion will be organized in different sites of project working districts. Baseline study team is expected to carryout 8 focus groups discussion with milk producer farmers groups (at least 33% FGD will be with women only groups), 4 milk producer cooperatives, and 4 milk collection centers to collect the information of dairy production systems, extension services, value chain, GESI analysis and project and JOA's indicators. Similarly, team need to track the experience, learning, issues/challenges on similar areas to provide recommendations for improvement.

Key Informant Interviews: At least 34 key informant interview will be done with value chain stakeholders; small, medium and large dairy enterprise; input, and output service providers (Agrovets, financial institutions, Insurance company, privet dairy company operated milk collection center, DDC operated milk collection center, cooperative operated milk collection center); government stakeholders (local government Mayor and deputy mayor, Chief Administrative officer/Livestock division chief, milk processing plant, and marketing company, Veterinary Hospital and Livestock Service Expert Center, Department of livestock services, and Nepal Agriculture Research Council) and other key project stakeholders to collect the information on input and out marketing,

technical and financial service, veterinary extension services, GESI, and market services in existing dairy value chain.

3.2 Sampling

Different sampling methods will be used considering the target groups (considering gender, ethnicity, and person with disability) and study population. As the study population is heterogenous, stratified random sampling will be considered to manage the homogenous population for the representative and précised data. The sample will be taken randomly among 1600 smallholder dairy farmers from the farmers group and 2000 dairy farmers who are associated with dairy cooperatives. The

consultant is expected to estimate a representative sample size (Qualitative and Quantitative) for this, which will be agreed among the team during the inception phase.

3.3 Data Analysis

Prior to the start of data collection, baseline study team shall develop a data analysis plan, which include.

- (1) Use appropriate statistical tools to make entries and analyze the qualitative data that is collected from key informant interviews and focus group discussions.
- (2) Use appropriate statistical software package to analyze the quantitative data from the base line survey and descriptive statistics to summarize, interpretate, and present the data. Whenever possible, data will be disaggregated and analyzed by gender, sex, and ethnicities.

3.4 Management of Enumerators and Training

The consultant will be responsible for management of enumerators and electronic devices required for this survey. Similarly, consultant is also liable for capacity building of enumerators (orientation to enumerators) on data collection tools. A detailed schedule of capacity building training to enumerators must be organized in consultation with ADRA. Pre-tests are also organized immediately after the training to the enumerators that is also the responsibility of the consultant. The survey should be conducted with mobile-based technology which should be managed by the consultant on their own.

4. Deliverables

The baseline survey is expected to produce benchmarks against log-frame indicators, in addition to the key findings, clear and practical recommendations for both implementation and the future.

1. An inception report should include:
 - A detailed methodology based on this ToR, including a rationale for the choice of methods and how they will be used to highlight different elements of the study
 - Survey matrix (Key questions, sub-questions, sources of data, method).
 - Data analysis and interpretation tools and software that will be used in the study
 - Initial findings based on desk review of the program documents, existing publication, and

secondary data.

- A detailed timeline to carry out the study
- 2. Tracking the indicators of the project based on the log frame and in addition need to track JOA indicators
- 3. Raw version as well as clean version of quantitative data collected including analyzed version in SPSS or Excel or any other statistical software.
- 4. One electronic copy of (a clean version) qualitative data collected.
- 5. Final Report (both hard copy and electronic and in Digital storage device e.g., pen drive) after incorporating the feedbacks and comments
- 6. Power point presentation containing findings and recommendations
- 7. Photos and GPS recorded during the study

(Note: All the data collected, and reports will be ADRA property)

Standard Report format (example)

- Table of content
- Executive summary (with a summary of key findings and recommendations)
- Introduction/context
- Objective of the Baseline
- Methodologies and Approach
- Limitations
- Presentation of findings/Results including GESI aspect from GESI analysis and analysis addressing the objectives in the ToR (disaggregation required based on project location and ethnicity, wherever possible)
- Alternative strategies adopted/could be adopted
- Conclusions
- Recommendations with clear guidelines how this can be redesigned the projects
- Annexes – log frame with baseline benchmark, photos, maps, list of documents reviewed, itinerary for field visits, data collection tools, list of personnel engaged in KII and FGD with address and contact number, and other relevant annexes,
- Report Should be in Noto Sans font with font size 11

Note: All deliverables will be reviewed and validated by ADRA Nepal and finalized by ADRA UK (JOA if require).

5. Tentative Schedule

The consultant needs to develop and propose a detailed activity timeline. The consultant needs to submit the first draft within 30 days of agreement and final report within 45 days of the agreement period by incorporating the feedback from ADRA Nepal, ADRA UK, JOA for finalization. The baseline survey is expected to start by the third week of January 2023.

6. Ethical Guidelines

It is expected that the consultant will adhere to all the policies pertaining to safeguarding and protection, as the following ethical guidelines and principles:

- **Informed Consent:** All participants are expected to provide informed consent following standards and pre-agreed upon consent protocols.
- Compliance to ADRA's values and ethical standards, including child protection and adult safeguarding, PSEAH, Gender, Environment Protection, and others
- **Confidentiality:** Utmost confidentiality must be exercised in respect of the identities of participants.
- **Integrity/honesty:** Consultant to display honesty and integrity in their own behavior and attempt to ensure the honesty and integrity of the entire baseline process.
- **Respect for people:** The Consultants respect the security, dignity and self-worth of respondents, program participants and other stakeholders. It's expected that the Consultants will receive informed consent of the participants to ensure that they can decide in a conscious, deliberate way whether they want to participate or not. The Consultants will avoid exposing respondents to further harm because of the response.
- **Responsibilities for general and public welfare:** The Consultant should consider and be sensitive to the social, cultural, and religious dynamics of the population. Consultants should take proactive efforts to create safe spaces for participants and vulnerable groups, especially women, to share information freely and safely without the presence of judgment, shame, or risk of harm.
- **Do no harm:** The Consultants should take great care not to cause emotional/ psychological harm during data collection as questions may relate to highly sensitive information. Issues of sensitivity may vary between communities, genders etc.

7. Competency Requirement

This baseline survey requires a team and applications will not be considered from single consultants. Between the proposed team members, the following criteria should be met:

- Have advanced skills and knowledge in monitoring, evaluation and learning methods and approaches, conducting community-based evaluations, and project sustainability mechanisms and processes.
- Considerable technical knowledge and experience in thematic areas such as livestock, dairy value chain, artificial insemination, livelihood, gender equality and social inclusion, enterprise development.
- Familiarity with theory of change approach and methodology.
- Extensive experience of 5 years minimum with at least 2 examples of evaluation/survey projects.

- Ability to produce high quality (finally proof reading from native speaker) accessible reports/outputs.
- Fluency in written and spoken English.
- Strong coordination and facilitation skills, including ability to work in different culture and context.
- Capable of working and travelling in Lumbini Province (Kapilvastu and Rupendehi districts).
- Commitment to work under pressure and accomplish work within given deadlines.

8. Evaluation Criteria

The procurement committee will evaluate the proposals submitted to ADRA based on a pre-determined criterion using the weighted scoring method. A two-stage procedure shall be adopted in evaluating the proposals. The technical evaluation shall be carried out followed by the financial evaluation. The technical evaluation has 70% and financial proposal 30% weights. The evaluation areas, expectation and maximum score are presented in the table below.

Areas of evaluation	Expectation	Max score
Organizations/Consultant Experience	Brief of past relevant assignments indicating scope, and theme of the project, staff involved, budget, and client (name and contacts)	20
Understanding of TOR and Proposed Approach and Methodology/Work Plan	Organizations perspective of what the assignment entails and the key considerations that should be made to implement it successfully.	30
Qualification & Experience of Staff	CVs of team members indicating their academic qualification and relevant experiences	20
Financial Costs	A breakdown of total costs detailing proposed staff days (including enumerator) remuneration, travel, accommodation, DSA, orientation, communication, taxes, stationery, and other direct costs related to the assignment.	30

9. Application procedure

- ADRA Nepal will select applications from consultancy firms or teams. Given the scope of the baseline survey, ADRA Nepal won't consider applications from individual consultants.
- Approaches that incorporate creative methodologies to draw out and document learning are welcomed.
- Applications must include:
 - i. Curricula Vitae (CV) for all proposed team members (at least one should be dairy expert and one should be GESI expert in a team)
 - ii. Organizational profile (expertise in different thematic areas)

- iii. Organizational document (registration, VAT/PAN, profile, audited Financial Statement and Report)
- iv. Cover letter outlining how the consultant/s meet the person specification, confirmation of availability in the timeframe indicated, and contact details for three professional referees
- v. Separate technical and financial proposal.
 - Technical proposal – outlining methodologies and plan for survey with timeframe and an outline of the roles and responsibilities of each member of the consultancy team,
 - Financial proposal – including daily rate and all costs in relation to travel, accommodation and other expenses related to survey
- vi. A sample of two similar piece of work previously conducted

Interested and eligible individuals are requested to apply for the call. The Financial, Technical proposal and with organizational documents should be submitted to tenders@adranepal.org and drop at ADRA Nepal Office Sanepa located at Sanepa, until 9th January 2023 till 5 PM.

Contact Address: ADRA Nepal

P.O. Box. 4481

Phone: 5455913/14

Email: tenders@adranepal.org

Telephonic inquiries are not entertained as all the required information are provided in ToR document itself.