

# Terms of reference (ToRs) for the procurement of services below the EU threshold

**Assessment of adoption rates for agriculture value chains in Maharashtra, Andhra Pradesh, Karnataka and Himachal Pradesh**

**Project number/  
cost centre:**

**2014.0967.1-012**

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## **0. List of abbreviations**

AVB	General Terms and Conditions of Contract (AVB) for supplying services and work 2018
GIAE	Grüne Innovationszentren in der Agrar- und Ernährungswirtschaft / Green Innovation Center for the Agriculture and Food Sector
AFC	Agriculture and Finance International GmbH
APMAS	Mahila Abhivruddhi Society, Andhra Pradesh (Indian NGO)
M&E	Monitoring & Evaluation
ToRs	Terms of Reference
WP	Work Package
MoAFW	Ministry of Agriculture and Farmers' Welfare

## 1. Context

The BMZ's special initiative "ONE World, No Hunger" aims to make a considerable contribution to decreasing poverty and hunger. To boost productivity in the agricultural sector as a means of increasing rural incomes and food security through a broad-based implementation of agricultural innovations is part of the special initiative's strategy. One of the global programmes under this special initiative is the "Innovation Centres for the Agriculture and Food Sector" ("Grüne Innovationszentren in der Agrar- und Ernährungswirtschaft", GIAE). The global programme is implemented in Ethiopia, Benin, Burkina Faso, Côte d'Ivoire, Ghana, India, Cameroon, Kenya, Malawi, Mali, Mozambique, Nigeria, Zambia, Togo, Tunisia and Vietnam.

The Green Innovation Centre India wants small-scale farming enterprises and rural entrepreneurs to get more money out of their work. To achieve this, we disseminate innovations along value chains based on three crops: tomato, potato and apple. We work in line with priorities of the Government of India, specifically 'Doubling Farmers' Income by 2022'.

The project has partnered with the Ministry of Agriculture and Farmers Welfare, (MoAFW) and is implemented by Agriculture and Finance International GmbH (AFI), Mahila Abhivruddhi Society, Andhra Pradesh (APMAS) and Welthungerhilfe (WHH). The project locations include Shimla and Kullu districts in Himachal Pradesh; Aurangabad, Pune districts in Maharashtra; Chitradurga, Chikmagalur and Hassan districts in Karnataka; and Chittoor district in Andhra Pradesh.

## 2. Assignment objective and tasks

### 2.1. Objectives of the assignment

The objective of the assignment is to conduct an adoption assessment in the GIAE India project areas. The assessment measures the achievement of the target values defined in output indicators D.1 and D.2 as provided below with the respective state wise distribution (table 1) and promoted innovations (table 2 and 3).

*2.1.1. Indicator D.1: 50 % of 139.000 smallholder farms have adopted the promoted innovations for one value chain on their farms.*

Andhra Pradesh	15,000 smallholder farms
Maharashtra and Karnataka	109,000 smallholder farms
Himachal	15,000 smallholder farms
<b>Total</b>	<b>139.000 smallholder farms</b>

*Table 1: State wise distribution of the smallholder farms*

<b>Title of innovation</b>	<b>Value Chain</b>
POP/GAP	Potato
POP/GAP	Tomato
POP/GAP	Apple
Adapted Potato Planters (Mechanisation)	Potato
Smart Farming Potato App	Potato
Precision Irrigation (incl. Drip, Moisture Irrigation and Farm Ponds)	Cross-Cutting
Mobile soil testing by FFEM	Cross-Cutting

*Table 2: Promoted innovations for smallholder farms*

2.1.2. *Indicator D.2: 40% of the 3.150 promoted persons from micro, small and medium-sized enterprises (MSMEs) and service institutions applied the promoted innovations.*

Title of innovation	Value Chain	Partners
Model Nurseries	Tomato	AFC and APMAS
Enhanced Cold Storage	Potato	AFC
Quality Seeds	Potato	AFC
Fast Track Programme	Cross-Cutting	WHH
FPO Manual for Board of Directors	Cross-Cutting	WHH

*Table 3: Promoted innovation for MSMEs*

## 2.2. Tasks to be performed by the contractor

The contractor is responsible for providing the following services:

### Work Package I: Methodology design

Under this work package, the bidder develops a methodology for the assessment based on the overarching methodological framework recommended by the global programme. The detailed sub-tasks under the work package include:

#### WP I.A: Debriefing, desk review & preparation

Under this work package, the bidder participates in the debriefing session with the project staff to understand the expectations of the assignment. The bidder reviews existing national and international research, the M&E system at the project and programme level, the M&E system of the implementation partners, case studies from other country packages in respect to the indicators.

The learnings from such review process and debriefing sessions shall feed into the development of methodology for the assessment.

#### WP I.B: Context specific methodological concept

Under this work package the bidder will prepare a context specific methodological concept for the assessment based on the debriefing, desk review undertaken under WP I.A. The concept must specifically consider the draft guidelines on adoption recommended by the headquarters, which allows for comparison between the different country packages.

The methodological concept lays a focus on quantitative data with consideration of qualitative aspects collected during the field observations. The concept should be contextualized to the project region, innovations, value chain and implementation approach of the partner.

The concept should make a distinction between the adoption rates of the farmers directly participating in the offered trainings and the farmers who are reached via indirect approach viz. farmer to farmer trainings.

In view of the project's reporting cycles and the available time frame to conduct the study, a sample size of 800 to 1000 farmers is proposed for both the indicators. The bidder is required to propose a stratified sampling approach with a proportional allocation method to optimally distribute the samples across the state, districts and number of farmers cultivating the focus crops.

Data will be collected in a digital format to facilitate data delivery and analysis. The quantitative data will be primarily collected through administered survey by the means of interview, using a questionnaire. The qualitative data will be captured via field observations. For Andhra Pradesh, Maharashtra and Karnataka, personal interviews are proposed to conduct the survey and only under exceptional circumstances where physical verifications are not feasible, phone surveys could be considered. In Himachal, due to accessibility issues, a mix of personal and telephonic interviews will be undertaken to include representation of farmers in remote locations.

The bidder should mention in detail the nature and scope of developing the context specific methodological concept in the bidding document.

#### **WP I.C: Partner consultations**

This work package ensures the active engagement of the implementation partners. The task is key to ensure a quality consultation process and to establish an appropriate feedback mechanism. For this purpose, the bidder will organize an inception workshop, a workshop on the interim and final results with the partners.

The bidder should mention in detail the nature and scope of such workshop in the bidding document.

#### **Work Package II: Adoption**

Under this Work Package the methodology finalized under the Work Package I will be executed and reviewed.

##### **WP II.A: Data collection**

Under this work package, the field supervisors appointed by the bidder will co-ordinate and work with the respective field staff of the implementing partners to conduct the surveys. The field supervisors will train the respective field staff (of the implementing partners) on conducting the survey and will provide a translation of the questionnaire in the respective local language. The field supervisor will accompany and assist the field staff during the personal interviews and undertake observations of the interview and the field. The raw data sets from the survey and the observations should be collated and translated back in English for data assessment.

##### **WP II.B: Data assessment and reporting**

Under this work package, the collated data sets are assessed by the Data assessor against the achievement of the indicators covered under the assignment. The assessment further

attempts to draw comparisons between the varied project approach of the implementation partners, the promoted innovations and the value chains.

The results from this process must be presented to Green Innovation Centre's stakeholders as an 'adoption assessment report' through a consultative process (WP 1.C). Based on the feedback received from this consultative process, the report will be reviewed, finalized and submitted. The bidder is also expected to submit a report summarizing the key findings of the assessment.

Certain milestones, as laid out in the table below, are to be achieved by certain dates during the contract term, and at particular locations:

<b>Milestone</b>	<b>Deadline/place/person responsible</b>
Finalized methodological concept (including questionnaire, sampling methodology, survey methods)	30 <sup>th</sup> August 2020
Raw data sets (in local language and English)	1 <sup>st</sup> October 2020
Adoption assessment report	30 <sup>th</sup> October 2020
Summary of Key finding of Adoption assessment report	15 <sup>th</sup> December 2020
Workshop minutes	Within 7 working days after conducting each workshop

Period of assignment: From 15<sup>th</sup> August 2020 until 15<sup>th</sup> January 2021

### 3. Concept

In the bid, the bidder is required to show how the objectives and tasks defined in Chapter 2.2 are to be achieved, if applicable under consideration of further specific method-related requirements (technical-methodological concept). In addition, the bidder must describe the project management system for service provision.

#### Technical-methodological concept

**Strategy:** The bidder is required to consider the tasks to be performed with reference to the objectives of the services put out to tender (see Chapter 1). Following this, the bidder presents and justifies the strategy with which it intends to provide the services for which it is responsible (see Chapter 2.2).

The bidder is required to present the actors relevant for the services for which it is responsible and describe the **cooperation** with them.

The bidder is required to present and explain its approach to **steering** the measures with the project partners and its contribution to the results-based monitoring system.

The bidder is required to describe the key **processes** for the services for which it is responsible and create a schedule that describes how the services according to Chapter 2.2 are to be provided. In particular, the bidder is required to describe the necessary work steps

and, if applicable, take account of the milestones and contributions of other actors in accordance with Chapter 2.2.

The bidder is required to describe its contribution to knowledge management for the partner and GIZ and promote scaling-up effects (**learning and innovation**).

### **Project management of the contractor**

The bidder is required to explain its approach for coordination with the GIZ project.

- The contractor is responsible for selecting, preparing, training and steering the experts assigned to perform the advisory tasks.
- The contractor makes available equipment and supplies (consumables) and assumes the associated operating and administrative costs.
- The contractor manages costs and expenditures, accounting processes and invoicing in line with the requirements of GIZ. The contractor reports regularly to GIZ in accordance with the AVB of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH from 2018

## **4. Personnel concept**

The bidder is required to provide personnel who are suited to filling the positions described, on the basis of their CVs (see Chapter 6), the range of tasks involved and the required qualifications.

The below specified qualifications represent the requirements to reach the maximum number of points.

### **Team leader**

#### Tasks of the team leader

- Overall responsibility for the advisory packages of the contractor (quality and deadlines)
- Coordinating and ensuring communication with GIZ, partners and others involved in the project
- Personnel management, in particular identifying the need for short-term assignments within the available budget, as well as planning and steering assignments and supporting local and international short-term experts
- Regular reporting in accordance with deadlines

#### Qualifications of the team leader

- Education/training (2.1.1): University qualification (Master) in Agriculture Science or a similar field
- Language (2.1.2): Good business language skills in English
- General professional experience (2.1.3): 15 years of professional experience in the agriculture sector
- Specific professional experience (2.1.4): 10 years in high quality research, published in high quality journals; experience in impact assessment
- Leadership/management experience (2.1.5): 6 years of management/leadership experience as project team leader or manager in a company
- Regional experience (2.1.6): 5 years of experience in projects in Maharashtra/Andhra Pradesh/Himachal/Karnataka (region)

- Development Cooperation (DC) experience (2.1.7): 10 years of experience in DC projects

## **Research Manager**

### Tasks of Research Manager

- Primary role for the deliverables under WP I.B, WP II.B
- Managerial role for the deliverables under WP II.A
- Support role for the deliverables under WP I.A, I.C

### Qualifications of Research Manager

- Education/training (2.2.1): Master's in data science / statistics or similar field
- Language (2.2.2): English
- General professional experience (2.2.3): 10 years of experience in data analysis in the agriculture sector
- Specific professional experience (2.2.4): 5 years' experience in high quality research, published in high quality journals specially in reference to impact assessment;
- Leadership/management experience (2.2.5): 3 years of management/leadership experience as project team leader or manager in a company
- Regional experience (2.2.6): 3 years of experience in projects in Maharashtra/Andhra Pradesh/Himachal/Karnataka (region)
- Development Cooperation (DC) experience (2.2.7): 6 years of experience in DC projects

### Soft skills of team members

In addition to their specialist qualifications, the following qualifications are required of team members:

- Team skills
- Initiative
- Communication skills
- Sociocultural competence
- Efficient, partner- and client-focused working methods
- Interdisciplinary thinking

## **Field supervisors pool with 6 members**

### Tasks of the field supervisors

- Primary role for the deliverables under WPI.A (desk review), WP II.A
- Support role for the deliverables under WP II.B

### Qualifications of field supervisors

- Education/training (2.6.1): 6 field supervisors with university qualification (Master) in Agriculture sciences, Agriculture economics, Data science or similar field
- Language (2.6.2): 2 field supervisor with very good language skills in Kannada, 2 enumerator/field staff with very good language skills in Marathi, 1 field supervisor with very good language skills in Hindi, 1 field supervisor with very good language skills in Telugu, good language skills in English required for all 6 field supervisors
- General professional experience (2.6.3): 6 field supervisors with at least 2 years of experience in the agriculture sector
- Specific professional experience (2.6.4): 6 field supervisors with at least 2 years of experience in conducting field surveys



- Regional experience (2.6.5): 2 field supervisors with at least 2 years of experience in Maharashtra, 2 field supervisors with 2 years of experience in Karnataka, 1 field supervisor with 2 years of experience in Andhra Pradesh, 1 field supervisor with at least 2 years of experience in Himachal Pradesh
- Development Cooperation (DC) experience (2.6.6): 6 field supervisors with at least 1 year of experience in DC

The bidder must provide a clear overview of all proposed short-term experts and their individual qualifications.

### **Required Qualification / experience for the consulting agency**

The Agency should have the following administrative and financial requirements for conducting the assignment:

- Average annual turnover for the last three financial years should be at least 85,000 Euros.
- Number of employees as at 31.12.2019 should be at least 20 persons.
- Agency must have handled at least 2 projects on assessment in the agriculture sector in the last 3 years.
- Agency must have worked on at least 2 reference projects with a minimum commission value of 20,000 Euros.
- Have legal status enabling the organization to perform the above-mentioned tasks.
- Ensure full data protection for all processes and procedures before, during and after data collection according to Indian legislation and the EU GDPR.

### **The agency should have the following experiences for conducting the assignment:**

- Minimum 10 years of experience and technical expertise in the field of agriculture
- 5 years' experience in conducting adoption / impact assessment in the agriculture sector

## **5. Costing requirements**

### **Assignment of personnel**

Team leader (1): On-site assignment for 15 expert days

Research manager (1): On-site assignment for 30 expert days

Field supervisor (6): On-site assignment for 326 expert days

Total 371 expert days spread over 5 months after signing the contract

### **Travel**

The bidder is required to calculate the travel by the specified experts and the experts it has proposed based on the places of performance stipulated in Chapter 2.2 and list the expenses

separately by daily allowance, accommodation expenses, flight costs and other travel expenses.

## **6. Requirements on the format of the bid**

The structure of the bid must correspond to the structure of the ToRs. In particular, the detailed structure of the concept (Chapter 3) is to be organised in accordance with the positively weighted criteria in the assessment grid (not with zero). It must be legible (font size 11 or larger) and clearly formulated. The bid is drawn up in English (language).

**The complete bid shall not exceed 30 pages (excluding CVs & Other company profile documents).**

The CVs of the personnel proposed in accordance with Chapter □ of the ToRs must be submitted using the format specified in the terms and conditions for application. The CVs shall not exceed 4 pages. The CVs must clearly show the position and job the proposed person held in the reference project and for how long.

If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment.

Please calculate your price bid based exactly on the aforementioned costing requirements. In the contract the contractor has no claim to fully exhaust the days/travel/workshops/ budgets. The number of days/travel/workshops and the budget amount shall be agreed in the contract as 'up to' amounts. The specifications for pricing are defined in the price schedule.

## **7. Annexes**

Adoption Guidelines

M&E Presentation