

**TERMS OF REFERENCE FOR THE FINAL EVALUATION OF THE ENHANCED LIVELIHOOD FUND  
SPONSORED MARCATUS MOBILE EDUCATION PLATFORM AS PILOTED IN THE GHERKIN VALUE  
CHAIN, IN SOUTHERN INDIA**

**1. ABOUT THE ENHANCED LIVELIHOOD FUND**

The Enhancing Livelihoods Fund (ELF) was established in January 2015 with support from Ford Foundation and Unilever. ELF provides finance for suppliers in Unilever's supply chains to improve their social impact in sourcing from smallholders, empowering women in the supply chain and improving conditions for workers. These projects have a two-year life-span with the intention for scalability and/or replication after the end of the funding period.

Support to grantees should enable them to deliver projects and to learn from them. Grantee projects are expected to lead to results on the ground (positive changes in the lives of people affected) and in the supplier (learning, engagement, behaviour change), as well as between actors in the fund (relationship between smallholder and supplier; relationship between Unilever and supplier).

**2. PROJECT SUMMARY**

In 2015, Marcatus QED (MQED) was provided with an ELF grant to develop and provide an innovative training programme (Marcatus Mobile Education Platform) for gherkin farmers in the states of Karnataka and Tamil Nadu, India. This project focused on training Indian gherkin farmers in good agricultural practices with the aim of enhancing their livelihoods by improving incomes and empowering women.

Marcatus QED worked within its existing supply networks, pulling together fragmented supplier groups, training field teams to provide training directly to farmers and providing oversight to the project in South India. The initial phase of the program was launched in April 2015 and was co-funded by ELF from April 2015 to May 2017.

Marcatus Mobile Education Platform (MMEP) is an education platform that aims to equip field extension officers with the tools and knowledge to improve the education being received by farmers; and increase the speed of adoption of sustainable practices. MMEP utilizes locally made farmer videos and a regionally specific curriculum to educate farmers about climate smart & best agricultural practices to help them ensure they have all the needed knowledge to develop the good quality high yielding product and improve their livelihoods. This project also aims to empower women and increase their access to education through gender integration training for field officers and by showcasing women as leaders, teachers and decision makers on the farm in the curriculum.

**3. SCOPE OF THE EVALUATION**

Oxfam GB are recruiting a consultant/team of consultants to conduct the final evaluation of the ELF co-funded Marcatus Mobile Education Platform (MMEP) project. The purpose of the final evaluation is:

- To collect data related to the project's outcome and impact indicators and Unilever's Sustainable Livelihoods Assessment;

- To understand the positive and negative change that has occurred with project participants because of the project;
- To provide an opportunity for the project partners (MQED, Unilever, Oxfam GB, Ford Foundation, and gherkin suppliers and project participants) to reflect on and learn from what change has happened due to the MMEP project;
- To assess the replicability, scalability and effectiveness of the MMEP.

#### **4. EVALUATION INDICATORS AND QUESTIONS**

The evaluation will need to respond to the following indicators:

- Average (gross and net) income from gherkin production per household;
- Proportion of total household income contributed from gherkin crop;
- Percentage of project households that are food secure (using HDDS);
- Perceptions of field officers on the effectiveness of the education tools;
- Perceptions of field officers of barriers to women's participation in training;
- Percentage of trained farmers satisfied with the support and training received from the suppliers (disaggregated by sex);
- Perceptions of trained farmers on the curriculum (disaggregated by sex);
- Perceptions of women farmers on their active participation in the project;
- Perceptions on trained farmers on their susceptibility to the economic and environmental risks of gherkin farming;
- Perceptions of project participants on the quality of their income (predictability, regularity, and related risks).
- Perceptions of trust between suppliers and trained farmers.

The evaluation will need to respond to the following questions:

- Could this style of project be replicated and scaled up for other types of crops? If so, what are the key success factors? If the project cannot be replicated, what could be done differently in future projects?
- How effective is the use of video as a training tool? What strategies were used to make this approach appropriate for women farmers and were they successful? What could be done differently?
- Did this project positively contribute to achieve commercially viable outcomes for all partners? If so, what are the key success factors? If not, what were the major barriers to achieving commercial viability?
- Will the outcomes of this project continue beyond the end of the project without need for additional resources? If so, what are the key success factors in achieving long-term sustainability? If the project's outcomes will not continue, what should be done differently in future projects?

## 5. EVALUATION STAGES

A consultant/s will be hired in India to conduct the following activities:

### ***Stage 1: Evaluation Design***

**Selection of mixed methods** – The evaluation design will be agreed between Oxfam GB, Unilever, Marcatus QED and the consultants. Appropriate methods for data collection that can best respond to the evaluation questions and indicators will need to be selected. For each method selected, guidelines and templates will be developed to ensure quality and consistency. The consultants hired will be involved in the selection of methods and development of tools. We anticipate the evaluation will consist of a combination of the methods outlined in stage 2.

### ***Stage 2: Data collection***

**Household survey** - A household survey, based on Unilever’s Sustainable Livelihood Assessment (SLA) will assess key changes to the lives and livelihoods of project participants at community-level. Interviews will be conducted with approximately 300 farmer households from the project. This is done to test progress against key impact indicators as well as to project-specific outcomes identified in collaboration with the project team.

**Focus Group Discussions (FGDs) and Key Informant Interviews (KIIs)** - Appropriate qualitative approaches will be used to collect data on community-level stakeholders’ perceptions of change to livelihoods, resilience and gender relations. Interviews will be conducted with suppliers, MQED, Unilever and Oxfam to collect data to respond to the learning questions on replication, scale, commercial viability and sustainability.

### ***Stage 3: Data analysis and report writing***

The consultants will be responsible for the quantitative and qualitative data analysis and for writing the final evaluation report, and for presenting the findings to the ELF partners. This process will be monitored by the evaluation manager at Oxfam to ensure quality in analysis.

## 6. EXPECTED DELIVERABLES

- Set of qualitative tools and question checklists for focus groups, interviews etc. in English and local language (21<sup>st</sup> March);
- Survey tool (based on existing tool) that captures all questions required to respond to indicators identified for collection. In English and local language (21<sup>st</sup> March);
- Sampling criteria, producing a sample frame and sample list of intervention households to be surveyed, including lists of replacement communities/households (27<sup>th</sup> March);
- Detailed schedule of data collection activities and locations including description of selection criteria of communities and respondents (27<sup>th</sup> March);
- Electronic datasheet of all questionnaires from survey respondents after data entry (20<sup>th</sup> April);
- Set of detailed and legible notes in English (scanned or typed) from all qualitative interviews/focus groups, with breakdown of respondent details (20<sup>th</sup> April);
- Files from qualitative and quantitative analysis (27<sup>th</sup> April);

- Draft evaluation report responding to evaluation questions and indicators as agreed in design phase with ELF partners (4<sup>th</sup> May);
- Presentation of findings and final evaluation report after incorporation of suggested revisions (11<sup>th</sup> May).

## 7. PROPOSED TIMEFRAME

The assignment is expected to take approximately 40 days for the consultant/team. However, contracts are based on payment of deliverables, not number of days.

|  | 19-Mar | 26-Mar | 2-Apr | 9-Apr | 16-Apr | 23-Apr | 30-Apr | 7-May |
|--|--------|--------|-------|-------|--------|--------|--------|-------|
| Selection of mixed methods                     | 1      |        |       |       |        |        |        |       |
| Design/tailoring of data collection tools      | 2      |        |       |       |        |        |        |       |
| Training with enumerators/ research assistants | 2      |        |       |       |        |        |        |       |
| Piloting and sampling                          |        | 1      |       |       |        |        |        |       |
| Survey field work preparation                  |        | 1      |       |       |        |        |        |       |
| Survey data collection                         |        | 3      | 5     |       |        |        |        |       |
| Qualitative data collection                    |        |        |       | 5     |        |        |        |       |
| Data entry/typing transcripts                  |        |        |       |       | 5      |        |        |       |
| Data Analysis                                  |        |        |       |       |        | 5      |        |       |
| Report writing                                 |        |        |       |       |        |        | 5      |       |
| Presentation of findings                       |        |        |       |       |        |        |        | 2     |
| Report revisions                               |        |        |       |       |        |        |        | 3     |

## 8. KEY QUALIFICATIONS AND SKILLS

- University/college graduate
- Fluency in English, and relevant local languages for Tamil Nadu and Karnataka.
- Ability to write high quality reports in English.
- Significant experience of conducting qualitative research related to women’s economic empowerment and markets programming.
- Energy and a positive attitude to work, even when working in arduous conditions.
- Experience of working in rural areas of India, with a strong understanding of rural livelihoods.
- (exceptional candidates who have completed the highest grade in High School, may also be considered).
- Strong data analysis skills
- High level of attention to detail in carrying out surveys.
- Previous experience of administering household surveys and organizing survey logistics.
- Previous experience of conducting focus group discussions (FGDs) and Key Informant Interviews (KIIs)

## **9. BUDGET**

The budget for this evaluation is approximately £12,000 (900,000 INR) and should include consultant's all taxes, fees and subsistence for approximately 40 days of work; fees for research assistants and survey enumerators (for approximately 300 household questionnaires); transport and (if applicable) subsistence costs for the research team/enumerators; printing of tools and question checklists; consultants' travel; translation costs, training workshop venues any other costs anticipated in completing this assignment. Budget should also include any taxes.

## **10. PAYMENT**

Oxfam will pay 40% upon signing of the contract to cover field data teams and data collection; and 60% upon completion and transfer of the final report and data files and notes, subject to verification of the data quality by the Oxfam GB.

## **11. HOW TO APPLY**

Proposals (maximum 10 pages) are invited from organisations and individual consultants with relevant experience. The proposal should outline the consultant's profile (including their CV/resume), proposed management arrangements, and examples of previous work. Proposals must also include a clear itemised budget. Any proposals that do not include an itemised budget will not be considered.

Proposals should be submitted to Alastair Stewart ([astewart1@oxfam.org.uk](mailto:astewart1@oxfam.org.uk)) by 9am UK time on Wednesday 7<sup>th</sup> March. Interviews will be conducted by Monday 12<sup>th</sup> March.