

REQUEST FOR PROPOSAL (RFP)

Agriculture and Food systems Development Activity (AFDA) MIDTERM EVALUATION SCOPE OF WORK (SOW)

Funded By

United States Agency for International Development (USAID)

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AFDA PROJECT BACKGROUND

Introduction

This section presents how the Agriculture and Food Systems Development Activity (AFDA) was conceived, the implementation context, the implementation approach, the geographical coverage, and the purpose and scope of the midterm evaluation.

AGRICULTURAL CONTEXT

Myanmar is endowed with a wealth of natural resources, a geostrategic location amid China, India and Southeast Asia, multiple outlets to major Indo-Pacific shipping routes, and is surrounded by countries which represent 40 percent of the world's population. Myanmar has enormous potential to translate its strategic position into progress for its 51 million people. However, despite Myanmar's potential, its smallholder farmers still struggle. Over 50% of farms are less than 2 hectares. The extreme fragmentation of the producers, along with a lack of strong farmer organizations creates a barrier to the delivery of inputs and services and linkages to markets. This barrier ripples through the entire agricultural sector as firms lack a consistent supply of quality raw material and operate at a fraction of capacity, while farmers, especially women, lack access to regional/national markets.

Input and service providers struggle with "last mile" delivery to smallholder farmers in rural communities. Layers of intermediaries drive up prices and limit selection, while the lack of services discourages farmers from investing in improved inputs or modern production practices.

COMPLEX AND FLUID OPERATIONAL ENVIRONMENT

The COVID-19 pandemic that broke out at the end of 2019, and the military coup (effective 1st February 2021) continues to present major constraints in the agricultural and food systems in Myanmar.

In Kachin and Northern Shan, the situation is further exacerbated by an already existing conflict between ethnic groups and the Myanmar military which has resulted in isolated communities and a lack of market participation by ethnic minorities. These remote, upland areas have limited infrastructure and unstable security that discourages private investment. These populations face limited access to land and lack local supply of inputs, market information, and services to upgrade productivity and become more competitive. Targeted support to integrate the participation of isolated ethnic minorities into functioning and inclusive market systems is needed. To enable this to happen, new relationships must be fostered, driven by mutual economic incentives that build trust, increase social cohesion, bridge inter-ethnic divides, and promote peace.

IMPLEMENTATION APPROACH

PROBLEM STATEMENT

The limited functionality and efficiency of the agriculture and food system, on-going conflict and inter-ethnic tensions are hindering sustainable peace and rural transformation in Burma.

AFDA ACTIVITY DESCRIPTION

The purpose of the AFDA Activity is to advance peace and reduce interethnic tensions by creating bonds of mutual self-interest and urban-rural linkages along production and market value chains with marginalized ethnic groups in conflict-affected areas. To accomplish this, the Activity is mitigating interethnic tensions by addressing some of the economic drivers of conflict. AFDA increases the productivity, inclusiveness, and competitiveness of key market segments, thereby facilitating broader market systems participation and sustainable transformation of agriculture and food-systems across ethnicities in the Zone of Influence (ZOI).

STAKEHOLDER VALIDATION OF AFDA

The AFDA co-creation process incorporated two stakeholder events to validate the AFDA program design, peak the interest of market actors, and gather insights into challenges and opportunities the Activity should address. The first session was held in Yangon on 28 May 2019, with over 35 attendees representing various public and private sector representatives. The second was held in Taunggyi, Shan State on 30 May 2019, with 46 participants and an in-depth discussion about the conflict areas in Shan state. Feedback from the stakeholders validated USAID and ACDI/VOCA's design and helped further refine the Activity focus.

The two stakeholder sessions shared broad consensus around a lack of financing, post-harvest infrastructure and technical skills for farmers and workers as their top challenges. Similarly, both groups identified the existence of large export markets and an interest in technology and innovation, as well as entrepreneurship opportunities for women and youth.

Differences between the groups included a greater emphasis on the lack of civil infrastructure in Shan state and a greater awareness of the need for a favorable business enabling environment, as well as investment in research and development in Yangon. In articulating their needs for future assistance from AFDA, both groups identified the need for new technology, especially postharvest infrastructure, and value-adding technology, along with improved access to finance. Yangon stakeholders expressed a need for strengthened business linkages and market information, including through digital platforms.

GEOGRAPHIC FOCUS

The AFDA Activity is focused on delivering impact in the following regions, considered the Zone of Influence (ZOI): Shan, Kachin, Mandalay, Sagaing, and Magway. Development follows a hub and spoke model, leveraging the private sector in secondary cities to expand and improve the delivery of services and inputs to, and supply of crop from, rural farmers. Mandalay is the largest city in this ZOI, and its agribusinesses are currently sourcing raw goods from the identified zone.

Beyond Mandalay, investment, and development of other regional cities will be considered, to improve production efficiency and create off-farm economic opportunities for rural residents. AFDA may also work with Yangon-based firms that are looking to expand service/input delivery into or source their supplies from the identified Zone of Influence. As the situation in Myanmar continues to be fluid and complex, consideration of expanding and contracting the ZOI boundaries, and monitoring active conflicts within the zone will be necessary, and activities planned in these areas will be adjusted on an ongoing basis.

USAID AFDA INTENDED OUTCOMES

Outcome 1: Increased economic interdependence among market actors of different ethnic backgrounds

Outcome 2: Increased access to agricultural support services

Outcome 3: Increased availability of improved inputs

Outcome 4: Smallholder supply-chains expand domestic and international market access

AFDA also understands that market systems are inclusive when the structures within it enable and facilitate women's equal access to resources as well as catalyzes the capability of decision-making required for women to have the agency to act upon the acquisition of those resources and influence the systems in which they live and earn. As a result, AFDA seeks to mainstream gender across all project outcomes as well as ensure that gender-transformative and women-specific approaches are employed where specific attention is needed to lessen gaps between males and females and/or remove barriers to women's full participation and benefit from market systems. AFDA's approach to inclusion seeks to empower poor and marginalized groups, including females of all ages by addressing specific domains of the A-WEAI (access to productive resources, control over the use of income, and leadership) as well as catalyzing systems change across agency, access, and enabling environment (e.g., rules) spheres.

OBJECTIVE OF THE MIDTERM EVALUATION

The objective of the AFDA midterm evaluation is to assess whether or not the Activity is on track in terms of achieving the stated outcomes above. The evaluation will also allow AFDA to examine and refine the validity of the logical pathway of the Results framework of the Activity and associated assumptions developed during the Activity design.

Both qualitative and quantitative information from the evaluation will provide an in-depth understanding of the results achieved, insights on what is working or not working, and inform Activity design and target adjustments. This midterm evaluation must:

- a) Collect and analyze data for key midterm indicators (A-WEAI & Social Capital Index).
- b) Answer AFDA midterm learning questions through quantitative and qualitative methods
- c) Identify key adaptive strategies that AFDA should [continue to] pursue considering the current situation. What should the focus be over the next 2 years?
- d) Conduct an outcome harvest, which communicates the scale and sustainability of positive, negative, and unexpected outcomes as well as lessons learned.
- e) Assess the system level influences of the current portfolio of AFDA partners in regard to the AFDA market systems map with key leverage areas

MIDTERM EVALUATION QUESTIONS

- What are the best linkage models to help small and medium sized producers, traders, and postharvest market actors, who frequently lack collateral, registration, and credit history to access loans or other financial instruments to effectively expand their businesses?

- What AFDA supported strategies, models or innovations have been most successful in increasing access to inputs and extension services? Why have certain strategies/models/innovations been successful or unsuccessful? What are lessons learned that the activity could build on going forward?
- What types of market linkages help reduce the obstacles in value chains that hinder agricultural actors from benefiting from existing infrastructural facilities?
- Can marketing and branding effectively influence consumer preferences in order to benefit both product quality and/or nutrition priorities? How can existing cultural frameworks, such as family structure and community roles, be leveraged to encourage long-term prioritization of nutrition?
- How has AFDA influenced the way market system actors do business (e.g., relationship with other market sector actors/suppliers, marketing, services supplied, gender and social inclusion etc.)? How sustainable are these changes (e.g., continued market actor investment)? Are the capacities of these actors notably improved?
- How has AFDA influenced market system actor and farmer income and profitability (examining differences between individual and firm owner sex, age & ethnicity)? *(This learning question would require collecting quantitative data from control firms and farmers to understand % change in sales and % change in costs and conduct a difference in difference analysis).*
- How effective is AFDA's approach in promoting the gender and social inclusion business case with targeted market systems partners? What strategies have been the most/least successful? Is there potential for scale/has copying or scaling already occurred? If so, what might this look like?
- To what extent has AFDA facilitated increased opportunities for women, youth, and other marginalized groups? What strategies have been most/least effective? Are there opportunities for improvement/enhancing results?
- What are the most effective programmatic approaches to catalyze lasting improvements in AFDA targeted WEAI factors/drivers?
- What factors substantially contribute to closing gender and ethnicity gaps in access to agricultural technologies and practices? What are the most effective approaches and interventions that result in improved women's and minority groups' application of agricultural technologies and practices? What technologies/practices that AFDA has facilitated (including packages of technologies and practices), are most likely to have net positive and compelling impacts for inclusive development, including gender empowerment?
- What private sector engagement relationship qualities influence results/what elements resulted in transformative partnership alliances? What factors discouraged transformative partnership alliance results?
- How has AFDA contributed to the resilience, of assisted market actors, to COVID-19 and the political environment, compared to non-assisted actors? What more can be done to further mitigate the effects of COVID-19 and the political environment?

- Has AFDA incited market-systems level changes? What are the scope (e.g. scale) and characteristics of these systemic changes (e.g. what business models/initiatives contributed to these changes)? Copying of technologies, practices and models at the firm and farmer level should be explored. See Annex 3 for details on measuring and qualifying systemic change.
- Why do certain sources/elements of market systems resilience (at various levels) explain why some households, communities, and systems subject to recurrent shocks and stresses are able to manage these events without compromising current and/or future well-being, while less-resilient households, communities, and systems are not? How can these sources/elements of market systems resilience be strengthened and expanded to improve and maintain development outcomes of interest in the face of recurrent shocks and stresses? (*This learning question will involve qualitative data collection and analysis that complements the quantitative findings from AFDA's market system diagnostic-providing more context on the 'how', 'what', 'why'*)

A few additional learning questions, focused on capturing information to inform project implementation, will be added following the analysis of the AFDA baseline data. These will be expected to be answered under the proposed budget by the contractor for the midterm evaluation.

METHODOLOGY

This section describes the methodology to be used for answering the evaluation questions and the learning questions.

The midterm evaluation will be conducted using a mix of qualitative methods and quantitative methods. For the quantitative method, the sample size will be computed on the basis of a 95% confidence level and 10% margin of error using the standard variance from the respective targeted A-WEAI indicators and social capital index (whichever indicator has the maximum variance). The A-WEAI and social capital index data will be captured from the locations from which baseline data for these two indicators were gathered.

And for the qualitative method (e.g., Focus Group Discussions, Key informant interviews), the sample size to be captured in the final report will be reached when responses being provided become repetitive from successive respondents (i.e., a point where collecting and analyzing additional data does not provide any further new content about the topic being discussed). However, we anticipate a minimum of 100 key informant interviews and 50 focus group discussions will be necessary. Some learning questions will require quantitative and qualitative data collection from control populations. Secondary data should be used to add context to the report narratives and analysis.

The study will be administered at multiple levels of direct participants, as described below. Whereas the priority is for in person data collection, the option of phone data collection may also be employed if the field conditions do not permit in person data collection (with AFDA's permission). For population 3, A-WEAI questionnaires should be administered per IFPRI

methodology recommendations-to the male and female head of the household separately while only the targeted household participants should be interviewed for Populations 1, 2 & 4.

Population 1- at the firm level_targeting key decision makers of AFDA market systems development partner firms. Firm level will look at firm ownership types (sex, age, and ethnicity) and the main type of role played by the firm in the market system (input dealer, Agro-Processor, Extension service provider, financial service provider), ethnicity of firm owners;

Population 2-at the firm employee level (male/female, age, ethnicity disaggregated individuals, that are employees of AFDA market system development partners;) and

Population 3 - the farmer household level_i.e., farmers (male/female, age¹, ethnicity disaggregated) that produce AFDA targeted commodities (Annex 7), and

Population 4- at the market systems level, focusing on other market actors in the ZOI benefiting from or affected by AFDA's work. Focusing on firm ownership types (sex, age, ethnicity) and the main type of role played by the firm in the market system (input dealer, Agro-Processor, Extension service provider, financial service provider), ethnicity of firm owners;

Population 5: Technical AFDA staff that interact with agricultural market systems actor firms and producers/producer groups, which is inclusive of prioritized market system actors within AFDA targeted sectors.

Outcome Harvesting components

Outcome harvest is a methodology used to examine positive and negative outcomes that happened as a result of the project. The consultant is expected to use quantitative data analytics (using pre-existing indicator data and survey data) and qualitative data (e.g., interviews of key informants such as MSDF partners, AFDA participants, and focus group discussions of targeted farmers groups) to understand the scale and sustainability of positive and negative AFDA outcomes. The outcome harvest should examine how AFDA has influenced market systems (e.g., achieving systemic change). This includes examining key outcomes in AFDA's results framework and Theory of Change including but not limited to, changes in the following elements, examining differences in results across participant sex, age, ethnicity, and geographic area, at both the participant and firm-owner/leadership levels:

- Economic interdependence among market actors of different ethnic backgrounds (examining differences in sex of participants, age of participants, sex of firm owners, ZOI; interviews of farmers and MSDF partners)
- Access to agricultural support services (Examining differences in sex, age, ethnicity, ZOI)
- Access to quality inputs (Examining differences in sex, age, ethnicity, ZOI)
- Expansion of market supply-chains (domestic and international) (Disaggregated by sex, age, ethnicity and ZOI)?
- Gender equity and empowering women and youth

¹ Age is defined as; 15-29 years = Youth, 30+ years = Adult

The consultant should conduct all five steps of an outcome harvest. All tools should be reviewed by and developed in collaboration with AFDA staff. Key informant interviews and focus group discussions should be recorded and transcribed in English and coded using a software platform. These materials must be shared as part of the deliverables. The outcomes from the outcome harvest should be described in the form of outcome stories (with a story for each outcome and sub outcome), accompanied by relevant quantitative data and photos.

Outcome Harvesting (OH) methodology

See Annex 5 for the 5 outcome harvest methodology steps.

AFDA Participant Population Endline Targets & Required Strata

Population 1: Partner Firm owners Sample size: TBD N = 70	Population 2: Partner Firm employees Sample size: TBD N= 1,063	Population 3: Producers of targeted commodities Sample size: TBD N= 17,458	Population 4: Other markets actors in the ZOI Sample size: TBD N= 844	Population 5: AFDA technical staff Sample size: TBD N= 30
-Respondent sex -Respondent ethnicity -Respondent age -Core business of firm, -Sex of firm, ethnicity of owner,	-Respondent sex -Respondent ethnicity -Respondent age -Core business of firm, -Sex of firm, ethnicity of owner,	-Respondent sex -Respondent age -Respondent ethnicity -Commodity grown by respondent	Male owned, female owned, core business of firm, targeted commodities	Respondent sex Job category

ACTIVITY STAKEHOLDERS

The following categories of stakeholders shall benefit from and will be consulted during the AFDA midterm evaluation i.e.,

USAID, AFDA public and private sector partners, smallholder producers of AFDA targeted commodities in the ZOI, AFDA implementation team (in HQ and Myanmar) and other ZOI development actors.

ROLES AND RESPONSIBILITIES

The contracted firm shall;

- (i) Male and female enumerators will be recruited to match situations where respondents prefer to be interviewed by enumerators of the same sex.

- (ii) be responsible for hiring, training, and supervising the data collection team.
- (iii) develop and submit a data quality assurance plan to AFDA
- (iv) The consultant will develop the inception report, survey instruments, pre-test the instruments prior to roll out in the field. AFDA will review and approve every deliverable.
- (v) Ensure safety of data collectors i.e., from COVID-19, political environment in Myanmar
- (vi) Ensure confidentiality of responses from the midterm evaluation participants
- (vii) Clean, analyze, compile, and submit report.
- (viii) For quantitative data submit raw and final cleaned data sets to AFDA. For qualitative data submit recordings, word for word transcriptions and translations to English will be required; as well as code sheets

AFDA shall;

- (i) Approve all data collection instruments prior to actual data collection at the field level.
- (ii) Provide clarifications about the assignment to the contractor as required by the contractor.
- (iii) Provide relevant databases of respondents, Activity design documentations, Activity reports, monitoring data for the midterm evaluation.
- (iv) Supervise the midterm evaluation data collection exercise to ensure that the data collection is done within the approved sample frame.
- (v) Provide feedback on inception report, data collection tools, and written report.
- (vi) Review quality of initial incoming data to ensure firm is collecting appropriate data.

MIDTERM EVALUATION DELIVERABLES

The contractor will be required to submit the following deliverables resulting from the midterm evaluation exercise.

i. An inception report,

- Specifying details for methodology, critical tasks, anticipated outputs, detailed date-bound timelines as informed by the midterm evaluation timeframe, resource needs, survey design and responsible person(s).
- Showing the composition of a standard field survey team, including expected tasks and responsibilities of each team member, should also be described.
- Detailing a sampling plan for the quantitative population-based household survey; and
- Midterm evaluation analysis plan and pre-test results, and detailed implementation plan reviewed and approved by AFDA.
- A data quality assurance plan. This should include the use of kobo/ODK/ONA to reduce and minimize errors during data collection, regular supervision of data collection, daily verification and validation of data collected before being uploaded into the server, data cleaning and processing as well as training of data collection team.

- Quantitative survey instrument & Qualitative Interview/FGD Guides: (a) Draft and final survey questionnaires; (b) Draft and final qualitative data collection guides; (c) Draft and final supervisor and enumerator/interviewers training agenda; (d) Draft and final supervisor and enumerator/interviewers training materials; and (e) Draft and final supervisor and enumerator/interviewers field guides.

ii. Midterm Evaluation Report. Clear, accurate, and concise evaluation reports are expected with appendices and attachments, presented in English. Estimates and confidence intervals for all indicators. The content and structure of the template are also aligned with the evaluation quality criteria below:

- Acknowledgements
- List of acronyms and abbreviations
- Table of Contents
- List of tables, figures, charts, maps
- Executive Summary
- Background/Brief project description, context, and rationale (include a section on the impacts (if any) of COVID-19 on project implementation and how the project responded)
- Purpose, objectives and expected use of the midterm evaluation
- Midterm evaluation methodology, survey sampling and data collection techniques
- Survey teams' management and operations
- Data analysis, management, and presentation
- GIS data and reporting

Results and Discussion

- Indicator Results (A-WEAI & Social Capital Index) and discussion. Graphs + tables (with standard errors) and photos included.
- Answers for each learning question (quantitative and qualitative results, with supporting secondary data). Graphs + tables (with standard errors) and photos included.
- Outcome Harvesting findings with 1) Systems change rating table 2) All outcome stories with each outcome story containing a section on sustainability & scale; a section on lessons learned; and a section on inclusion, as relevant. Quantitative data paired with iconographs should be in each story. 3) Key recommendations summary
- One table of indicators showing (i) progress from baseline for relevant indicators, and (ii) Progress towards Life of Activity Targets for annual indicators
- Data analysis methods, processes, and limitations
- Indicator/PMP results for 2021
- Summary of Key Lessons Learned (with a half page case study writeup for each lesson pointing out any relevant gender, youth, ethnicity issues)

Conclusions

Recommendation

Annexes:

- Terms of Reference for the midterm evaluation
- Timetable

- List of documents, references, and data sets used
- Clean final Survey instruments : questionnaire, interview guide (s), etc.
- Field work documentation
- Description of sampling procedures with sample size formulas and final strata tables
- Data analysis procedures

Electronic copies of all raw and processed data and GPS waypoints will be included with the final report.

Final Report Briefer. A 2-3 page stand-alone brief describing the evaluation design, key findings, and other relevant considerations. It will serve to inform any interested stakeholders of the midterm evaluation and should be written in language easy to understand by non-evaluators and with appropriate graphics and tables.

Final Outcome Harvest Briefer (following examples given, must use high quality photos and quantitative + qualitative data).

Briefing to AFDA: Multimedia presentation to AFDA Management Team of findings, conclusions, lessons learned, and recommendations.

All key documents shall be reviewed and approved by AFDA.

TEAM COMPOSITION FOR THE MID TERM EVALUATION

The contractor will identify the staffing for the midterm evaluation and the percentage of the time each will spend. Include no more than a half-page bio sketch for each individual considered essential for the successful implementation of this contract.

The core midterm evaluation team should consist of the following: (i) A team leader experienced in leading quantitative and qualitative studies, knowledgeable of market systems Development programming, preferably with experience in Myanmar; and (ii) a Survey Specialist, with experience in data management, use of mobile data collection technologies, and statistical analysis.

In addition, the contractor will be required to identify the appropriate structure and number of enumerators/data collectors/supervisors/data entry clerks that will be used to complete the midterm evaluation on time, and to hire those persons in Myanmar.

Note: AFDA staff will support the midterm evaluation process to (i) ensure adherence to the approved methodology, and (ii) to introduce beneficiaries, partners, and stakeholders to the midterm evaluation team.

Qualification and responsibilities of suggested team members

Position	Qualifications	Responsibilities
Team Leader	<ul style="list-style-type: none"> • Advanced degree in a relevant academic field • Demonstrated experience leading midterm evaluation and other related M&E exercises 	<ul style="list-style-type: none"> • Ensuring timeliness and quality of all products/activities required to complete this midterm evaluation.

Position	Qualifications	Responsibilities
	<ul style="list-style-type: none"> • At least 10 years' experience in conducting midterm evaluations and evaluations for agricultural development projects (both quantitative and qualitative) • Demonstrated experience in participatory evaluation, community-based approaches, and development projects • Background in integrating gender in the evaluation designs required • Demonstrated experience leading teams • Strong critical analysis and report-writing skills required • Excellent verbal and written communication in English required; Burmese fluency preferred • Previous experience working in Myanmar • Market systems technical expertise, agricultural production, processing, and marketing preferred • Experience working with USAID reporting and assessment tools is preferred • Knows how to apply the Outcome Harvesting methodology • Has advanced writing skills 	<ul style="list-style-type: none"> • Development and modification of the data collection tools (questionnaire; focus group guides, interview protocol, etc.), as appropriate, including a field manual for training, in consultation with the Survey Specialist. • Ensuring that translations of questionnaires, focus groups guides, etc. are accurate. • Submitting a complete standard report using analyzed data with outlines and fully written text in a timely manner. • Submitting to AFDA all the documents related to the midterm evaluation (filled questionnaires, electronic versions of the collected data, training manual, fieldwork logs, etc.) • Qualitative and Quantitative data analysis
Survey Specialist	<ul style="list-style-type: none"> • Advanced degree in a relevant academic field • Experience in Survey Design and developing sampling methods is essential • At least 5 years' experience in survey management, implementation, or evaluation of complex projects • Experience in designing studies using mobile devices, preferred • Demonstrated experience in designing input masks and data collection tools, processing, and analysis of data • Demonstrated experience with processing and analysis of data, specifically using Access, SPSS, Epi-Info etc. • Demonstrated experience in conducting qualitative data collection and analysis • Demonstrated experience on training local staff in quantitative and qualitative data collection tools including entry software (including experience collecting anthropometric data) • Excellent verbal and written communication in English and Burmese dialect; 	<ul style="list-style-type: none"> • Data management and statistical analysis • Pre-testing and adaptation of questionnaire/tools • Supervising the field administration of the questionnaire/tools • Monitoring delivery of field interviews and data validation • Sampling, questionnaire coding, database design, training of enumerators, data cleaning, and statistical analysis • Designing the data entry template, procedures and systems, and training of entry clerks in the use of the template, if required • Oversee quantitative and qualitative data collection and supervise post fieldwork data entry • Provide data that is completed and labeled in English (variables and values) for both the SPSS and CSV file formats. • Support team leader interpret analyzed data.

Position	Qualifications	Responsibilities
	<ul style="list-style-type: none"> • Previous experience working in Myanmar, Southeast Asia preferred; • Experience with USAID reporting and assessment tools preferred. 	
Gender and Social Inclusion Specialist	<ul style="list-style-type: none"> • Demonstrated knowledge of and proven successful ability to conduct gender audit and gender integration programming • Clear knowledge and understanding of gender and youth relationships within the country and AFDA project area of coverage. Demonstrated awareness of and responsiveness to gender and social issues in cross-cultural contexts • Understanding of gender/youth framework as practiced by USAID /Market system landscape to identify empowerment impacts • Strong analytical skills, including ability to gather and analyze a variety of information pertaining to issues and to develop appropriate recommendations for action • Proven ability to successfully design and conduct training and workshops and lead interviews and focus groups • Ability to communicate effectively with persons on all levels on issues that could be complex or sensitive in nature • Strong written communication skills, including demonstrated ability to write required documents in a clear, concise, well-organized manner • Understanding of market systems and crop production, processing, and marketing preferred. • Proven ability to work effectively in a multi-cultural environment. Awareness, sensitivity, and understanding of cross-cultural issues 	<ul style="list-style-type: none"> • Ensure gender, youth, marginalize sector related issues and concerns are documented and incorporated in the report • Development and modification of a gender, youth, and culture responsive/sensitive data collection tools (questionnaire; focus group guides, interview protocol, etc.), as appropriate, including metrics related to targeted aspects of empowerment and the creation of a field manual for training, in consultation with the Survey Specialist and the team leader. • Train the enumerators on interviewing women/youth/ethnic groups with appropriate sensitivity • Add recommendations on the areas of improvement of impact on inclusivity /inclusive business models, particularly how the overall performance can enhance the empowerment parameters of the project participants.

CONTRACTING MECHANISM

The selection committee will evaluate the Offerors based upon their cost proposal and technical proposals i.e., according to the criteria for evaluations below;

#	Proposal evaluation criteria	Points
1	Technical report (depicting an understanding of the task and the execution)	25%
2	Key staff qualifications	25%
3	Capabilities	15%
4	Past performance/References	15%
5	Cost reasonableness	20%
	Total score	100%

Note: Offerors are expected to examine the specifications and all instructions in the RFP. Failure to do so is at the Offeror's risk.

A contract will be offered to the responsible bidder whose proposal follows the RFP instructions and is judged to be the most advantageous to AFDA.

COST PROPOSAL

Bidders will submit a proposed budget alongside the technical proposal. The proposed budget will have sufficient detail to allow evaluation of elements of costs proposed. A brief cost narrative should also be included with your cost proposal. Budgets should be in MMK; AFDA reserves the right to request any additional information to support detailed cost and price. Offerors should include a budget break down by;

- (i) Labor Costs that reflects appropriate staffing requirements to complete the task in a time effective manner (including the names of staff who will conduct work, unit labor costs, number of enumerators and enumerator unit cost.)
- (ii) Travel Costs
- (iii) Operations
- (iv) Other Direct Costs
- (v) Fees
- (vi) Indirect Costs.

TECHNICAL PROPOSAL

The technical proposal should include;

- Specifying details for methodology, critical tasks, anticipated outputs, detailed date-bound timelines as informed by the midterm evaluation timeframe, resource needs, survey design and responsible person(s).
- Showing the composition of a standard field survey team, including expected tasks and responsibilities of each team member, should also be described.
- Detailing a sampling plan for the quantitative population-based household survey with quantitative sample sizes for each population clearly laid out; and for qualitative data collection.
- Midterm evaluation analysis plan and pre-test results, and detailed implementation plan.

- A data quality assurance plan. This should include the use of kobo/ODK/ONA to reduce and minimize errors during data collection, regular supervision of data collection, daily verification and validation of data collected before being uploaded into the server, data cleaning and processing as well as training of data collection team.
- Capability statement
- References

Note: see additional instructions below regarding what to consider under capability statement and references.

CAPABILITY STATEMENT

Demonstrate capabilities and technical experience by providing the following: (a) Organization Overview (b) Capabilities Statement (c) Website (if applicable) (d) Sample of the two most recent evaluation designs (within the past 3 years) developed by the consultant (f) Activity (work) Schedule, and (g) examples of two recent reports written by the bidder.

REFERENCES

Please include three client references and contact information. References should have worked with you within the past two years in connection with the regions (and if possible, subject matter) applicable to this RFP.

TERMS OF PAYMENT

Once an award is issued, it will include a fixed price payment schedule with specified deliverables. Payments shall only be done once the deliverables are approved by AFDA.

MIDTERM EVALUATION TIMELINE

The midterm evaluation is expected to be conducted from August 16– October 16 ,2022.

INSTRUCTIONS FOR SUBMISSION OF PROPOSAL

The technical proposal and cost proposal shall be identified as such and sent via email. The cost proposal and technical proposal shall be clearly identified with the RFP number and the bidder's name.

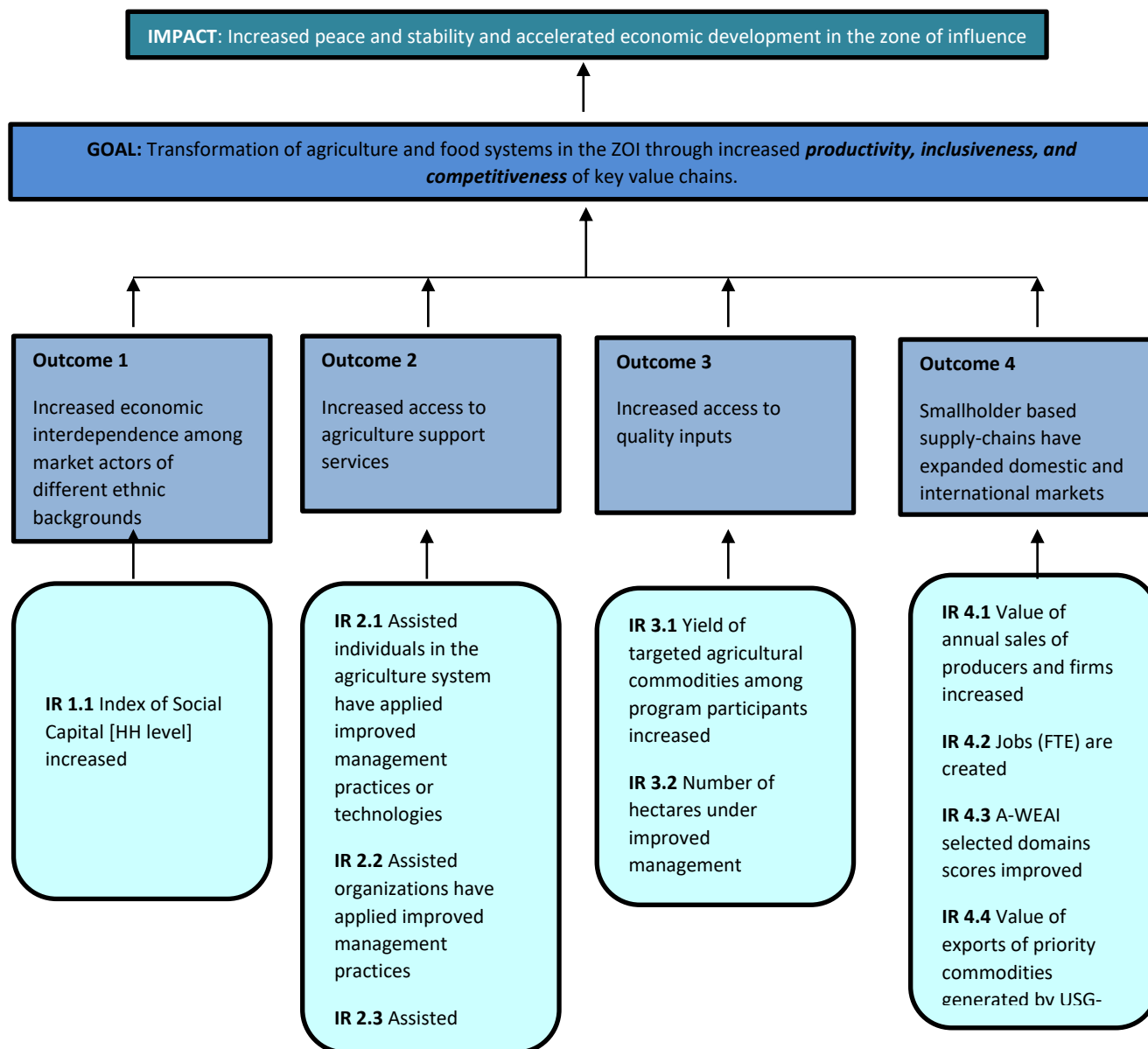
All responses to this RFP must be received no later than the submission deadline specified on the cover page of this RFP.

All inquiries and requests for information regarding this RFP, the technical proposal, and the cost proposal must be submitted to;

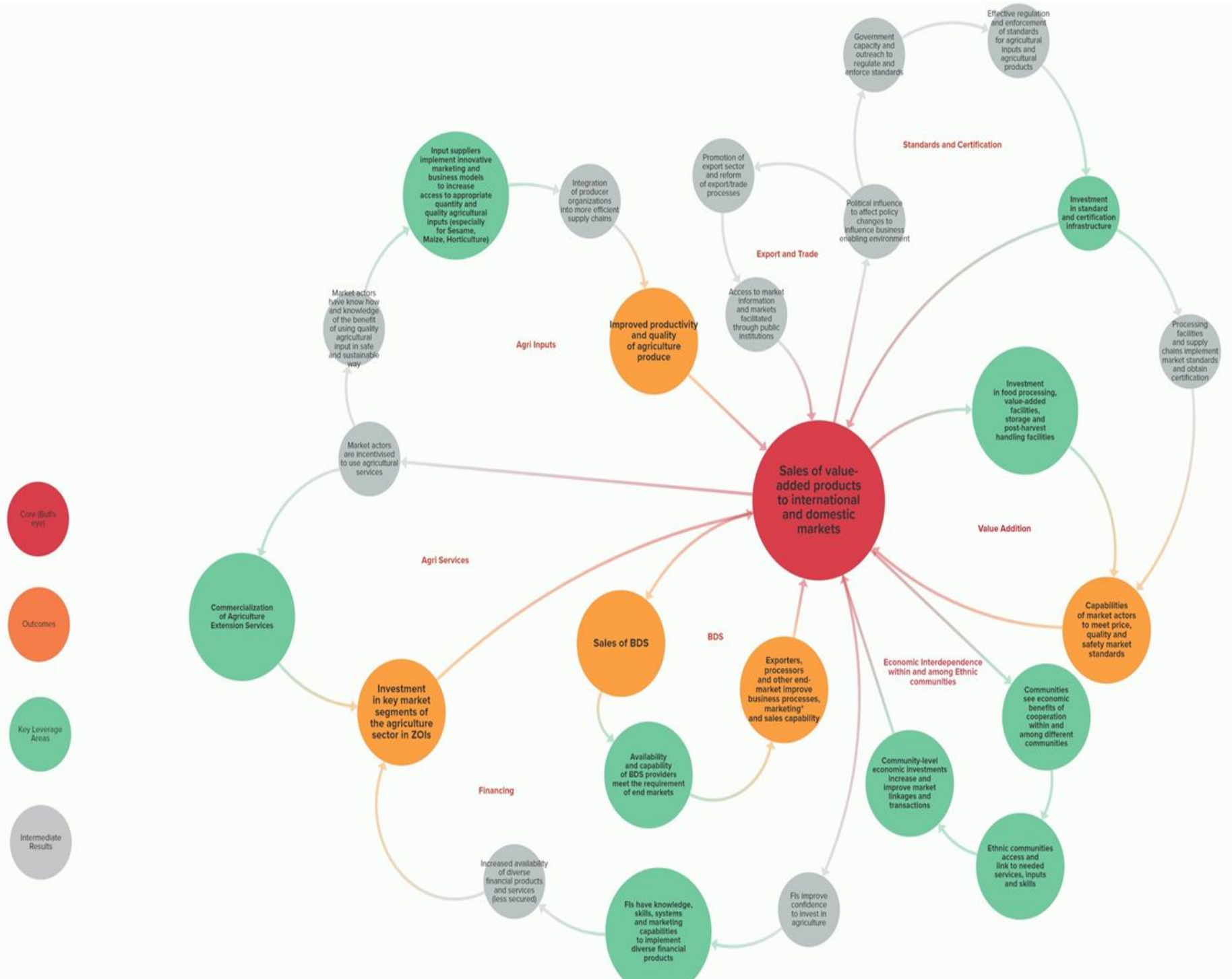
#	Contact	e-mail address
1	Win Naing	afdaprocurement@activocamm.org

Note: AFDA will not compensate bidders for their preparation of responses to this RFP.

Annex I: AFDA Results Framework



Annex2: AFDA Markey systems map with Key leverage areas



Annex 3: Framework for identifying systemic market changes

In terms of what qualifies as a “systemic change” in this midterm evaluation, the following framework may be used.

I. Agent-level characteristics:

- Changes in one or more ways in which agents organize themselves, produce and market their product or service, use finance, and gather information about their markets
- Sensitivity and ability to quickly respond and adapt to changes in context
- Changes in willingness to invest in new, specialized services

2. Relationship-level characteristics, based on an understanding of the state of commercial networks prior to partnership with the Activity

- Changes in the number and type of business partners (diversity) and lengths of commercial relationships (duration)
- Changes in the character of commercial relationships that carry additional benefits for trading partners (particularly the addition of embedded services) - This includes examining perceptions of trustworthiness of commercial partners, as well as changes in flows between actors (looking mostly for changes in the conveyance and use of information).

Source: Developed by Canopy Lab and ACDIVOCA for outcome Harvest

Annex 4: AFDA Indicators with Life of Activity Targets

Number	Indicators	Baseline	LOA Target
OUTCOME			
IR 1.1	RESIL b Index of Social Capital	TBD	50%
IR 2.1	EG 3.2.24. Number of individuals in the agriculture system who have applied improved management practices or technologies with USG assistance	0	70,208
IR 2.2	Number of organizations that have applied improved technologies & management practices	0	185
IR 2.3	CBLD-9. Percent of assisted organizations with improved performance	0	80%
IR 3.1	EG 3-10-11,12. Yield in MT of targeted agricultural commodities among program participants with USG assistance	TBD	≥33%
IR 3.2	EG 3.2-25. Number of hectares under improved management practices or technologies with USG assistance	0	57,561
IR 4.1	EG 3.2-26 Value of annual sales of producers and firms receiving USG assistance (in USD)	TBD	41,348,151
IR 4.2	Number of full-time equivalent (FTE) jobs created with USG assistance	0	3,550
IR 4.3	Increase in abbreviated WEAI selected domains	TBD	30%
IR4.4	Value of exports of priority commodities generated by USG-assisted enterprises (in USD)	0	12,000,000
OUTPUT			
Output 1	EG 3.2. Number of individuals participating in USG food security programs	0	125,000
Output 2	EG 3.1.14. Value of new USG commitments and private sector investment leveraged by the USG to support food security and nutrition	0	28,132,308
Output 3	EG 3.2.27. Value of agriculture-related financing accessed as a result of USG assistance	0	10,517,022
Output 4	GNDR -2 Percentage of female participants in USG-assisted programs designed to increase access to productive economic resources [IM-level]	0	45%
Output 5	YOUTH-3 Percentage of participants in USG-assisted programs designed to increase access to productive economic resources who are youth (15-29) [IM-level]	0	35%

LOA = life of Activity

ANNEX 5. Outcome Harvest Methodology 5 Steps

- Step 1: The firm reviews relevant reports and documents so they are familiar with the Activity. During this process the firm should map potential outcomes they would like to explore in future steps (in interviews and focus group discussions) around AFDA targeted outcomes and results. The outcome hierarchy that comes out of this review process should be shared for review and discussed in a subsequent meeting with AFDA points of contact. Details regarding what the activity did to potentially

- contribute to each outcome should be aligned with the mapped outcomes, to create outcome description drafts, which should also be shared for review and feedback.
- Step 2: The firm interviews AFDA staff and key partners to explore outcomes in the initial outcome hierarchy. The firm should share interview guides (per thematic staff group) prior to implementation. Guides should be aligned with the initial draft outcome hierarchy. Interviews with staff should be recorded and transcribed word for word. These interviews should provide additional insight on outcomes, lessons learned, as well as provide leads for who/what should be verified in future steps of the outcome harvest process. The outcome hierarchy should be revised based on information obtained in these interviews.
 - Step 3: The firm randomly selects individuals and organizations to interview for further exploration and verification of the adjusted outcome hierarchy. These individuals/organizations should be selected such that various types of groups AFDA has assisted (e.g., females, youth, geographic regions, etc.) are represented in the study. Strata should be discussed with AFDA MERL staff and HQ MERL staff. The firm then creates focus group discuss/key informant interview guides based on the current outcome hierarchy. These tools should be shared with the AFDA MERL staff & ACIDI/VOCA MERL HQ staff for review and approval, prior to use. Key informant interviews (KII) and focus group discussions (FGD) should be conducted until qualitative thresholds are reached/substantial patterns are observed. To provide some context, based on previous outcome harvests, interviews and FGD's with 70-100 individuals were necessary. Again, each KII should be recorded and transcribed into English (so translation might be needed after transcription). Following each KII/FGD the data collection team should discuss if the outcome hierarchy should be adjusted, and if the tools for subsequent KII's/FGD's also need to be modified based on the information that has been obtained. The firm should take photos, with the proper permission, during this process, for use in the final deliverables.
 - Step 4: Qualitative data (FGD and KII transcriptions) is analyzed using a software platform (e.g., Nvivo/MAX DQA etc.), where information is coded to outcomes and their sub outcomes. The outcome hierarchy should be adjusted based on this coding and reviewed with project points of contact.
 - Step 5: Information from coded outcomes and sub outcomes are used to write the outcome descriptions for the final report. The firm should follow the outcome harvest outline provided by the project. This should follow the example and format laid out in the previous REGAL-AG report. Systemic change ratings for each outcome should be included based on a change rating scale. Outcome descriptions should communicate the why, what, how, and where of the outcomes in the form of a narrative story that can easily be understood and digested by a reader external to the project. High-quality photos should be used in the report and briefer and complimentary qualitative data from the projects' continuous monitoring system

should be in text boxes and integrated into the text to add context. Secondary data and references should also be integrated, as relevant, for context purposes (e.g., to better tell the story and illuminate the scope/depth/meaning of the outcome). The report and brochure shall be iteratively reviewed (and subsequently adjusted by the firm based on feedback) by relevant AFDA staff & ACDI/VOCA HQ staff until it has been approved as a deliverable.

ANNEX 6: A-WEAI Indicators

WEE Sphere	A-WEAI Domain	Indicator
Access, Agency	Access to and Decision-Making Power over Productive Resources	<ul style="list-style-type: none"> -Ratio of women/men that have accessed assets related to sector activities – technology, inputs, BDS, training, etc. as a result of AFDA support - Percentage of AFDA women smallholder with access to formal and/or informal savings and/or credit (through self-help groups, VSLAs, farmers groups, government institutions, MFIs, or formal financial institutions) -Number of women smallholder with access to formal and/or informal savings and/or credit (through farmers groups, government institutions or formal financial institutions) due to AFDA assistance -Average value of loan sizes (formal and informal) that women access as a result of AFDA support – (including female firm owners as well as smallholder farmers)
Agency	Control over Use of Income	<ul style="list-style-type: none"> - Number of women who report increased control over their own income. -Percentage of households reporting that females provide input into decisions about the use of income (1=no input, 2=input into very few decisions, 3=input into some decisions, 4=input into some decisions, 5=input into all decisions); disaggregated by age, ethnicity
Access, Agency	Leadership and Group Membership	<ul style="list-style-type: none"> - Number of women in leadership or management positions in farmers groups/associations/firms due to AFDA assistance (firm/group-level) -Number of women’s role upgrades as a result of skills training (firm-level, participant-level) -Number of women reporting more favorable perceptions of themselves after being in such roles -Percentage of AFDA participants who agree with the concept that females are strong leaders
Rules	N/A	<ul style="list-style-type: none"> -Number of firms or organizations that report agreeing business benefits from incorporating women in their business models. -Percentage of AFDA-assisted organizations who have adopted/developed inclusion products/policies/practices. -Number of firms or organizations in which at least one AFDA- targeted gender or social inclusion norm or behavior has changed

ANNEX 7: PRODUCERS

#	Commodity	Female	Male	Total
1	Sesame	1,723	3,380	5,103
2	Tea	3,835	806	4,641
3	Groundnut	484	668	1,152
4	Chickpea	108	164	272
5	Mango	6	38	44
6	Sunflower	6	34	40
7	Quince	19	23	42
8	Cow pea	75	117	192
9	lablab beans	82	90	172
10	Mung Beans	48	59	107
11	Pigeon pea	2,250	1,797	4,047
12	Potato	3	56	59
	Total	8,639	7,232	15,871