



Terms of Reference (ToR)

For Hiring Consultant to conduct Project Evaluation/ End line study

Implemented by: Young Power in Social Action (YPSA)

Supported by: Palli Karma-Sahayok Foundation (PKSF)

Ref. YPSAHO/871/RFP/BID- 010/23

Title	Project Name - "Promoting Agricultural Commercialization and Enterprises (PACE)" Sub Project on development of Eco –Tourism industry
Type of study	Evaluation / End line study
Purpose	<ul style="list-style-type: none">▪ To measure the impact of project interventions▪ To identify the achievements considering expected result with effectiveness and efficiency▪ To know how the results contributed for achieving both specific and overall objectives of the project▪ To document good practices, outcome, story of changes that represent the overall scenario of the project interventions
Audience	YPSA, PKSF, IFAD
Reports to	YPSA
Expected start/end dates	Within June 25, 2023
Location	District: Chattogram 1. Sitakunda-Muradpur, Sitakunda, Banshbaria, Vatiary, Baroidhala Union 2. Mirsarai-Durgapur and Khoiachora Union
Deadline for receiving applications	May 30, 2023

1. Background

As Implementing Organization, YPSA has been implementing the value chain project on Improvement of Ecotourism Industry at Mirsarai and Sitakunda in Chattogram since August 2018. The aim of this project is to sustainably improve the livelihood of local community through ecotourism. The project has four strategic objectives as (a) to ensure the modern and environmental friendly equipment's, logistics supports for ecotourism (b) to improve the quality and quantity of service providers, service associates (c) to increase the number of tourist through enhancement of the ecotourism services (d) to ensure the cash flow between the entrepreneurs for improving ecotourism. The project is being implemented by the implementing partner of YPSA under the supervision and financial support of PKSF and IFAD. This agreement is conducting Project evaluation/ End line survey and report generation on completion of project activities.

2. Sub-project Goal and Outcome

Improving sustainable livelihood standard of local people (Increasing profit of business, self-employment, generating paid labor and ensuring food security)

3. Study Overview

3.1 Objective of Study (two types, 1. Overall and 2. Specific in points as per sub-project objectives)

The main objective of the baseline study is to collect data and information from a representative sample of project participants to gain a clear picture of their post project socio-economic status to know and to measure improvement/ change of their status at the end of the project based on the baseline information. The End line data will consider various socio-economic indicators including income, gender etc. as per project log frame. It will also measure gender and youth targets. The Consultant will support the project team in developing an end line survey, analysis, existing business models for small entrepreneurs/producers/processors/ Local service providers related to

“Development of Eco –Tourism industry” sub-project under “Promoting Agricultural Commercialization and Enterprises (PACE)” project.

Specific task to be accomplished by the individual consultant:

- i) Review necessary documents, secondary information and consult key stakeholders.
- ii) Develop detail plan and methodology, including work schedule
- iii) Develop and finalize questionnaire and other necessary tools, materials, list of target people and parties/institutions.
- iv) Identify study sample; finalize targeted sample as home stay stakeholders, relevant service providers, youth guide and local entrepreneurs as well as their capacity development activity, value chain knowledge, market linkage, service promotion data collection.
- v) Data punching into database
- vi) Carryout necessary analysis and synthesis produce maps and provide recommendations.
- vii) Organize a meeting to present the findings of end line study.
- viii) Prepare final end line study report/s and also submission.

Schedule for Key Activities and Deliverables:

Key Activities/ Deliverables	Timeline
<ul style="list-style-type: none"> 1) Detail methodology, plan and schedule 2) Tools, materials, list of targets beneficiaries’ people and parties/ institutions and Database development 3) Analyse secondary information and Collect End line data 4) Data Entry, checking and cleaning, Analysis and prepare draft report 5) Submit draft evaluation report and organize a meeting 6) Submit final evaluation/ end line report 	Within June 25, 2023

3.2 Scope of work:

The sub-project was aimed to benefit 2,000 households including marginal, small farmers and micro entrepreneurs consisting of ultra-poor, transitional poor and enterprising poor. In line with project targets, the end line survey will collect information against all socio-economic indicators to measure project performance. The evaluation/ end line study will assess the present condition of gender and youth coverage after project. To cover indicators like the increase of income and production of the project households, profit increase in the enterprises. The study should investigate the post project situation of project households and microenterprises. The study should look into the post project status on financial and technical supports at the enterprise level, skill on production practices and technologies, adoption of technologies and/or management practices, rural enterprises accessing to business development services, persons in rural areas accessing financial services etc.

3.3 Main audience of study

The main audiences for the evaluation/ end line report include project staff of YPSA, PKSF, and IFAD. The project beneficiaries are also part of the audience of this study.

3.4 Area of Coverage

The project area is Chattogram district of the country. The sub-projects have been implemented in different areas (Sitakunda-Muradpur, Sitakunda, Banshbaria, Vatiary, Baroidhala union and Mirsarai-Durgapur and Khoiachora union) among 2,000 participants considering the potentiality of the business cluster of eco-tourism sub-sector. And thus considering the above, this study will select the area and propose an appropriate sample size.

3.5 Methodology:

The methodology of data collection will be both qualitative and quantitative in nature, and will include information gathered on the outcome and project goal indicators on knowledge, attitudes and practices. The end line study will be done in project area. All data, qualitative and quantitative collected through the assessment must be disaggregated by age, sex, ethnicity, poverty and wherever appropriate as per project design. Finally, consultant/s are expected to propose a suitable methodology for carrying out the work and fulfil the objectives of the study. The methodology should adhere to the ethical standard, but bidders are free and encouraged to be as creative as possible in arriving at a suitable methodology that will ensure that the objectives of the study are fully met in a timely and efficient way.

3.6 Quantitative data collection

The consultant will design the questionnaire for quantitative survey based on the logical model. This will be finalized by incorporating feedback from YPSA including pretesting. The data collection modality will be mobile based but exemption might be allowed in consultation with YPSA.

3.7 Qualitative data collection

The consultant should use qualitative approaches, such as focus group discussions and key informant interviews, as well as participatory exercises and approaches. The following should at least be done in each selected community:

- FGD
- KII
- IDI
- Participants Observations

3.8 Sample size determination of project participants:

The evaluation/ end line study will be conducted in the project areas following appropriate, applicable statistical sampling procedures. However, significant the sample size could be finalized after discussion with the project professionals to have representative sample for two components of the project. The consulting firm should ensure representation of sub-sectors, gender, age group and poverty. A detailed approach and methodology to conduct the end line study should be suggested by the consultants in compliance with the goal, objective and log-frame of sub-project.

3.9 Services and Facilities to be provided by YPSA:

YPSA will supply all necessary documents and information for designing an appropriate questionnaire to cover all project indicators including Project Proposal, Project Implementation Guideline (PIG), area demography, list of microenterprises/participants etc.

3.10 Services and Facilities to be provided by the consultant:

The firm should have physical strength to collect and manage real time data. Geo-referencing of the respondent should be applied by the firm to track the respondent in future. All analyses related to the assignment should be preserved and supplied with the report by the consultant so that any information could be verified as and when necessary.

4. Duration of the study and schedule of the reports:

The total time duration of the assignment will be 30 days.

5. Quality and Ethical Standard

The consultant hired should take all reasonable steps to ensure that the baseline study is designed and conducted to respect and protect the rights and welfare of people and the communities of which they are members, and to ensure that the baseline study is technically accurate, reliable, and legitimate, conducted in a transparent and impartial manner, and contributes to organizational learning and accountability.

1. Utility: Evaluations must be useful and used.
2. Feasibility: Evaluations must be realistic, diplomatic, and managed in a sensible, cost effective manner.
3. Ethics & Legality: Evaluations must be conducted in an ethical and legal manner, with particular regard for the welfare of those involved in and affected by the evaluation.
4. Impartiality & Independence; Evaluations should be impartial, providing a comprehensive and unbiased assessment that considers the views of all stakeholders.
5. Transparency: Evaluation activities should reflect an attitude of openness and transparency.
6. Accuracy: Evaluations should be technical accurate, providing sufficient information about the data collection, analysis, and interpretation methods so that its worth or merit can be determined.
7. Participation: Stakeholders should be consulted and meaningfully involved in the evaluation process when feasible and appropriate.
8. Collaboration: Collaboration between key operating partners in the evaluation process improves the legitimacy and utility of the evaluation.

6. Reports and deliverables:

The consulting firm should provide the following deliverables:

- i) **An inception report** with a detailed work plan, schedule (Gantt chart) in line with the time limit mentioned in this ToR and a detailed questionnaire for interviewing respondents. The inception report should elaborate on the proposed schedule of tasks, activities and deliverables, and designate a team member with lead responsibility for the study. The inception report will also contain a sample size with a detailed study methodology. The inception report will also include an outline of contents of the final survey report, the training plan for enumerators, data quality control measures.
- ii) **A detailed determination of sample size and sampling frame** using statistical tools and formula.
- iii) **Evaluation/ End line survey questionnaire, FGD and KII checklist** to capture all required data and information of the study.
- iv) **Evaluation/ End line Study design** with data analysis and findings provided to YPSA before the presentation.
- v) **Final study presentation.** The consulting firm will have to give a presentation at YPSA on the draft report highlighting major findings on end line status. The final report of the study should be written in common English. The final report should have the reflections of the comments made by the YPSA/PKSF officials on the draft report. The hard copies (if applicable) of all filled up questionnaires must be submitted along with the final report. The report should include the list of respondents with their contact details. Five copies of the final report and a soft copy must be submitted to YPSA.
- vi) **Findings brief.** The consulting firm should provide a brief of the findings corresponding to the objectives of the study that can be widely circulated. The brief of the study could be within three pages.
- vii) **Indicator Table with Value:** The consulting firm should provide an indicator table including the values which got in the baseline study.

Final Report will sketch with the following headings: The final report will contain a short executive summary (not more than 1,000 words) and a main body of the report (maximum 10,000 words) covering the background of the intervention evaluated, a description of the evaluation methods and limitations, findings, conclusions, lessons learned, recommendations and action points related to these.

- Acknowledgements
- Acronyms
- Glossary
- Executive Summary
- Introduction/Background
- Rationale and Objectives of the Baseline Study
- Scope of the Baseline Study
- Evaluation Methodology
- Findings and Discussion
- Recommendations
- Conclusion and lessons learned (if any)
- References
- Annex (Including a copy of the ToR, cited resources or bibliography/reference, a list of those interviewed, case studies and any other relevant materials etc.).

7. Qualifications of the consultant (National):

- Proven extensive experience in being the lead in conducting base line and end line study of a resilience program
- The lead consultant should have University degree at the post-graduate level in Tourism /Eco tourism /Hospitality Management /Business Administration / Economics/ Social Science /Ecology/ Environmental Science /Statistics or other relevant subjects, However, a PhD degree in relevant sector will get priority.
- Strong analytical skills and ability to clearly synthesize and present findings, draw practical conclusions, make recommendations and to prepare well-written reports in a timely manner;
- Excellent in English and Bangla writing and presentation skills
- Immediate availability for the period indicated
- At least two relevant recent reports (soft copy) written by the lead consultant.
- Must have necessary computer skills with necessary hardware.
- Should have good understanding of the local language.

8. Individual Consultant (National) Selection Process:

Individual Consultant Selection (ICS) method and Standard Request for Application (SRFA:PS-3) Documents on lump-sum contracts of Schedule 1 of the Public Procurement Rules-2008 of the Government of Bangladesh should be followed in preparation of short-listing the consultants, evaluation of applications, selection the consultant, negotiation, signing of contract and receipt of survey reports for conducting this study.

9. Mode of Payment:

- a) 1st Payment (50% of total contract value): The 1st payment will be made upon submission and acceptance of the inception report.
- b) Final Payment (50% of total contract value): The final payment will be made upon acceptance of the final report.
- c) VAT and TAX will be deducted at source as per the Government rules of Bangladesh.
- d) All payments will be completed through Account payee cheque

10. Timeframe

The study is scheduled to preferably start on or before 25 May, 2023. The consultant will submit the final report latest by June 25, 2023. The timeline will be finalized as agreed by the consultant and YPSA.

11. Disclaimer

The YPSA management reserves the right to amend the terms of reference at any time as required upon mutual discussion with the lead researcher. YPSA reserves the right to terminate the contract at its sole discretion in case of non-compliance of the terms and conditions that will be finally agreed.

12. Proposal Submission/ Application and Selection Details

The proposal should include the following terms. Please note that the proposal which does not consist of terms below will be rejected.

I. Cover letter: clearly summarizing your experience and competency as it pertains to this assignment

II. Technical proposal: Not exceeding eight (08) pages expressing an understanding and interpretation of the ToR, the proposed methodology, relevant experience and time and activity schedule.

III. Financial proposal: Itemizing estimated costs for services rendered (daily consultancy fees), accommodation and living costs, transport costs, stationery costs, and any other related supplies or services required for the review in BDT and modality of payment. Please also attach a TIN/Registration Certificate.

IV. Detailed CVs of all professionals who will work on the process. CVs of proposed study team, please attach a table describing the level of effort (in number of days) of each team member in each of the Baseline activities. **Professional references** needed to provide two or three references from your previous clients.

V. Application Procedure: Interested consultants/researchers are requested to submit proposals through email to ypsaprocedure.org@gmail.com & Copy email to newaz.ypsa@gmail.com/imamdvm@gmail.com

VI. Deadline for Application: The application deadline is **30 th May, 2023**.