

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

Living Standard Measurement and Rural Income Generating Activities Study for Peanut Farmers at Junagadh, Gujarat	Project number/ cost centre: 12.1003.8-231.01
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0.	List of abbreviations	2
1.	Context.....	3
2.	Tasks to be performed by the contractor	3
3.	Concept.....	5
	Technical-methodological concept	5
	Project management of the contractor.....	5
4.	Personnel concept	5
	Team leader	6
	Required Qualification / experience for the consulting agency.....	7
5.	Costing requirements	8
	Assignment of personnel.....	8
	Travel.....	8
6.	Requirements on the format of the bid.....	8

0. List of abbreviations

AVB	General Terms and Conditions of Contract (AVB) for supplying services and work 2018
ToRs	Terms of reference

1. Context

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and Mars GmbH under develoPPP.de platform have made a strategic alliance and is expected to directly reach 3000¹ small-holder farmers by enhancing production systems and strengthening Farmer Producer Organisations (FPO), while contributing to a comprehensive transformation of the sustainable peanut farming sector in Gujarat, India. It will bring fundamental change to the existing system and structural changes to achieve the desired impact on peanut production and the supply chain.

Gujarat is one of the main peanut growing regions in India. Despite being a potentially rewarding crop, the area under cultivation of peanuts in India, in general and Gujarat has come down. With most peanut farmers being smallholder farmers in rainfed regions of India, yields are some of the lowest in the world and hence the incomes are not up to the standards of the farming sector. Gujarat state is characterized by erratic and uncertain rainfall coupled with large inter-annual rainfall variability. As groundwater alone accounts to more than 80 per cent of irrigation source, it is no coincidence that the gross mismanagement of the resource has lowered the water table in many parts of the state and has the escalated cost of cultivation. Apart from all these natural or inherited challenges, low key awareness on non-monetary inputs and limited technology adoption among the farmers is also a cause of worry in Gujarat. As the base year for doubling farmers' income is fixed to be 2016-17, it is vital to see the farmers' income levels in Gujarat to develop strategies for income enhancement.

GIZ and MARS strategic alliance aims to enhance the incomes of small-holder farmers through additional rural income generating activities in the peanut production areas of Junagadh after making an understanding of the real time and desired standard income levels for the small peanut farmers whom are profiting already from the project. Despite introducing various good practices in agriculture and allied activities, the project has the mandate to identify and demonstrate additional interventions to support farmers for reaching the standard living income level.

2. Tasks to be performed by the contractor

The main objectives of the assignment are:

1. To measure the current gross income of the small-holder farmers, both farm and non-farm activities.
2. To calculate the share of the income from peanut crop specifically.
3. To derive a standard for living income for the small-holder farmers in context to applicable living standard of the Saurashtra region, more specially to the desired life style and well-being of agricultural households.
4. To understand the role of women in income generating activities among households of small-holder farmers.

¹ Till date approximately 2181 farmers have been registered under the project

5. To recommend additional rural income generating activities (both farm & non-farm) but other than peanut farming.
6. Additionally to understand the scope of introducing drip irrigation system in peanut farming correlating it to improvement of incomes

The contractor is responsible for providing the following services:

1. To do the secondary research from genuine sources for understanding a broad scenario of the state, district and project area for agricultural household incomes, desired living standards for the project farmers and opportunities for generating additional rural incomes and share it among project stakeholders and partners for its vetting.
2. To do a primary survey from the project villages especially peanut farmers about scope of introducing the drip irrigation system into the peanut farming and understanding the farmers perspective, technical challenges and readiness for investment
3. Recommend the appropriate sample design, which involves developing the sampling methodology (sampling stages, strata etc.), the sample frames, the system for selecting the sampling units, sampling weights, sample size, and determine an adequate size (10-15%) for the sample of the project to meet the objectives of the survey. **An appropriate control sample size from non-project villages also to be considered for the baseline income.**
4. Pre-test of the survey and verification of results upon consultation with project stakeholders and partners and incorporation of the modifications endorsed.
5. Carrying out final primary survey by collecting quantitative & qualitative data sets through structured and semi – structured survey instruments at households, villages & markets or any other desired institutional levels in a participatory mode such as focus group discussions, transect walks, participants’ observations, in depth interviews etc.
6. A robust and proven methodology for rural income studies should be adopted with relevant data analytical tools for in depth outcomes and prolific recommendations.

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

Milestone	Timeline
Sharing of the survey templates/ questionnaire and work plan	Week 2
Pre-test / inception report and presentation	Week 4
Surveys completed for control and project area	Week 8
All draft reports sharing as per all deliverables	Week 10
All final reports & presentations as per all deliverables	Week 12

Period of assignment: From March 2020 until May 2020

Location of the project: Mendarda and Vanthali blocks in Junagadh District of Gujarat

3. Concept

In the bid, the bidder is required to show how the objectives defined in Chapter 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).

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 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 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.

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 (international and national, short and long term) 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

The bidder is required to draw up a **personnel assignment plan** with explanatory notes that lists all the experts proposed in the bid; the plan includes information on assignment dates (duration and expert days) and locations of the individual members of the team complete with the allocation of work steps as set out in the schedule.

4. Personnel concept

4.1 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 (1)

Tasks of the team leader

- Overall responsibility for the advisory packages of the contractor (quality and deadlines)
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- Technical contributions for developing research design for agriculture and rural livelihoods
- Coordinating and ensuring communication with GIZ, partners and others involved in the project
- Personnel management, as well as planning and steering assignments and supporting local short-term experts
- Regular reporting in accordance with deadlines

Qualifications of the team leader

- Education/training (2.1.1): University qualification in Agribusiness Management / Rural Development from a reputed institute like IIM / IRMA
- Language (2.1.2): Good language skills in English
- General professional experience (2.1.3): 10 years of professional experience in agriculture and rural livelihoods based project management / research / studies
- Specific professional experience (2.1.4): Knowledge and experience of at least two agricultural & allied value chains studies experience
- Leadership/management experience (2.1.5): 1 year of management/leadership experience as project team leader or manager in a company
- Regional experience (2.1.6): 2 years of experience with GIZ projects in India is highly preferred
- Development Cooperation (DC) experience (2.1.7): 2 years of experience in DC projects from bilateral / multilateral agencies
- Other (2.1.8): Demonstrable experience of working with Public Private Sector Enterprises related to agribusiness
- Profound experience in designing strategies related to agribusiness and other rural businesses

Expert 1: Data Analysis

Qualifications of expert

- Education/training (2.2.1): Advanced degree in Applied Statistics with specialisation in Data Science with Agribusiness background from a recognised and reputable institution;
- Language (2.2.2): English
- General professional experience (2.2.3): 5 years of professional experience in analysis of research / survey especially in agribusiness / rural livelihood based projects
- Specific professional experience (2.2.4): Specific experience of developing strategy for improving farm / non-farm incomes
- Leadership/management experience (2.2.5): 2 years of project management experience
- Regional experience (2.2.6): India
- Development Cooperation (DC) experience (2.2.7): 2 years of experience in DC projects from bilateral / multilateral agencies
- Other (2.2.8): Proven experience in conducting baseline, impact and research studies

Expert 2: Survey Design

Qualifications of expert

- Education/training (2.3.1): Degree in Commerce / Mathematics / Statistics or a related degree from a reputable and recognized university/institution
- Language (2.3.2): English
- General professional experience (2.3.3): 5 years of professional experience in various survey design development;
- Specific professional experience (2.3.4): Experience and knowledge in Agriculture / Rural Livelihoods related projects
- Leadership/management experience (2.3.5): None
- Regional experience (2.3.6): India
- Development Cooperation (DC) experience (2.3.7): 1 years of experience in DC projects from bilateral / multilateral agencies
- Other (2.3.8): Experience and knowledge in developing survey designs for more than 300 sample size especially related to farm / non- farm incomes

Expert 3: Enumerators (2)

Qualifications of expert

- Education/training (2.2.1): Degree / Diploma in Commerce / Mathematics / Statistics or a related degree from a reputable and recognized university/institution
- Language (2.2.2): English / Hindi / Gujarati
- General professional experience (2.2.3): 3 years of professional experience in various survey/ data collections / Participatory Rural Appraisal;
- Specific professional experience (2.2.4): Experience and knowledge in Agriculture / Rural Livelihoods related projects
- Leadership/management experience (2.2.5): None
- Regional experience (2.2.6): India
- Development Cooperation (DC) experience (2.2.7): None
- Other (2.2.8): Experience and knowledge in conducting surveys for more than 300 sample size especially related to agriculture and allied sectors

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

4.2 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 100,000 Euros.
- Number of employees as at 31.12.2019 should be at least 10 persons.

- Agency must have handled at least 3 projects on development of surveys / research/ studies and need assessment with a focus on agribusiness / rural livelihoods / farm & non - farm incomes

The Agency should have the following experiences for conducting the assignment:

- Minimum 5 years of technical expertise in consulting on development projects in conducting surveys/ research/ studies/ need assessment in agribusiness
- Minimum 3 years experience in collaboration with public sector enterprises for the welfare of the farmers and farm incomes
- Minimum 3 years of experience in developing strategies for farming sector to improve the rural households incomes from farm & non- farm activities
- Minimum 3 years of experience of collaboration with private sector to improve the agricultural value chains

5. Costing requirements

Assignment of personnel

Team leader: Assignment in country of assignment for 50 expert days

Experts 2 & 3: Assignment in country of assignment for 40x2 expert days

Expert 4: Assignment in country of assignment for 30x2 expert days

Travel

The bidder is required to calculate the travel by the specified experts and it has proposed based on the places of performance stipulated in Chapter 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 10 pages (excluding CVs).

The CVs of the personnel proposed in accordance with Chapter 4 of the ToRs must be submitted using the format specified in the terms and conditions for application. The CVs shall not exceed 2 pages. The CVs must clearly show the position and job the proposed person held in the reference project and for how long. The CVs can also be submitted in English (language).

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.

Submission Requirements

- Detailed technical and financial proposal
- Profile of the organization along with professionals who will be working on the project
- GST registration number
- Scanned copy of PAN Card