

Terms of Reference

Conducting Impact Assessments and Evaluations of the Nepal Agricultural Market Development Program Phase- II (NAMDP-II)

1. Background

Swisscontact, established in 1959 in Switzerland, is a leading partner organisation for the implementation of international development projects. It was registered as an International Non-Governmental Organisation in Nepal and has been operating since 1991. It is currently implementing six development programmes across all seven provinces of Nepal. The organisation promotes inclusive economic, social, and ecological development to make an effective contribution towards sustainable and widespread prosperity in developing and emerging economies. It strengthens the competencies of people, improving their employability, increases the competitiveness of enterprises, growing their business, and fosters social and economic systems, promoting inclusive development.

On-going initiatives of Swisscontact in Nepal include the Nepal Agricultural Market Development Programme (NAMDP), also known as Sahaj (Nepali for 'facilitate' or 'make easier'), which contributes to a long-term vision of thriving and inclusive agriculture markets that develop comparative advantages for import substitution and export growth, and thereby contribute to poverty reduction.

Sahaj-NAMDP Phase II, is a bilateral project between the Government of Switzerland and the Government of Nepal. It is implemented by a consortium of Swisscontact (as the lead agency) CEAPRED (Centre for Environmental and Agricultural Policy Research, Extension and Development) on behalf of the Swiss Agency for Development and Cooperation (SDC). The programme focuses on Koshi province.

Sahaj-NAMDP Phase II, is designed with three successive phases spanning across a 12-year horizon. Sahaj's objectives are based on a vision of a thriving and inclusive agriculture sector, aiming to grow employment and income for Nepal's rural population.

Sahaj-NAMDP Phase II, builds on the work done in the previous phase, but shifts focus on forward market linkages, strengthening the Commercialisation and export of the country's agricultural produce. The second phase will run from December 2020 until November 2024. Using the MSD approach, the program will provide financial and technical support for new agricultural products, services, and innovation in Koshi Province. This will increase demand for smallholders' produce, including them in value-added supply chains and building resilience in rural communities through higher employment and income.

Sahaj-NAMDP Phase II's slogan "partner for innovations in agriculture markets" will be paramount in Phase II – a strong focus on supporting small agri-businesses with innovative services in the province. This will be done through three pillars supporting i) agriculture services, ii) non-agriculture services, and iii) the overarching business environment. Under these pillars, the program will identify and address constraints to innovative and sustainable agriculture products and services. This includes addressing policy bottlenecks and unlocking the potential

for closer collaboration between the government and the private sector. Sahaj-NAMDP Phase II will build a portfolio of interventions (support for Small and Medium Enterprise partners), starting in the maize, dairy, cardamom, and vegetable sectors. Additionally, the program will support the government's efforts to strengthen the federal structure by working closely with provincial and local government units.

Sahaj-NAMDP Phase II objective is to support market system transformation to achieve the goal: **"women and men, including from disadvantaged groups, find employment and increase income."** Three interlinked outcomes contribute to this goal, with Outcome 2 & 3 acting as steppingstones to achieve the goal.

- **Outcome 1:** Agribusinesses, particularly SMEs increase trade value of agricultural produce in key value chains.
- **Outcome 2:** Agriculture and Non-Agriculture Service Providers offer innovative services/products.
- **Outcome 3:** Sub-national and national government provide a more enabling environment for businesses and SME growth, particularly in agriculture.

2. Context of the assignment

The Nepal Agricultural Market Development Programme (NAMDP) also known as "Sahaj" is a Swisscontact initiative aimed at transforming agricultural market systems in Nepal. NAMDP focuses on improving livelihoods for women and disadvantaged groups by increasing employment and income opportunities.

Concerning this, in a rapidly changing agricultural landscape, NAMDP aims to tackle challenges like limited market access, inadequate support services, and the need for innovation. By promoting inclusive growth and fostering collaboration among agricultural and non-agricultural service providers, smallholder farmers, SMEs, and local governments, NAMDP seeks to build a resilient agricultural ecosystem through a Market System Development (MSD) approach, which emphasizes collaboration among various market actors to stimulate demand for smallholder produce and integrate them into value-added supply chains.

This context emphasizes the need for robust impact assessments & evaluation to understand the program's effectiveness and recommend improvements by assessing the program's success, challenges, and areas for improvement by gaging achievements against both qualitative and quantitative indicators of the Logical Framework and result chains which eventually aims to support more effective and sustainable agricultural market development in Koshi Province.

Additionally, conducting this proposed study in the fourth year of interventions will capture changes in the agricultural landscape, provide insights for necessary adjustments, and gather beneficiary feedback. These findings will guide future resource allocation and strategic planning, making the impact assessment & evaluation crucial for understanding NAMDP's overall impact.

NAMDP is looking for a qualified national consultancy firm to conduct impact assessments and evaluations of the NAMDP under the framework agreement.

The RFP requires bidders to provide detailed daily consultancy fees for the experts involved in the assignment (Section 11). All consultancy fees for these experts and some rates of the out-of-pocket expenses shall remain fixed throughout the duration of the framework agreement.

3. Objective of the assignment

The primary objective of this RFP is to solicit proposals from qualified bidders to conduct comprehensive impact assessments and evaluations of the NAMDP initiatives. The selected bidder will provide insights into the programme's effectiveness, efficiency, impact and sustainability, ultimately guiding future interventions. Key tasks include:

- a. Evaluating the impact & effectiveness of the intervention
- b. Evaluate Sector-Specific Impacts over the time
- c. Identifying the effects/impacts on the targeted population
- d. Identify challenges and opportunities for enhancing program effectiveness and sustainability.
- e. Collecting information/learning/good practices/recommendations for improvement.
- f. Collect evidence to demonstrate NAMDP achievements.
- g. Meeting the reporting requirements of the intervention.

4. Scope of Work

The assignment will cover multiple studies under the framework agreement. This will include tentative **five tasks** as follows. These lists are tentative and for each activity a separate ToR will be drafted and accordingly proposal will be requested:

1. Sector Transformation studies (Maize, Dairy, Large Cardamom and Vegetable),
2. Impact assessment of Non-Agriculture services,
3. Impact assessment of Agriculture services,
4. Evaluation of the Impact of Gender equality and social inclusion (GESI) initiatives,
5. Evaluating the Impact of Public private partnership (PPP) of NAMDP II at Koshi Province.

Kindly note that the specific names and number of assignments may vary based on the needs of the Monitoring and Results Measurement (MRM) Unit.

The impact assessment & evaluation will normally happen at three levels of stakeholders:

1) Service Providers (SPs): The partners who provide services for the Agri Businesses (Partners of NAMDP or Service Providers who are influenced by interventions implemented by NAMDP)

2) Agri Businesses (SMEs): Agriculture-based SMEs who take services provided by the Service providers.

3) Farming Household (Farmers): Smallholder farmers who engage with Service Providers/Agri SMEs partnered with/influenced by NAMDP's intervention.

The selected bidder will be responsible for performing the following tasks, with details specified in the Terms of Reference (ToR) of the framework agreement.

- **Team Composition:** Appoint team leader and relevant professionals for the study as per the assigned ToR.
- **Inception Report:** Prepare inception report detailing methodology, sample size, draft tools, and tentative budget per ToR.
 - Draft survey tools (qualitative and quantitative) for review and feedback.

- Finalized survey tools in close coordination with NAMDP MRM and Programme team, incorporating any comments and suggestions from NAMDP team.
- Translate data collection tools into Nepali
- List of supervisors and enumerators assigned to the survey.
- Comprehensive data collection plan, including the orientation schedule for enumerators on the survey tools & Pilot test of draft tools.
- Submit a financial proposal for negotiation with the NAMDP team.
- **Orientation and Pre-testing:** Conduct training sessions for enumerators and pilot test data collection tools.
- **Field Data Collection:** Execute data collection while ensuring quality control.
- **Qualitative Insights:** Conduct FGDs and KIIs to gather qualitative data, including GESI and environmental impacts (as per the data collection plan). List of sampled agricultural businesses, including complete addresses and GPS locations.
- **Sample List:** List of sampled respondents, detailing names, ethnicity, and addresses (municipality/rural municipality, ward, village/tole) along with GPS locations
- **Draft Report:** Prepare draft survey report for review and feedback.
- **Presentation:** Present findings to the NAMDP team for discussion/feedback
- **Final Report:** Incorporate feedback, finalize, and submit both hard and electronic copies of the report.
- **Data Submission:** Provide both raw and processed data sets to the NAMDP team.
- Any additional deliverables as needed during the survey process.

5. Modality

The proposed framework agreement to conduct the impact assessment & evaluation aims to assess the agricultural sectors in Koshi Province, focusing on NAMDP II prioritized sectors like maize, vegetables, large cardamom, and dairy to identify opportunities for commercialization, trade, and value addition. This will encompass a thorough review of various sectors integral to the Nepal Agricultural Market Development Programme (NAMDP) like access to finance (A2F), business development services (BDS), logistic services, start-up & innovation along with business enabling environment and federal state building (BEE-FSB).

The framework agreement encompasses multiple studies, each with distinct scope and cost based on the specific tasks outlined.

The selected bidder operating under the framework agreement will receive separate Terms of Reference (ToR) for each assignment, outlining the specific objectives and scope of each assignment before conducting any Impact assessment & Evaluation. Hence, after completion of the first assignment, from the second onward, for each assignment, NAMDP will provide ToR and request the selected bidder for their technical proposal along with the cost details. After reviewing and negotiating, NAMDP will approve and provide job orders to start each assignment.

The financial proposal shall be submitted for the first assignment on the 'Sectoral Transformation Study of the Maize, Vegetable, Large Cardamom and Dairy in Koshi Province: An Analytical Study within the Nepal Agriculture Market Development Programme' as per the attached another supplementary ToR (Annex 3), along with possible/potential subject matter experts' daily rate.

The financial proposal shall be a reference for subsequent next assignments. Based on the geographical locations, number of working days engaged, and population of the participants (sample size) as required, the cost and scope may differ for each assignment/task, except the rate of the human resource' fees and some of rates of the out-of-pocket expenses which remain fixed throughout the duration of the framework agreement.

The assessment and evaluation study will be conducted at different intervals as per the requirements within the agreed timeline. The agreement entered into with the bidder will govern all the assessment & evaluation and no separate contract/agreement will be entered into for such multiple studies. The selected bidder will be communicated through separate email communication for the assessment evaluation as and when required.

6. Duration and Deliverables

The entire period/duration of the framework assignment for all the tasks/sectors as stated in Section 4, 'Scope of Work' will be 1 December 2024 to 30 September 2025.

The deliverables for this assignment will be as per the outlined in the duties and responsibilities (section 4, scope of work). In brief the bidder shall provide the following deliverables to NAMDP for each assignment within the above stated duration/period.

- Inception Report: A comprehensive analysis of project needs and context detailing methodology, sample size, draft tools, and tentative budget per ToR.
- Work Plan: A detailed plan outlining timelines, milestones, and responsibilities.
- Data Collection Tools: Development and submission of survey instruments and guidelines.
- Orientation & Pilot Test: Conduct orientations and pilot tests for data collection tools.
- Data Collection & Analysis: Collection and analysis of data according to the work plan.
- Final Report: A detailed report including findings, conclusions, and recommendations
- Presentation of Findings: A summary presentation for stakeholders, incorporating feedback and highlighting key insights and recommendations.
- Submission of Final Report: Submission of the final report (both electronic and hard copy) along with the raw data sheet.

7. Required expertise

- The bidder should have expertise in agriculture, agricultural marketing, governance, public private sector development, and have more than 3 years of experience. We prefer a diverse team for the assignments.
- The team should comprise members having demonstrative experience of conducting qualitative and quantitative assessment in above mentioned areas commissioned by government, bilateral or international non-government organizations.
- Familiarity with the market system development approach and prior experience of conducting assessments on agriculture market system development will be an added value.
- Good track record of accomplishment in developing and conducting qualitative studies.
- Excellent report writing and communication skills.
- Prior work experience and networking in Koshi Province will be an advantage.

8. Request for Proposal

Interested bidders are requested to submit documents showing their keen interest in undertaking the proposed assignment as listed below. The proposal should include following:

1. Cover letter expressing interest
2. Eligibility criteria documents (mentioned in section 9)
3. Technical proposal along with CV of all key human resources proposed especially for Team Leader, Data Analyst (M&E Expert/Statistician), Field Supervisors cum GESI Expert and various Subject Matter Experts as demanded by the assignments.
4. Financial proposal

9. Selection method

Both technical proposals (2 proposals as stated Section 5) and financial proposal must be submitted in two separate PDF files. The cover letter expressing interest and eligibility criteria documents shall be included in the files of technical proposal. The financial proposal will be opened only after the technical proposal is rated. Technical proposals with score less than 50 marks will not be further evaluated.

The consulting firms are required to submit both the technical and financial proposal within the stipulated deadline. NAMDP shall employ Quality-Cost-Based-Selection (QCBS) method [Technical Proposal Weightage: 70% and Financial Proposal Weightage: 30%].

Following legal/statutory documents to meet eligibility criteria need to be submitted along with technical and financial proposals within the date stipulated in this RfP:

- Organisation profile
- Registration certificate along with latest renewal/update letter issued by Office of The Company Registrar
- VAT registration certificate
- Tax clearance Certificate 2079/80
- Declaration of conflict of interest (attached a form)

10. Structure of Technical Proposal

Interested organizations are requested to submit technical and financial proposals separately through email with subject line mentioning “[Technical or Financial] Proposal- [Full name of applicant]”. The submissions of the proposals should be in non-editable format (pdf). The technical and financial proposals should contain below information:

- A. Organizational profile demonstrating relevant knowledge and work experiences in using various monitoring and evaluation approaches in Nepal.
(Please limit the details in 3 pages)
 - a. Result Based Monitoring and Evaluation (RB M&E)
 - b. Monitoring, Evaluation, Accountability and Learning (MEAL)
 - c. Donor Committee for Enterprise Development (DCED) Standard
 - d. Market System Development (MSD) Approach
 - e. GESI based disaggregation necessary for Impact Assessment & Evaluation.
- B. Relationship among Result Chain (RC), Theory of Change (ToC) and Logical Framework Approach (LFA) (Max. 2 pages)
- C. Strategies for efficient and effective survey for assessing results (i.e., outcome and impact) using following elements; (Max. 3 pages)
 - a. Inception report with detailed methodology, scope and expected outcomes based on the consultancy agreement
 - b. Method to develop quality survey tools
 - c. Sampling design and sample size
 - d. Data collection method and tools
 - e. Procedure to control quality of data
 - f. Data analysis method and software

- g. Interpretation, presentation, and dissemination of survey findings
 - h. Uses of survey findings
- D. Tentative survey work-plan for the Impact Assessment & Evaluation (one page)
- E. Available resources like roasters of consultants, necessary tools, technology etc. (TAB, Mobiles, field gears, laptops etc.) to effectively manage and execute the project on time (1/2 Page)

11. Structure of Financial Proposal

The financial proposal for the first assignment on the 'Sectoral Transformation Study of the Maize, Vegetable, Large Cardamom and Dairy in Koshi Province: An Analytical Study within the Nepal Agriculture Market Development Programme' as per another ToR attached separately should at least include the following details as stated in the table below. The rates for all experts who may be required for subsequent studies/assignments in a separate table as stated below. Bidder can also submit a separate document/sheet for specific and detailed breakdown or descriptions to support/clarify the proposal.

Particulars	# Days	Quantity	Rate	Amount	Remarks
A- Human Resources					
A.1 Team Leader					
A.2 Data Analyst (M&E Expert/Statistician):					
A.3 Subject Matter Expert					
A.4 Field Supervisors cum GESI Expert					
A.5 Enumerators					
Subtotal (A)					
B- Out of pocket Expenses					
B.1.Travel/Transport/DSA/Accommodation (please allocate in detail as possible)					
1. Travel cost for enumerators (from/to the study site)					
2. Accommodation for four enumerators					
3. DSA for four enumerators					
4.					
5.					
B.2.Workshop/training/Meeting/Focus Group discussion cost					
1. Training (survey tools orientation) to enumerators					
2.					
B.3 Other costs (Insurance, Printing/stationary, communication, etc.)					
1. Accident Insurance for enumerators and field supervisors					
2. Printing and stationary					

3. Communication charge for enumerators and field supervisors					
B.4 Data collection from field					
B.5 Presentation of findings					
.....					
Subtotal (B)					
Total (C = A+B)					
VAT					
Grand Total					

Daily Rate of Experts (who may be needed for subsequent studies)

Subject Matter Expert	Daily Rate Fee	Remarks
1.		
2.		

12. Scoring criteria

For Technical Proposal:

Section	Selection Criteria	Description/Instruction	Full Marks
A	Expertise and Experience	<ul style="list-style-type: none"> Proven expertise in research impact assessment and evaluation, including experience with various monitoring and evaluation approaches of national & international organizations (5) Overall concord between ToR requirements and proposal (5) 	Proven experience:5 Concord between ToR :5
B	Relevant Experience	The organization, and relevant skills and past work experience of the consulting firm: <ul style="list-style-type: none"> Review of Organizational Profile and General work experience: relevancy, organizational structure incl. engagement and key persons, work experience in research, impact assessment & evaluation (5) Specific work experience: Relevant work experience in Agricultural research/ MSD approach as mentioned activities under scope of work (8) along with list of existing and past clientele (2) 	General:5 Specific: 5
C	Methodological Approach	Clarity and robustness of proposed methodologies for data collection, analysis, and reporting <ul style="list-style-type: none"> Data Collection (DC)- methods of DC-sampling, surveys, interviews etc and the rationale behind these choices. Data Analysis: The techniques (2) and tools (3) that will be used to analyze the collected data, ensuring they are appropriate and effective. Reporting: The plan for presenting findings, including clarity, structure, and how the results will be communicated to stakeholders (5) 	DC methods: 5 Data Analysis:5 Reporting: 5

D	Survey planning	<p>Knowledge and skills on better planning /timeliness on survey events will be judged from this section</p> <ul style="list-style-type: none"> • Work plan showing detail deliverables, implementation plan in line with the assignment stated under scope of work (section 3) with timeline 	5
E	Team Qualifications	<p>Qualifications and experience of the proposed team members for the assignment may include team of:</p> <ul style="list-style-type: none"> • Team Leader (TL): responsible for project, thought leadership and liaison with NAMDP. • Data Analyst (M&E expert/Statistician): Expertise in statistical methods and data analysis • Subject Matter Expert: Depth of knowledge in the relevant field and ability to provide insights. • Field Supervisors cum GESI Expert Experience in field supervision and gender equity & social inclusion (GESI) expertise. • Enumerators: Skills in data collection and reporting 	20
F	Gender Equality and Social Inclusion (GESI)	<p>Relevant GESI personnel and GESI related work experiences</p> <ul style="list-style-type: none"> • Organization structure (Board/Management/Senior level) • Internal GESI policies/strategies • GESI related work experiences in the past • Team composition for this assignment from GESI perspective 	5
G	Capacity and Resources	<p>Availability of necessary tools, technology etc. (TAB/ Mobiles, field gears, laptops etc. to effectively manage and execute the project on time</p>	5
Full marks for Technical Proposal			70

For Financial Proposal:

SN	Basis for Scoring/Criteria	Marks	Remarks
1	Total budget	10	The lowest will get highest score.
2	Consistency with technical proposal: Is the budget in line with the technical proposal? Are there enough experienced teams to be able to implement the proposed activity?	20	Highest consistency will get higher scores.
	Total	30	

In terms of scoring the total budget criteria (SN 1), the lowest bidder of the total budget will get 10 marks. Financial proposals from the other bidders will receive pro-rated points on the relationship of the bidder's prices to that of the lowest evaluated cost. In case of scoring the consistency of the proposed budget with the technical proposal criteria (SN 2), assessment panel members shall use their judgement to provide scores. The members will ensure that activities are allocated a reasonable and qualitative budget and align with the technical proposal.

13. Selection Process and Negotiation

The bidder that does not/fails to submit technical and financial proposals within the mentioned period will be outrightly disqualified.

Before awarding and signing the contract with the selected bidder, NAMDP may undertake an assessment of the bidder's financial and management capacity and the relevant practices, through one or more meetings and visits.

NAMDP reserves the right to negotiate budget with the bidder(s) prior to awarding the contract. In case of unsuccessful negotiation with the first placed bidder, the bidder with the next highest scored bidder will be invited for negotiation.

14. Time Duration of Services

Technical and financial proposals along with other details and documents must be submitted in PDF format addressed to email info.namdp@swisscontact.org by 11:59 PM Nepali time on 12 November 2024. *Note: Please specify "Impact Assessment & Evaluation of NAMDP II", on the top of the envelope and in the email subject line.*

This Agreement shall be effective from 1 December 2024. The duration may be extended until 30 September 2025, subject to a formal agreement between Swisscontact and SDC. The NAMDP Phase II will notify the selected bidder of the extension in writing prior to the start of the extended period.

15. Terms of Payment

The payments will be made as per NAMDP's rules and regulations and will be discussed with the winning bidder before signing the contract. There will be a formal contract for the framework assignment. The payments will be made on a milestone and or deliverable basis as mentioned in section 4 and 6 on an instalment basis as stipulated in the contract after completion of each assignment by a bank transfer to the bidder's bank account.

16. Payment Modality

The project will release payment to the selected bidder after the satisfactory completion of the assignment as mentioned in the scope of the work (section 4) by the NAMDP Phase II. Applicable taxes will be deducted before making payment to the selected bidder.

17. Rejection of proposals, tender cancellation

Should any proposal fail to comply with terms and conditions stipulated in this RfP, or be incomplete, conditional or obscure, or contain additions not called for or irregularities of any kind or does not respond to important aspects of the RfP, or if the bidder does not meet the eligible criteria, or if it fails to achieve the minimum technical score, it may be rejected as non-responsive.

Sahaj reserves the right to accept or reject any proposal, and to annul the bidding process and reject all proposals at any time prior to the contract award, without thereby incurring any liability to the participating bidder(s).

18. Reporting and Communication

The bidder shall prepare and submit the deliverables as within the stipulated deadline and a project completion report after the completion of the assignment. The project team will review and provide feedback and comments if any to incorporate in the deliverables and report.

Annex 1

Re: Declaration of Independence

We hereby declare that we as an organization and our staff do not have **any conflict of interest**^[1] with Swisscontact / (NAMDP Phase II project), its key management team or its staff directly related to the execution of the proposed Partnership/Consultancy Assignment /Project implementation/Supply of Goods /Others.....

We further declare that we do not have any business, professional, personal, or other interest, including, but not limited to, the representation of other clients, that would conflict in any manner or degree with the performance of its obligations under the proposed assignment. (In case of any conflict of interest, please specify)

In addition, we further declare that we have not been punished for an offense relating to the concerned profession or business and that our Company/Firm has not been declared ineligible by any law of the land. (In case of any offense, please specify)

We ensure that if any such actual or potential conflict of interest arises during this assignment, we shall immediately inform Swisscontact/(NAMDP Phase II) in writing.

We are aware and accept that if we fail to declare any information mentioned above or if, in the reasonable judgment of Swisscontact/(NAMDP Phase II), such conflict poses a material risk to the performance and obligations under this Agreement, then Swisscontact/NAMDP Phase II may terminate the Agreement immediately upon written notice to Contractor.

Authorized Signature:

Name and Title of Signatory:

Name of Firm/Company/Institute:

Address:

Telephone:

Email:

Date:

^[1] “Conflict of Interest” refers to a situation in which an organization or individual or close relative of such individual has competing personal or financial interests that could potentially compromise their ability to make impartial decisions or act in the best interests of others.

“Close relative” means a partition shareholder in a joint family or husband, wife, father, mother, mother-in-law, father-in-law, elder brother, younger brother, elder sister, younger sister, sister-in-law,(elder or younger brother’s wife), brother-in-law, sister-in-law, brother-in-law, (husband of elder sister), uncle, aunt, maternal uncle, maternal aunt, son, daughter, daughter-in-law, grandson, grand-daughter, grand-daughter in-law or son-in-law

Annex 2 -Log frame of NAMDP Phase II

Hierarchy of objectives	Key indicators and targets until end of phase 2 (2024)	Baseline information	Means of verification	External factors (Assumptions & risks)
Impact (overall goal)	Impact indicators and targets until 2024 ¹	Baseline	Means of verification	-
Impact: Women and men, including from DAGs, find employment and increase income	<p>1,000 new Full Time Equivalent (FTE) jobs at a minimum wage created in local economy</p> <p>[40% of the positions created are expected to be occupied by women and 20% by DAGs]</p>	<ul style="list-style-type: none"> The baseline is 0; (NAMDP will only calculate the NEW FTE jobs created in phase 2) In phase 1, including on-farm FTE jobs, NAMDP generated 750 new FTE jobs until December 2019 	<ul style="list-style-type: none"> Survey of Ag Businesses including SMEs and Ag & non-Ag service providers that have partnered with the project and/or are influenced by the project interventions SDC's enterprises and business climate survey in The Koshi Province (carried on a two-year basis) Qualitative case studies elaborating on job creation for women and DAGs 	
	<p>NPR 150 million of total annual income from the new FTE jobs</p>	<ul style="list-style-type: none"> The baseline is 0; (NAMDP will calculate the total annual income of new FTE jobs created in phase 2) 	<ul style="list-style-type: none"> Annual survey of labourer and employees of Ag Businesses, Ag SMEs and Ag & non-Ag service providers that have partnered with the project and/or are influenced by the project interventions SDC's enterprises and business climate survey in The Koshi Province 	

¹ Although NAMDP phase 2 interventions, considering probable time lag between interventions impact, will generate additional results at impact level beyond the end of the phase, all impact targets are set until end of phase 2.

Hierarchy of objectives	Key indicators and targets until end of phase 2 (2024)	Baseline information	Means of verification	External factors (Assumptions & risks)
	<p>20,000 farmers benefit from increased farm-income</p> <p>[Amongst these farmers, it is expected that at least 6,000 will be women and 5,000 DAGs]</p>	<ul style="list-style-type: none"> ▪ Baseline will be re-constructed during the course of phase 2, as NAMDP does not have pre-identified farming households; it can only identify the beneficiaries after the implementation of interventions ▪ In phase 1 until December 2019, about 33,000 farming households benefitted from an increase in their annual income, out of which 12,000 women led production units and 14,000 DAG households 	<ul style="list-style-type: none"> ▪ Annual survey of farming households (samples drawn from clusters of similar interventions) that have benefitted by the project interventions. (measured by project on a regular basis through its MRM system, reporting on it annually) 	
	<p>NPR 300 million of total increase generated in annual farm-income</p>	<ul style="list-style-type: none"> ▪ Baseline will be re-constructed during the course of phase 2; ▪ In phase 1, the net attributable annual income increase per farming household was NPR 10,000. ▪ 	<ul style="list-style-type: none"> ▪ Annual survey of farming households (samples drawn from clusters of similar interventions) that have benefitted by the project interventions. 	

Hierarchy of objectives	Key indicators and targets until end of phase 2 (2024)	Baseline information	Means of verification	External factors (Assumptions & risks)
Outcomes	Outcome indicators and targets until 2024 ²	Baseline	Means of verification	External factors (Assumptions & risks)
Outcome 1: Agri-businesses, particularly SMEs³, increase trade value of agricultural produce in key value chains	15% increase in trade value in key value chains by end of phase 2	<ul style="list-style-type: none"> Baseline to be established in the first year of phase 2. 	<ul style="list-style-type: none"> SDC's enterprises and business climate survey in The Koshi Province Government statistics made available from The Koshi Province and at Federal level (e.g. Annual import and export quantity) 	<ul style="list-style-type: none"> Overall regional economic growth remains favourable for Nepal to maintain current growth path and continue its economic and demographic transition Framework conditions for improved trade competitiveness of Nepal with India and other neighbours do not deteriorate Overall agriculture environment in The Koshi Province and Nepal remains favourable for Ag and non-Ag service delivery Other development
	6% average annual increase in buy figures (domestically sourced) from agribusinesses, particularly SMEs	<ul style="list-style-type: none"> Baseline to be established in the first year of phase 2. 	<ul style="list-style-type: none"> Survey of Ag Businesses including SMEs that have partnered with the project and/or are influenced by the project interventions SDC's enterprises and business climate survey in The Koshi Province 	
	5% average annual increase in sales figures from agribusinesses, particularly SMEs	<ul style="list-style-type: none"> Baseline to be established in the first year of phase 2 	<ul style="list-style-type: none"> Survey of Ag Businesses including Ag SMEs that have partnered with the project and/or are influenced by the project interventions 	

² Although NAMDP phase 2 interventions, considering probable time lag between interventions and outcomes, will generate additional results at outcome level beyond the end of the phase, all outcome targets are set until end of phase 2.

³ Agri-businesses, including SMEs, are defined as farmer cooperatives, water user groups (WUAs), processors/businesses, wholesalers and retailers that convert raw agricultural materials into value added products and sell agriculture produce to other value chain actors, including finished product to end customers. Farmers are not considered here but will be reflected as part of the impact level indicators (income and outreach).

Hierarchy of objectives	Key indicators and targets until end of phase 2 (2024)	Baseline information	Means of verification	External factors (Assumptions & risks)
			<ul style="list-style-type: none"> SDC's enterprises and business climate survey in The Koshi Province 	<ul style="list-style-type: none"> partners are not distorting NAMDP's way of stimulating private sector investments through subsidies
	15% average annual increase in private investments from agribusinesses, particularly SMEs, induced as a result of NAMDP interventions	<ul style="list-style-type: none"> Baseline to be established in the first year of phase 2. 	<ul style="list-style-type: none"> Survey of Ag Businesses including Ag SMEs that have partnered with the project and/or are influenced by the project interventions SDC's enterprises and business climate survey in The Koshi Province 	<ul style="list-style-type: none"> Overall regional economic growth remains favourable for Nepal to maintain current growth path and continue its economic and demographic transition
Outcome 2: Agriculture and Non-Agriculture Service Providers⁴ offer innovative products and services⁵	25 innovative services/products made available by Ag and Non-Ag service providers [20 incremental and 5 'disruptive'] ⁶	<ul style="list-style-type: none"> As this is a new activity the baseline is considered 0. (number of relevant innovative services/products made newly available by service providers will be counted) 	<ul style="list-style-type: none"> Survey of Ag and Non-Ag service providers that have partnered with the project and/or are influenced by the project interventions 	<ul style="list-style-type: none"> Framework conditions for improved trade competitiveness of Nepal with India and other neighbours do not deteriorate
	10% average annual increase in sales figures of innovative services/	<ul style="list-style-type: none"> The baseline is considered 0 as those will be new services. 	<ul style="list-style-type: none"> Survey of Ag and Non-Ag service providers that have partnered with the project and/or are 	<ul style="list-style-type: none"> Overall agriculture environment in The Koshi Province and Nepal remains favourable for Ag and non-Ag service delivery

⁴ Ag and non-Ag Service Providers are private companies, mostly SMEs, offering fee-based and/or embedded services/products to agriculture value chain actors

⁵ Innovation is the process whereby individuals or organizations **bring new or existing products, processes or ways of organization into use for the first time in a specific context** in order to increase effectiveness, competitiveness, resilience to shocks or environmental sustainability and thereby contribute to food security and nutrition, **economic development or sustainable natural resource management**.

Hierarchy of objectives	Key indicators and targets until end of phase 2 (2024)	Baseline information	Means of verification	External factors (Assumptions & risks)
	products offered by Ag and Non-Ag service providers		influenced by the project interventions	<ul style="list-style-type: none"> ▪ Other development partners are not distorting NAMDP’s way of stimulating private sector investments through subsidies
	15% average annual increase in private investments from service providers, induced as a result of NAMDP interventions	<ul style="list-style-type: none"> ▪ Baseline to be established in the first year of phase 2. ▪ 	<ul style="list-style-type: none"> ▪ Survey of Ag and Non-Ag service providers that have partnered with the project and/or are influenced by the project interventions 	

Annex 3- Supplementary ToR

Terms of Reference ¹

"Sectoral Transformation Study of the Agricultural sector: Maize, Vegetable, Large Cardamom & Dairy in Koshi Province: An Analytical Study within the Nepal Agricultural Market Development Programme"

1. Background

Swisscontact, established in 1959 in Switzerland, is a leading partner organisation for the implementation of international development projects. It was registered as an International Non-Governmental Organisation in Nepal and has been operating since 1991. It is currently implementing six development programmes across all seven provinces of Nepal. The organisation promotes inclusive economic, social, and ecological development to make an effective contribution towards sustainable and widespread prosperity in developing and emerging economies. It strengthens the competencies of people, improving their employability, increases the competitiveness of enterprises, growing their business, and fosters social and economic systems, promoting inclusive development.

On-going initiatives of Swisscontact in Nepal include the Nepal Agricultural Market Development Programme (NAMDP), also known as Sahaj (Nepali for 'facilitate' or 'make easier'), which contributes to a long-term vision of thriving and inclusive agriculture markets that develop comparative advantages for import substitution and export growth, and thereby contribute to poverty reduction.

Sahaj-NAMDP Phase II, is a bilateral project between the Government of Switzerland and the Government of Nepal. It is implemented by a consortium of Swisscontact (as the lead agency) CEAPRED (Centre for Environmental and Agricultural Policy Research, Extension and Development) on behalf of the Swiss Agency for Development and Cooperation (SDC). The programme focuses on Koshi province.

Sahaj-NAMDP Phase II, is designed with three successive phases spanning across a 12-year horizon. Sahaj's objectives are based on a vision of a thriving and inclusive agriculture sector, aiming to grow employment and income for Nepal's rural population.

Sahaj-NAMDP Phase II, builds on the work done in the previous phase, but shifts focus on forward market linkages, strengthening the Commercialisation and export of the country's agricultural produce. The second phase will run from December 2020 until November 2024. Using the MSD approach, the program will provide financial and technical support for new agricultural products, services, and innovation in Koshi

Province. This will increase demand for smallholders' produce, including them in value-added supply chains and building resilience in rural communities through higher employment and income.

Sahaj-NAMDP Phase II's slogan "partner for innovations in agriculture markets" will be paramount in Phase II – a strong focus on supporting small agri-businesses with innovative services in the province. This will be done through three pillars supporting i) agriculture services, ii) non-agriculture services, and iii) the overarching business environment. Under these pillars, the program will identify and address constraints to innovative and sustainable agriculture products and services. This includes addressing policy bottlenecks and unlocking the potential for closer collaboration between the government and the private sector. Sahaj-NAMDP Phase II will build a portfolio of interventions (support for Small and Medium Enterprise partners), starting in the maize, dairy, cardamom, and vegetable sectors. Additionally, the program will support the government's efforts to strengthen the federal structure by working closely with provincial and local government units.

Sahaj-NAMDP Phase II objective is to support market system transformation to achieve the goal: **"women and men, including from disadvantaged groups, find employment and increase income."** Three interlinked outcomes contribute to this goal, with Outcome 2 & 3 acting as steppingstones to achieve the goal.

- **Outcome 1:** Agribusinesses, particularly SMEs increase trade value of agricultural produce in key value chains.
- **Outcome 2:** Agriculture and Non-Agriculture Service Providers offer innovative services/products.
- **Outcome 3:** Sub-national and national government provide a more enabling environment for businesses and SME growth, particularly in agriculture.

2. Objective of the study

The objective of the study is to provide a comprehensive analysis of the NAMDP II key intervention sectors: maize, vegetable, large cardamom & dairy sector's transformation within Koshi Province focusing on production, processing, and market dynamics in the region.

To achieve this, the study aims to assess the factors influencing the sector transformation by assessing the current state/existing conditions, identify key drivers and barriers to sector growth such as technological advancements (CHC services, Digitalization, Aggregators & Storage facilities, Improved dryer, Grading machine etc.), market access, product diversification, value

addition⁷, vegetable for agro-processing, market demand, financial investments and policy changes; analyze the key constraints affecting the each sectors (maize, vegetable, large cardamom & dairy), such as input availability, market access, financial constraints & the technological issues and evaluate the impact of interventions implemented by the NAMDP .

Additionally, this study will offer actionable recommendations for stakeholders including government agencies, private sector actors, and financial institutions to further support sectoral development. The findings will also provide recommendations to support systemic changes that will increase domestic maize, vegetable, large cardamom & dairy production, market access and competitiveness, contributing to broader economic and social benefits of the maize, vegetable, large cardamom & dairy sector in Koshi Province.

To complement these objectives, the study will identify/document (in brief) best practices related to job opportunities, income, behavioral changes, and systemic impacts for women and discriminated groups (DGs). This will include reporting on successful cases that highlight these aspects and how NAMDP has contributed or not contributed to the changes.

3. Scope of work for the consultancy assignment

To achieve the study's objectives, the consultancy assignment will focus on impact assessment and evaluation, which will be conducted and measured across three levels of stakeholders.

- 1) Service Providers (SPs)- The partners who provide services for the Agri Businesses (Partners of NAMDP or Service Providers who are influenced by interventions implemented by NAMDP)
- 2) Agri Businesses (SMEs)- Agriculture-based SMEs who avail the services provided by the Service providers and in few cases direct partner.
- 3) Farming Household (Farmer)- Who engages with Service Providers/Agri SMEs partnered with/influenced by NAMDP's intervention partners.

Additionally, the study will explore the following scope of work:

Sector Analysis of Maize:

- Sector analysis: Assess the trends in SMEs, farmers linked to service providers, and registered maize-related agribusinesses in Koshi Province over the period of time to gain insights into the sector's growth, modernization, and economic opportunities, while evaluating the impact of NAMDP II on agribusiness transformation.
- Maize Marketing-Driven Value Chain Analysis: Analyze the maize value chain from market demand to consumption, identifying key actors and their roles in transforming the sectors as well as how these roles impact market opportunities for traders & farmers by exploring opportunities to reduce post-harvest loss, improve processing & aggregation, enhance market access, develop value-added products, and optimize marketing strategies for local and regional growth.

⁷ Value addition was defined (end notes in Phase 1 ProDoc/logframe) as the supply side of 'opportunities' (out- come 1 indicator in phase 1 logframe) where the market actors add value to their products and offers for the farmers by improving the existing ones or introducing new products and offers (this corresponded to 'institutional changes).

- Market Dynamics: Analyze market trends, access, demand and supply dynamics, price fluctuations, and export potential.
- Market Linkages: Assess current market linkages, including maize sourcing practices by feed mills and traders, import, exports.
- Post-Harvest Facilities: Review existing drying and storage facilities and their impact on maize quality.
- **Barriers Identification:**
- Quality Issues: Investigate factors affecting maize quality, such as moisture content and post-harvest handling.
- Financial Constraints: Identify barriers to warehouse financing and other financial services for maize traders and farmers.
- Policy Framework: Assess the current policy environment related to warehouse financing and its impact on the maize sector.
- **Opportunities and Constraints:**
- Technology: Evaluate the adoption of new technologies and innovations in maize cultivation and processing.
- Infrastructure: Assess the state of infrastructure supporting maize production, including harvesting, drying, storage, and transportation.
- Finance: Analyze access to financial services for maize farmers and processors.
- Policy: Review existing policies and regulations impacting the maize sector and identify gaps.

Sector Analysis of Vegetables:

- Sector analysis: Assess the trends in SMEs, farmers linked to service providers, and registered vegetable-related agribusinesses in Koshi Province over the period of time to gain insights into the sector's growth, modernization, and economic opportunities, while evaluating the impact of NAMDP II on agribusiness transformation.
- Vegetable Marketing-Driven Value Chain Analysis: Analyze the vegetable value chain from market demand to consumption, identifying key actors and their roles in transforming the sectors as well as how these roles impact market opportunities for traders & farmers like by exploring opportunities to reduce post-harvest loss, improve processing & aggregation, enhance market access, develop value-added products, and optimize marketing strategies for the growth of local and regional markets.
- Market Dynamics: Analyze market trends, access, demand and supply dynamics, price fluctuations, and export potential.
- Market Linkages: Assess current market linkages, including vegetable sourcing practices by traders & vegetable processors (Pickle makers) etc.
- Post-Harvest Facilities: Review existing stocking / storage facilities, logistic services and their impact on vegetable quality.
- **Barriers Identification:**
- Quality Issues: Investigate factors affecting vegetable quality, such post-harvest handling, transportation etc.
- Financial Constraints: Identify barriers to storage, post-harvest handling financing and other financial services for vegetable traders and farmers.
- Policy Framework: Assess the current policy environment related to vegetable financing, export and its impact on the vegetable sector.
- **Opportunities and Constraints:**

- Technology: Evaluate the adoption of new technologies and innovations in vegetable pre & post-harvest handling and processing.
- Infrastructure: Assess the state of infrastructure supporting vegetable pre & post-harvest handling, processing, storage, and transportation.
- Finance: Analyze access to financial services for vegetable farmers and processors.
- Policy: Review existing policies and regulations impacting the vegetable sector and identify gaps.

Sector Analysis of large cardamom:

- Sector analysis: Assess the trends in SMEs, farmers linked to service providers, and registered large cardamom-related agribusinesses in Koshi Province over the period of time to gain insights into the sector's growth, modernization, and economic opportunities, while evaluating the impact of NAMDP II on agribusiness transformation.
- Large Cardamom Marketing-Driven Value Chain Analysis: Analyze the large cardamom value chain from market demand to export potential, identifying key actors and their roles in shaping sector transformation and also assess how these roles impact market opportunities for farmers and traders like by exploring ways to reduce post-harvest loss, improve processing & aggregation, improve market access, create value-added products, and optimize marketing strategies to drive growth in local and regional markets.
- Market Dynamics: Analyze market trends, access, demand and supply dynamics, price fluctuations, and export potential.
- Market Linkages: Assess current market linkages, including large cardamom sourcing practices, identifying niche markets, and explore value-added products and export diversification opportunities to strengthen market linkages for large cardamom farmers and traders.
- Post-Harvest Facilities: Review existing drying, grading and storage facilities and their impact on large cardamom quality.
- **Barriers Identification:**
 - Quality Issues: Investigate factors affecting large cardamom quality, such as moisture content and post-harvest handling.
 - Financial Constraints: Identify barriers to storage, grading or drying machine rental financing and other financial services for large cardamom traders and farmers.
 - Policy Framework: Assess the current policy environment related to export of large cardamom and its impact on the large cardamom sector.
- **Opportunities and Constraints:**
 - Technology: Evaluate the adoption of new technologies and innovations in large cardamom cultivation and processing/handling.
 - Infrastructure: Assess the state of infrastructure supporting large cardamom production, including harvesting, grading, drying, storage, and transportation.
 - Finance: Analyze access to financial services for large cardamom farmers and processors.
 - Policy: Review existing policies and regulations impacting the large cardamom sector and identify gaps.

Sector Analysis of Dairy:

- Sector analysis: Assess the trends in SMEs, farmers linked to service providers, and registered dairy-related agribusinesses in Koshi Province over the period of time to gain

insights into the sector's growth, modernization, and economic opportunities, while evaluating the impact of NAMDP II on agribusiness transformation.

- Dairy Marketing-Driven Value Chain Analysis: Analyze the dairy value chain from market demand to consumption, identifying key actors and their roles in transforming the sector by assessing how their roles impact market opportunities for farmers and traders.
- Market Dynamics: Analyze market trends, access, demand and supply dynamics, price fluctuations, and export potential.
- Market Linkages: Assess current market linkages including dairy supply chain to improve processing, and marketing strategies, enhancing product quality, meeting domestic demand, and creating local employment opportunities.
- Post-production Facilities: Assess dairy products existing processing, storage, refrigeration, packaging, and quality control systems and their impact on dairy product quality & marketing.

Barriers Identification:

- Quality Issues: Investigate factors affecting dairy product quality, such as moisture content, post-harvest handling, processing, packaging, and storage practices
- Financial Constraints: Identify barriers to dairy business financing and other financial services for dairy traders and farmers.
- Policy Framework: Assess the current policy environment related to dairy product marketing, including regulations on pricing, branding, distribution, and export, and evaluate their impact on the growth and competitiveness of the dairy sector.
- **Opportunities and Constraints:**
 - Technology: Assess the adoption of new technologies in dairy farming, processing, and marketing to improve productivity, product quality, and market reach.
 - Infrastructure: Assess the state of infrastructure supporting dairy production, including farming facilities, processing plants, storage, and transportation networks.
 - Finance: Analyze access to financial services for dairy farmers and processors.
 - Policy: Review existing policies and regulations impacting the dairy sector and identify gaps.

To achieve the above outlined scope of work, the consultant service provider will be responsible for performing the specified tasks whose details is outlined in the Terms of Reference (ToR) of Principal the framework agreement.

4. Methodology

Survey Approach and Methodology

The study will use a mixed-methods approach, including both quantitative and qualitative methods to gain a comprehensive understanding of the maize, vegetable, large- cardamom, and dairy sectors transformation in Koshi Province under the NAMDP II.

- Desk Research: Review existing reports (Provincial, National & international), data, and documentation related to the sector (maize, vegetable, large cardamom & dairy) and NAMDP interventions.
- Field Surveys: Conduct surveys and interviews with farmers, traders, agri businesses particularly SMEs, local governments and other stakeholders to gather primary data on the sector value chain.

- **Data Analysis:** Analyze quantitative and qualitative data to assess the current state, barriers, and effectiveness of interventions.
- **Focus Groups/Key informant interview (KII):** Organize focus group discussions and KIIs (as per the plan) to validate findings and qualitative information.
- **Comparative Analysis:** Compare findings with regional and national benchmarks to assess performance and identify gap.

The survey will employ quantitative method for data collection from the value chain actors of the sectors by using a structured questionnaire, while the qualitative component will include interviews and focus group discussions with farmers, agri SMEs and key stakeholders (draft developed by consultancy firm and reviewed/approved by NAMDP team).

Primary data collection will be done through mobilization of qualified enumerators. Appropriate sampling methodology will be used to determine sampling frame, sample size and respondents. The survey will be carried out in districts of Koshi Province. Additionally, secondary information related to the maize, vegetable, large cardamom & dairy sector will be collected from different sources like data on economic trends, production statistics, agricultural practices, market dynamics, consumer preferences, government policies, and trade regulations will be reviewed for reporting. This comprehensive data helps understand the sector's evolution, sectoral transformation & comparative analysis with national and provincial trends and guides decision-making.

Survey Tools and Techniques:

The structured questionnaire developed for different actors in the maize, vegetable, large cardamom & dairy sectoral transformation study will be primarily used in the survey. The consultancy firm will develop the questionnaire to capture the qualitative and quantitative information about the sectoral transformation from 2021 to 2024 for the actors of the three levels SPs, Agri SMEs & Farmers & other key informants as required.

Sampling Methodology and Sample Size:

The unit of study will focus on service providers, agri SMEs, and farmers involved in maize, vegetable, large cardamom, and dairy sectors within the interventions of NAMDP. Agri SMEs, aggregators, processors, CHC service providers, digitalization and storage facility providers, improved dryer service providers, agribusiness product diversifiers, and value-added agricultural actors are considered as the entry point of this study. Sample units are purposively selected from the list provided by NAMDP. The sample population will be taken from districts of Koshi province.

Study Area: Koshi Province

For the survey following sample might be taken and prepare technical & financial proposal:

Table 1. Sample size

SN	Sector	Sample size			Study area
		Service Providers (SPs)	Agri Business	Farmers	
1	Maize	4	90	30	Jhapa, Morang, Sunsari, Udaipur
2	Vegetable	4	90	30	Katarhari, Kankai, Gauradaha- Jhapa, Itahari, Aurabani, Barju-Sunsari, Katari, Rautamai-Udaipur
3	Cardamom	4	90	30	Jhapa, Birtamod, Itahari & Sunsari
4	Dairy	4	90	30	Biratnagar, Jhapa, Chitre-Terhathum, Salleri-Solukhumbu, Bharatpur-Chitwan, Pokhara-08, Naya Baneshwor-Kathmandu

Note: The above sample size is a tentative estimation given here for bidding the Technical & financial proposal.

Additional stakeholders identified during the study plan should be reflected in the inception report and the sample of those identified actors will be decided and interviewed as well.

Management of Enumerators and Training:

The consultancy firm will be responsible for the management of enumerators and electronic devices/tools required for this survey. Similarly, consultancy firm is also liable for capacity building of enumerators (orientation to enumerators) on data collection tools with support of NAMDP team. A detailed schedule of capacity building training to enumerators must be organized in consultation with NAMDP team.

Field Work

A total of 20 working days should be allocated for the fieldwork within which the consultancy firm has to complete data collection work. NAMDP project staff will have occasional monitoring visit during data collection period to ensure validity and reliability of data collected.

Data/Information Collection:

To gather quality data from field on relevant topic and issues, a systematic approach for data collection is essential. The steps mentioned below are highly recommended for data collection but not limited and based on appropriateness, it will be modified upon discussion between both parties.

Report Preparation and Submission:

The consultancy firm will prepare a draft report and share with NAMDP team within 15 days after completion of field activities. NAMDP team will provide feedback on draft report and upon recommendation, report must be finalized. Report should be comprehensive consisting of findings of topic highlighted in this ToR. Consultancy firms should also provide raw data (both uncleaned and cleaned data from field) to NAMDP.

Additionally, the firm should present findings of the study to NAMDP, and feedback obtained in the presentation should be incorporated in the final report of impact assessment & evaluation. The final report of the survey should be submitted to NAMDP within the contract period.

5. Qualification of organization

The Consultancy firm should have three years of work experience in conducting qualitative and quantitative surveys in the field of agriculture, marketing, governance, and rural development commissioned by government, bilateral or multilateral or international non-government organizations. It must have a pool of qualified human resources including professionals, supervisors and enumerators reflecting workforce diversities including GESI. Preference will be given to organizations which have experience of working in this modality of contract. For details- Please refer ToR of framework agreement.

6. Deliverables

The consultancy firm is liable to deliver the following deliverables during service period.

- An **inception report** containing detailed methodology to deliver the key aspects of the work, a **detailed work plan** for the study, data collection methodology, survey tools (checklists/questionnaires), orientations & field plans
- List of respondent agri-businesses, farmers and their location (name, ethnicity, address i.e., name of municipality/rural municipality, ward and village/Tole including their GPS locations).
- Survey raw and cleaned datasets in excel
- Draft survey report
- Presentation of the report
- Final report
- Other if relevant information in a need basis

7. Mode of payment

First advance will be made for against budgeted amount for inception report preparation & survey tools orientation, enumerators costs and field transportation.

A second or final payment will be made after settlement of the first advance and submission of final survey report.

8. Support to firm

MRM Manager will be the focal person for consultancy firm. She will provide the following support and guidelines for planning and completing the survey.

- When and where and for which interventions to conduct Impact Assessment & Evaluation (survey plan)
- ToR to develop inception report and detail budget plan with level of effort (LOE)
- Inception report includes detail methodology, data collection tool (qualitative and quantitative), workplan, deliverables & budget plan
- Arrange meeting with NAMDP staff to get feedback on survey tools, preliminary findings, and draft survey report
- Arrange a meeting with NAMDP staff to receive orientation about the intervention before preparing the inception report. Additionally, schedule meetings during on-site training for data collectors and later to gather feedback on survey tools, preliminary findings, and the draft survey report.

- Participate in survey tools orientation workshop to enumerators
- Provide required documents to design and complete survey
- Coordinate between consultant and finance section
- Support for quality data collection, analysis, and reporting

9. Role and responsibility of experts

Team Leader:

S/he will be responsible for overall management of survey event, i.e., selection of relevant experts, supervisor, and enumerator. Prepare inception report, survey event plan, i.e., survey tools development with the participation of relevant expert and statistician, arranging meeting with NAMDP to get orientation about the interventions (assignment related) to prepare inception report, get feedback on survey tools, plan for field data collection ensuring quality data. Guide statistician for data analysis and information table generation, prepare draft report with the support of relevant subject matter expert, supervisor, and statistician. Arrange meeting to share/present preliminary finding and draft report with NAMDP and get feedback. Prepare final survey report with support of survey team and submit to NAMDP. Ensure submission of all survey tools, plan, dataset, reports and supporting document mentioned under deliverable to NAMDP on time.

The candidate should hold a Master's degree in an agricultural field (the Argo-economist is preferred) with minimum of 5 years of experience in leading impact assessments or evaluations, a proven track record in managing multidisciplinary teams, and a strong understanding of agricultural market development and gender equity issues.

Data Analyst (Statistician):

S/he will design sampling methods and sample size, select sample unit from sampling frame, design survey tools with the support of relevant experts, present survey tools at meeting with NAMDP staff for feedback and inputs. Prepare final survey tools, trained supervisor and enumerators through orientation workshop. Prepare data entry format if needed and ensure quality data entry. Process and analyze data, generate preliminary findings, and present at meetings with NAMDP staff to get comments and suggestions. Generate final tables addressing comments and suggestions. Support to prepare final data tables for reports.

The candidate should hold a Master's degree in Statistics, Mathematics, or a related field, have at least 4 years of experience in data analysis both quantitative & qualitative data (preferably in development projects), be proficient in statistical software (e.g. excel, SPSS, Stata), and possess experience with survey design and sampling methods.

Subject Matter Expert: S/he should have knowledge of agri-value chains and have experience in studies related to Agri-sector transformation especially in the context of Terai region. The Subject Matter Expert will deliver specialized knowledge relevant to the assignment assigned along with agricultural market development systems, assist in the development of survey instruments and evaluation frameworks, and provide insights into sector-specific challenges and opportunities.

The candidate should have an advanced degree in Agriculture, Economics, or a related field, a minimum of 5 years of relevant experience in agricultural market development, familiarity with local context and market dynamics in Nepal, and experience working with stakeholders in the agriculture sector.

Field Supervisor cum GESI Expert

The Field Supervisor cum GESI Expert will oversee field data collection by providing support to enumerator for quality data collection by ensuring adherence to GESI principles. S/he will participate, train and supervise enumerators during the orientation, data collection phase, and ensure quality control and ethical considerations while collecting data & reporting GESI aspects in the report.

The candidate should hold a bachelor's degree in social sciences, Gender Development Studies, or a related field, have at least 3 years of experience in field research and supervision, possess a strong understanding of gender equity and social inclusion issues, and have experience working with local communities and stakeholders.

Enumerators:

S/he will participate in survey tools orientation workshop, provide feedback to improved survey tools based of field verification. Collect quality data from field and submit it to supervisor. Also support supervisor to collect qualitative data through FGD and KII.

The candidate should have a minimum of a bachelor's degree (higher education preferred), at least 1-2 years of experience in data collection or field surveys, familiarity with local language(s) and cultural context, and good communication skills to effectively engage with respondents.

10. Request for Proposal for the proposed assignment

Interested organizations are requested to submit technical and financial proposals separately through email with subject line mentioning “[Technical or Financial] Proposal- [Full name of applicant]”. The submissions of the proposals should be in PDF format. Submission of proposals in any other format could lead to disqualification. The technical and financial proposals should contain the information below at the minimum.

I. Technical Proposal

A. Organizational profile demonstrating relevant knowledge and work experiences in using various monitoring and evaluation approaches in Nepal.

(Please limit the details in 3 pages)

- a. Result Based Monitoring and Evaluation (RB M&E)
- b. Monitoring, Evaluation, Accountability and Learning (MEAL)
- c. Donor Committee for Enterprise Development (DCED) Standard
- d. Market System Development (MSD) Approach
- e. GESI based disaggregation necessary for Impact Assessment & Evaluation.

B. Relationship among Result Chain (RC), Theory of Change (ToC) and Logical Framework Approach (LFA) (Max. 2 pages)

C. Strategies for efficient and effective survey for assessing results (i.e., outcome and impact) using following elements; (Max. 3 pages)

- a. Inception report with detailed methodology, scope and expected outcomes based on the consultancy agreement
 - b. Method to develop quality survey tools
 - c. Sampling design and sample size
 - d. Data collection method and tools
 - e. Procedure to control quality of data
 - f. Data analysis method and software
 - g. Interpretation, presentation, and dissemination of survey findings
 - h. Uses of survey findings
- D. Tentative survey work-plan for the Impact Assessment & Evaluation (one page)
 - E. CVs of Team Leader and Data Analyst
 - F. Available resources like roasters of consultants, necessary tools, technology etc. (TAB, Mobiles, field gears, laptops etc.) to effectively manage and execute the project on time (1/2 Page)
- II. Financial Proposal (ref. to the table stated in the principal/main RfP/ToR for the framework assignment)**

11. Work Period

Details will be worked out jointly with the selected team and project staff. The tentative timeline for the study is 45 working days, subject to adjustment based on project requirements and mutual agreement.

Annex 3.1

1. Intervention Areas of NAMDP Phase II

1.1 Sectors

Based on the review of NAMDP Phase I implementation, NAMDP identified key sectors for Phase II by compiling a long list of agriculture and livestock sectors in Koshi Province with high potential for commercialization, trade, and value addition. Based on specific selection criteria, four sectors: Maize, Vegetables, large cardamom, and Dairy were selected for further intervention, all demonstrating strong potential for innovation, investment, and job creation.

The next section outlines potential interventions and entry points in these sectors, addressing key constraints and opportunities to foster inclusive growth, trade expansion, and job creation.

1.1.1 Sector Intervention Area 1: Maize for Domestic Poultry/Animal Feed Industry

Relevance in Province 1: Maize is a key crop for Province 1. The province contributes up to 30% of the total maize produced in the country. It is a critical input for the livestock sector (poultry and animal feed) and has more than 0.5 million farmers involved in Province 1. The maize sector is a priority for the province 1 government and prominently mentioned in the province 1 Periodic Plan 2019. The province government plans to increase maize productivity from 2.5 MT/ha to 4.25 MT/ha by 2023.

Nepal's maize yield is substantially below regional averages with higher production costs and limited local storage and inadequate drying facilities. With the rapid growth of the poultry sector in Nepal, maize has become one of the important industrial crops for poultry feed industry in Nepal. However, Nepali poultry-feed mills source maize from India, which is more expensive, but allows for bulk purchase and is perceived to be of better quality in terms of moisture level of the grains. Demand for

maize as poultry/animal feed will remain high in Nepal. With an import substitution strategy focusing on increased domestic sourcing of appropriate quality of maize by the feed mills, the competitiveness of maize in Province 1 could be increased significantly.

Problem statement: Feed mills do not source maize from Nepal and instead import from India

Vision for systemic change: NAMDP envisions to contribute to systemic changes in the maize sector in Nepal with a focus on Koshi Province. It is expected that by 2024 feed mills will increasingly source maize locally as quality will be ensured by appropriate drying and storage facilities. Warehouse financing will get traction in the maize sector with the right policies and guidelines in place. The priority to substitute imports in maize will be reflected in key policies and strategies at Federal and provincial level. All these will result in increased demand for domestic maize from traders, warehouses and feed mills and ultimately in increased production; financially benefiting women and men within the value chain and beyond, attracting more investment in the sector and contributing to the creation of additional jobs.

1.1.2 Sector Intervention Area 2: Large cardamom Export Diversification and Value Addition

Relevance in Province 1: More than 50% of the world's total production of large cardamom comes from Nepal. 93% of the national production originates from Province 1. It is one of the major cash crops in the country with around 12'500 hectares under cultivation and an annual production of 6'500 MT in year 2016/17. More than 80% of the production is exported which earned the country NPR 4.84 billion in FY 2017/18. With a consistently growing global demand, the sector is experiencing continuous growth in Province 1. Currently, there is some value addition taking place in Nepal (drying at farm level and grading at collection/aggregation points). However, most of the large cardamom (over 90%) export goes to India, where it is further processed and supplied to the rest of the world especially Pakistan and the Middle East.

Problem statement: Despite being the largest producer and exporter of large cardamom Nepal does not have direct export linkage with end markets (over 50% global production and over 90% of the export going to India; India exports it to the end markets).

Vision for systemic change: By 2024, it is expected that various new destinations demand high quality large cardamom from Nepal. Nepalese large cardamom will have registered the collective trade-mark in major international markets giving it an important value addition. Investments will have been made in branding and packaging and technologies for niche products to cater to the growing global demand and open additional export channels. This growth dynamic will trigger additional investments in the sector, financially benefit women and men within the value chain and beyond and contribute to the creation of additional jobs.

1.1.3 Sector Intervention Area 3: Vegetables for Domestic Agro Processing

Relevance in Province 1: Province 1 is the second largest vegetable producer (including potatoes) of all Provinces in Nepal with around 460,000 farmers involved in producing vegetables, although only around 13% of them are farming vegetables commercially. Potato is one of the important crops in the province. Vegetables are a priority sector for the Provincial Government, which is aiming to increase the production of vegetables by 10% annually. This aligns with a steadily increasing domestic demand due to a combination of population growth, economic progress, and change in consumer eating

habits. However, Nepal's domestic vegetable production regularly suffers from seasonal oversupply with limited local value addition taking place. This results in high wastage and sharp price fluctuations, as well as increasing vegetable imports, particularly for potatoes.

Currently, the downstream value chain of vegetables is characterized by small-scale processing, which cannot compete with higher quality processed imported items. A handful of larger processing companies that are in operation in Nepal primarily import raw materials from India; their integration with other value chain actors in Nepal is limited.

Problem statement: Limited processing of vegetable (and related crop) in Nepal, with many informal small-scale processors and only a few large processors, which mostly import raw products from India.

Vision for systemic change: NAMDP envisions that by the end of 2024, agro-processing companies based in Province 1 will invest to increase scale and quality of their products; they will mostly procure vegetables and related raw material/crops locally. Demand for processed vegetables will be increasing and the additional investment by processing companies in scale and quality of processed final product will bring employment opportunities. This will also help the growth of commercial vegetable production and benefit farmers.

1.1.4 Sector Intervention Area 4: Dairy products for the domestic market

Relevance in Province 1: Province 1 ranks first in terms of national milk production, with a 20% share of the total national production. The dairy sector is one of the priority sectors of the Provincial Government. The growth driver for dairy sector is an increasing domestic demand for a variety of dairy products from growing urban population (e.g. growing demand for pasteurized milk, cheese, yogurt, ice-cream, and traditional products such as paneer, ghee and khuwa). The GoN has recently imposed a ban on the import of skim milk powder (SMP), which is an ingredient for many dairy products, particularly in the lean season of milk production. This creates an immediate supply shortage and problem for dairy processors, but also offers incentives for domestic investments in SMP production.

Problem statement: Dairy processors are not able to produce an adequate quantity of diversified dairy products that are of satisfactory quality. Inadequate production and supply of SMP, a key ingredient for many dairy products, further worsens the situation.

Vision for systemic change: By 2024, dairy and SMP processors will have considerably changed their behavior. Dairy processors are developing a stronger supply chain of quality milk and other ingredients (e.g. SMP) (through collectors, MSMEs, and SMP processors) and increasing their year-round production volume and capacity. They do so by increasing their investment in chilling centers and organized logistics (collection and transportation) arrangements and by strengthening their linkage with existing or new SMP production facilities, thanks to a better access to financial and business development services which increased their opportunities to invest in the newest technologies. SMP processors also invest in expanding production capacities or in setting up new facilities; they develop a stronger supply chain of quality milk, so that they get enough supply of milk for increased production of SMP to cater to the unmet and rising demand. These bring in more dairy farmers commercially participating in the formal sector. Business Development Service providers develop and offer services related to technology for dairy product development as well as marketing and branding. Processors use those services to adopt innovation and technologies for diversifying their products, improving quality of their products and branding and marketing of their products. Government agencies and industry associations support a better enforcement of regulations and contribute to reduced

informality in the sector and improved quality control, strengthening investor confidence and bringing in more investments in the sector.