Rural Microenterprise Transformation Project (RMTP)

Terms of Reference (TOR) for Conducting an Endline Evaluation

on

Sub-Project Name: "Market System Development of Safe Poultry and Poultry Product

1. **About the organization:**

In February 1972, RDRS Bangladesh was established as the Bangladesh field program of the Geneva-based Lutheran World Federation/Department for World Service (LWF/DWS) to provide relief, rehabilitation, and development assistance to the war-affected people in the north-west Bangladesh. The organization is registered with NGO affairs Bureau of Bangladesh with registration number 003, dated 22/04/1981. In 1997, RDRS was localized and registered under the Trust Act as national NGO in Bangladesh. Currently, RDRS is working in 32 districts with 5 programmatic priorities- Skill, Employment and Entrepreneurship; Social Development; Agriculture, Food Security & Climate Change; Microfinance; and Emergency & Humanitarian Responses. RDRS Bangladesh is supported by the European Union, BftW, ELCA, ALWS, DECCB, AusAid, IDRC, Save the Children, Plan International, Winrock International, PKSF, different government ministries/department, and other donors and partners working in Bangladesh.

2. **About the Project:**

"Market System Development of Safe Poultry and Poultry Product" project jointly financed by Palli Karma-Sahayak Foundation (PKSF), the International Fund for Agricultural Development (IFAD) and Danish International Development Agency (DANIDA), is implementing by RDRS Bangladesh in 05 Upazilas of 03 districts. The project has been working sustainable growth of poultry value chains with comparative advantage, market demand, growth potential, and backward& forward linkages to small farmers and micro-entrepreneurs.

3. **The Project results:**

The consultant should follow the project's logical framework to get a clear understanding of the project, cross-section of the logical framework is necessary to carry out the endline as it is a prime requirement of this assignment. The following are the project results-

Goal: To increase the income, food security, and nutrition of farmers and service providers across poultry value chains.

Development Objective: The sustainable growth of poultry value chains with comparative advantage, market demand, growth potential, and backward& forward linkages to small farmers and micro-entrepreneurs.

3.1. Outcome: The outcomes are-

a) The project participants will adopt improved production methods and establish sustainable market linkages, and
b) The enterprises will have access to sustainable financial services.

3.2. Immediate result:

Increased use of information technology on farms and improved farm management practices will result in a 10 % reduction in overall poultry mortality, gain in body weight as per the growth chart, and a 10% reduction in production costs. The linkage of institutional and non-institutional buyers will increase sales of poultry and poultry products (including waste) by 25% and prices by 10%. Local-level processing plants will be set up, 10 % of the total poultry production will be processed in local plants, frozen meat will be sold locally and nationally through sub-contracting, the establishment of commercial compost production plants using farm/kitchen market waste and make a linkage with big buyers to sell poultry products/by-products following the cross-cutting (gender, nutrition, climate change & environment) issues. The backward and forward market's linkage with the poultry farmers will gradually increase, wages increase by 10% and an additional 15% of employment opportunities will be created.

4. Purpose and Scope of the Endline Evaluation:

4.1. Purpose of the Evaluation

The endline evaluation will measure the changes with regards to provide social, economic, nutrition and environmental data at the ending of the project. Further the endline evaluation will assess the performance of the sub-project, and to capture the Project's achievements, challenges, best practices, key lessons, and recommendations to improve future projects implementation. It will also be a significant advocacy document for further Project improvements, strategic planning and policy making in the arena of Value chain project implementation. The study acts as an accompaniment to the quantitative and qualitative data that is also recommended when implementing a project for the first time at the beginning of the project. This should help to identify any major issues and provide some insights into the opinions of the project participants.

The evaluation will be done based on the indicators of the project logical framework to identify the appropriate changes and impact during the project phase. The study will explore the income increase of the participants, and the specific engagement of women in the project and define the role of women in decision making process including their nutrition intake status.

4.2. Scope of the study / evaluation

The evaluation will be conducted at Under Rangpur Division 3 District and 05 Upazillas at 25 Unions at a point of time when almost all of the project activities have been implemented and a significant percentage of the funding has been spent. The results of the end line evaluation will be helpful for future value chain project planning, implementation, monitoring and evaluation of RDRS Bangladesh and PKSF. The evaluation findings and results will also be used by the stakeholders or change agents who are involved with this project and implementing value chain interventions. The end line evaluation will follow value chain characteristics mentioned in PDR developed by IFAD. The findings of the study will also be compared between endline and baseline study results focusing on the project indicators.

5. Endline Evaluation objectives and Criteria

5.1. Endline Evaluation objective

The Endline Evaluation will be conducted for the following objectives:

- To evaluate the positive change to increase production/sales/profit/income of the participants for the project intervention.
- To evaluate whether the Project delivered effective, efficient, relevant and timely activities to the targeted participants/beneficiaries as set in the project workplan.
- To evaluate the present condition of the project indicators, participants' knowledge attitude and practice in compare with baseline study (log-frame indicators).
- To prepare a value chain existing map and make a profile of Poultry value chain in the respective district and identify the changes.
- Explore if the coordination and collaboration changes among value chain actors (in compare with baseline study).

5.2. Evaluation Criteria

Following are some standard questions that will need to be adjusted with the successful firm/consultant's team, in agreement with the Evaluation Management Team, at the stage of the inception report.

5.2.1: Relevance and Appropriateness

- To what extent the project meets the outcomes and impacts articulated in the proposal?
- Are the activities and outputs of the project consistent with the overall goal?

5.2.2: Efficiency

- To what extend whether the project has utilized funding as per the agreed work plan to achieve the projected targets?
- To Assess the quantity, quality and timeliness of the project delivery including planning, implementation, monitoring, and reporting as per the project.
- To assess the input versus output ratio for planned project deliverables.

- How efficient was the delivery of the project in terms of implementation of its interventions, sharing information and learning among the stakeholders/value chain actors?

5.2.3: Effectiveness

- To what extent the planned objectives in the logical frame of the project were reached and delivered timely activities to the targeted participants and targeted stakeholders as per the indicators to match with the project goal?
- To what extend the performance of the project with reference to qualitative and quantitative achievements of outputs and targets as defined in the project?
- What types of opportunities for collaboration between participants and other stakeholders/value chain actors?
- To what extent the project mainstreamed women empowerment and decision making?

5.2.4: Coverage

- Were the participants/beneficiaries and targeted stakeholders reached as per the project indicators and targets?
- To what extent were the beneficiaries, especially, the women and young engaged and reached to the project?

5.2.5: Impact

- To what extent the activities bring positive change to increase production/sales/profit/income of the participants? What are the changes among the beneficiaries and targeted stakeholders?
- To what extent coordination and collaboration increase among participants, RDRS Bangladesh, Private Sector, and other stakeholders?
- To what extent the participants build their capacity operating their enterprises?
- To what extent the participants changed their economic condition through the support under project?
- To what extent the participants received the loan and how they are using?

5.2.6: Sustainability and connectedness

- Assess the sustainability of the project interventions in terms of the project indicators.
- Analyze the likely trends for project impact on the family income, nutrition, environment, gender and other issues.
- To what extent are the capacities of the different stakeholders including RDRS Bangladesh /PKSF have been built by the project?

5.2.7: Quality Standard

- Any activities that aim to address the specific needs, protection risks, vulnerabilities and priorities of women and young?
- Does the operation mention how vulnerable men and women of all ages and backgrounds were involved in the design, implementation and evaluation of the operation?

6. Study management

6.1. Supervision and management of the study

A supervision team shall be formed with active participation from both RDRS Bangladesh VCF and Focal Person. Other relevant person from RDRS Bangladesh /PKSF shall also provide (need-based) feedback in the report.

6.2. Coverage of Study

The endline evaluation shall cover whole working area of the sub-project. Under Rangpur Division 3 District and 05 Upazillas at 25 Unions

7. Methodology

As part of the contract, the selected consultant/consultants shall provide a complete and detailed methodology of conducting the survey, which shall include: timeframe, research tools, methods, sample size and any other relevant segments to be used by the consultant.

7.1. Quantitative Data Collection:

The consultant will design the questionnaire for quantitative survey based on the logical framework of Sub project "Market System Development of Safe Poultry and Poultry Product under RMTP and share with RMTP team before it is finalized, and field tested. The data collection modality, either paper or mobile based, need to be agreed with the team prior to application. RDRS Bangladesh will provide necessary information and support to connect with relevant shareholders and administration.

The consultant is expected to propose appropriate/suitable methodology for carrying out the work and fulfilling the objectives of the study. The methodology should follow the standard statistical method. The consultant will be free and encouraged to be as creative as possible in arriving at a suitable methodology that will ensure that the objectives of the study are fully met in a timely and efficient way. The consultant will be required to elaborate a detailed Endline design and methodology as part of their Work plan. The Endline study will be conducted in the project areas following appropriate, applicable statistical sampling procedures. However, the sample size could be finalized after discussion with the project professionals. A detailed approach and methodology to conduct the Endline study should be suggested by the consultant in compliance with the, goal, objective, and log-frame of the sub-project. The Endline design document should include a series of data collection instruments.

7.2. Control Group Quantitative Data Collection:

The consultant will collect at least 20% of the control group for quantitative data. This 20% sample will be taken from the final sample size of the population. Example: The calculated sample size is 384 using standard sampling methodology, with 20% being 76.8, which could be rounded to 80. So, the total sample size will be 464 (Treatment 384+control 80). Sample should be taken from men and women according to the sub-project population ratio.

7.3. Nutrition Data Collection: The consultant will collect nutrition data following the MDD-W (Minimum Dietary Diversity for Women) by FAO guidelines to meet the need for nutrition-related indicator/s.

7.4. Qualitative Data Collection:

The qualitative part will allow verifying the perceptions and knowledge of the beneficiaries in the project area. The questions of the qualitative data should be made in such a way that they reflect and strengthen the data driven from the quantitative survey, and also complement the indicators whose results could not be driven from the quantitative survey. The following should be done:

- Focus Group Discussion (FGD) with Commercial farming
- FGD with mixed producers
- In-depth Interview (IDI) with successful Entrepreneur
- IDI with woman Entrepreneur
- Key Informant Interview (KII) with (LSP/as per need from input suppliers)
- KII with private sectors
- KII with RDRS Bangladesh Management
- KII with district and Upazila level government officials
- KII with VCPM (Over Phone)
- Case Study/Success Stories (At least-5)
- Triangulation of information gathered during the quantitative and qualitative research is crucial in this study, with reflection on how the findings relate to the secondary documentation.

The logical framework of project, from which the indicators are to be driven, is given as an annex inside the ToR.

8. Duration of the study and schedule of the reports

The total duration of the assignment will be 90 days. A detail implementation plan will be agreed upon in consultation with the RDRS Bangladesh, however, it is anticipated that the inception report should be submitted within 10 days upon signing the contract. The draft report of the study should be submitted by the consultant within 60 days, and a presentation on the draft report should be given to RDRS Bangladesh within 75 days after signing the agreement.

9. Quality and Ethical Standards

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

a. Utility: The Endline Evaluation must be useful and will be used by RDRS Bangladesh /PKSF.
b. Feasibility: The Endline Evaluation must be realistic, and managed in a cost-effective manner.
c. Ethics & Legality: The Endline Evaluation must be conducted in an ethical and legal manner, with particular regard for the welfare of those involved.
d. Impartiality & Independence: The Endline Evaluation should be impartial, providing a comprehensive and unbiased assessment that considers the views of all stakeholders.
e. Transparency: The Endline Evaluation activities should reflect an attitude of openness and transparency.
f. Accuracy: The Endline Evaluation should be technically accurate, providing sufficient information about the data collection, analysis, and interpretation methods so that its worth or merit can be determined.
g. Participation: Stakeholders should be consulted and meaningfully involved in the evaluation process when feasible and appropriate.
h. Collaboration: Collaboration between key operating partners in the evaluation process improves the legitimacy and utility of the evaluation.
i. Cross-cutting issues: The Endline Evaluation activities should reflect the projects' cross-cutting issues such as Nutrition, Gender, Climate Change, and Environment, also reflect it in this report.

10. Key Deliverables

a) Inception Report: by 10 working days after signing the contract, a detailed report on the consultant's proposed final Endline design and methodology will be submitted to RDRS Bangladesh /PKSF for approval. This will provide preliminary understandings based on document review, rationale, and a detailed description of the methodology and tools, analytical methods, and detailed work plan for the entire exercise. Any draft questionnaires or interview forms will also be submitted for review at this stage.

b) Sample Frame: A detailed determination of sample size and sampling frame using statistical tools and formula.

c) Endline survey questionnaire (for the quantitative part) and Checklist (for the qualitative part) to capture all required data and information of the study.

d) Interview Notes and List of Resource Documents: The Consultant will provide summaries of all key meetings, and discussions conducted during the endline and copies of any relevant documents and reports gathered during the evaluation (timeline).

e) Summary Presentation of Findings: The Consultant will present initial findings to RDRS Bangladesh for review, comment, and feedback by (timeline). A PowerPoint presentation and handout (maximum of two pages) will be prepared for the presentation through a workshop to the project stakeholders preferably via an online platform. The Consultant will consider RDRS Bangladesh and stakeholder comments and revise the draft report as appropriate.

f) Findings brief: The Consultant should provide a brief of the findings corresponding to the objectives of the evaluation that can be widely circulated. The brief of the study could be within three pages.

g) Indicator Table with Value: The Consultant will provide an indicator table including the values and make comparison with baseline study including the % of progress (Indicator progress table Baseline Vs Endline and Control Group status).

h) Final Database: The consultant should review, recheck and finalize the data set before starting the final analysis. The final database should be handed over to RDRS Bangladesh management along with the final report.

i) Draft report: A draft report identifying key findings based on facts with conclusions, recommendations, and lessons for the current and future operation, will be submitted by the consultant within 10 days after field data collection.

j) Final report: The final report will contain a short executive summary (not more than 1,000 words) and a main body of the report (not more than 10,000 words) covering the background of the intervention evaluated, a description of the evaluation methods and limitations, findings, conclusions, lessons

learned, recommendations and action points related to these. The evaluation findings should be presented in outcome wise and outcomes and further analysis under evaluation criteria. The specific recommendation should be made based on specific thematic of women and young involvement in value chain development. Recommendations and action points should be SMART. The report should also contain appropriate appendices, including a copy of the ToR, cited resources or bibliography/reference, a list of those interviewed and any other relevant materials. The final report will be submitted one week after receipt of the consolidated feedback from RDRS Bangladesh. The consultant will submit 5 hard copies of final report to RDRS Bangladesh.
Last but not the least, the report should be conspicuous and lucid for readers of all levels.

k) Case Studies: To highlight stories of success in the field and include it in the final report.
All products arising from this evaluation will be owned by the RMTP/PKSF. The evaluators will not be allowed, without prior authorization in writing, to present any of the analytical results as his/her own work or to make use of the evaluation results for private publication purposes.

l) Data Set: The consultant will submit the final data set to the RDRS Bangladesh in Excel and SPSS.

The draft and final reports will be submitted to Evaluation Management Team (RDRS Bangladesh /PKSF), who will ensure the quality of the report providing input if necessary. The Evaluation Management Team will submit the report to the key stakeholders interviewed for review and clarifications. The Commissioner will oversee a management response and will ensure subsequent follow up.

The Final Report will sketch with the following headings:

a. Acknowledgements
b. Acronyms
c. Glossary
d. Executive Summary
e. Indicator Table with Value (Endline Vs Baseline and control group status of project log-frame)
f. Introduction/Background
g. Rationale and Objectives of the End Line Evaluation
h. Scope of the End Line Evaluation
i. Evaluation Methodology
j. Findings and Discussion (as per evaluation criteria)
k. Recommendations
l. Conclusion and lessons learned
m. References

a. Annex (including a copy of the ToR, cited resources or bibliography/reference, a list of those interviewed, case studies and any other relevant materials etc.).

Annexes, including:

a. Case Study/Success Stories
b. Scope of Work
c. Data collection tools
d. Key data sets, including interview transcripts
e. List of key informants

11. Accountability and Communication Network

The ownership of the output of this assignment belongs to RMTP/PKSF and shall be utilized for the defined purposes of the Project. The consultant will ensure confidentiality of all information obtained during the assignment and related to the projects mentioned above. All data, materials in soft and hard copies remain the properties of RMTP and are to be returned to RDRS Bangladesh at the end of the assignment. The use of the data remains the sole right of RMTP and any usage of data without prior approval from the PKSF shall be held illegal.

12. Responsibility and Competence

The consultant agrees to comply in all professional tasks with the rules and regulations of RMTP. Either party can cancel this agreement within a 7-day written notice. RMTP team can terminate the agreement without notice and payment in the following cases:

- If the consultant cannot fulfil the requirements and the agreed deadlines
- If the consultant cannot submit the deliverables within the time specified in the mandate

- If the quality and standards of the work fail to meet reasonable standards that have so been communicated in writing.

13. Required Qualifications

Qualification	Required	Preferred
Proven experience of conducting endline evaluation of a Agre- business Project	☒	
Demonstrated experience from involvement in a Value Chain Project	☒	
Demonstrated experience of working with Gender		☒
Demonstrated experience of working with Nutrition		☒
University degree at post-graduate level in Agriculture /DVM or another relevant subject	☒	
Strong analytical skills and ability to clearly synthesize and present findings, draw practical conclusions, make recommendations and to prepare well-written reports in a timely manner	☒	
Excellent in English and Bangla writing and presentation skills	☒	
Immediate availability for the period indicated	☒	
Experience working with Mobile based Data collection		☒

14. Consultant requirements

The Consultant should have previous working experience in providing such kinds of services. Should have expertise in the area of the said Sub-Sector/s, Agriculture/DVM/Fisheries, and micro-enterprise. The enumerators of this study will be hired by the consultant/consulting firm. The expected qualifications of the independent consultant are given below:

a) Education (20 marks): He/she should have a minimum Masters of Agriculture /DVM / PhD will be the additional advantage. Global GAP assurer/trainer will get preferences.

b) Experience (30 marks): The consultant should have 10 years of working experience in research including 5 years of experience in the value chain approach. Research experience in environmental sustainability, economic viability, micro-enterprise development, nutrition, sectoral policy review/analysis, and value chain development will add additional value. Experience in evaluating any projects/sectoral study funded by IFAD/World Bank/ADB/DANIDA and/or any other UN agencies will preferable.

c) Publication (20 marks): The consultant should have at least 3 publications in an international/national journal. However, Poultry Value Chain sectoral publications will be given high preference for the selection of the consultant.

d) Familiarity (10 marks): Familiarity with the following areas: a) Environment & Climate Change, b) Micro and small enterprise, c) livelihoods d) employment, e) pro-poor development, f) gender and nutrition.

e) Language (10 marks): Excellent writing and oral communication in English is required.

f) Computer Literacy (10 marks): MS Word, Excel, PowerPoint, SPSS/Strata.

15. Proposal submission:

The proposal should include the following below six items.

i. **Cover letter:** Clearly summarizing Consultant experience and competency as it pertains to this assignment

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

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

III. **Detailed CVs** of all professionals who will work on the process. CVs of proposed study team (will add additional value), please attach a table describing the level of effort (in number of days) of each team member in each of the evaluation activities.

IV. **Professional references** are needed to provide two or three references from your previous clients.

V. **A short example from previous Endline Evaluation** report (value chain preferred) that is relevant to this work (5-7 pages)

(Application materials are non-returnable, and we thank you in advance for understanding that only short-listed candidates will be contacted for the next step in the application process and the selection panel does not have the ability to respond to any requests for application feedback. Please take note that expressions of interest that do not cover these requirements will not be considered.)

Application Procedure: Please email complete applications to nazrul@rdrsbangladesh.org

Deadline for Application: The application deadline is **05 September;2025.**

Interested individuals will provide a technical proposal. The total budget is BDT 3.0 lakh, which includes consultancy fees, field data collection, and other necessary costs. The VAT and Tax will be deducted at source as per the government rules. Interested consultants are invited to submit their technical proposal along with a detailed CV and one page of cover letter by (timeline). The partner organization will form a review committee to analyze the applications, shortlisting, interview, select the firm/individual and execute the deed of contract.

16. Payment

The RDRS Bangladesh will pay the cost of the study to the assigned firm subject to the completion of all deliverables and reports acceptance of RDRS Bangladesh by deducting VAT and TAX at source as per the Government rules. Payments will be made based on the following percentages and milestones:

a) 1st Payment (30% of total contract value): The 1st payment will be made upon submission and acceptance of the inception report by RDRS Bangladesh 2nd Payment (30% of total contract value): The 2nd payment will be made upon submission and acceptance of the draft report by RDRS Bangladesh
b) Final Payment (40% of total contract value): The final payment will be made upon acceptance of the final report by “RDRS Bangladesh

17. Timeframe

The study shall be conducted expectedly in three months from start of the study, and is scheduled to preferably start in the 10.09.2025 The consultant will submit the final report latest by 15.10.2025 The timeline will be finalized as agreed by the consultant and RDRS Bangladesh.

18. Disclaimer

The RDRS Bangladesh reserves the right to amend the terms of reference at any time as required upon mutual discussion with the consultant. The RDRS Bangladesh reserves the right to terminate the contract at its sole discretion in case of non-compliance of the terms and conditions that will be finally agreed. The consultant will never be used this Endline Study information for his/her own needs. If it requires, the consultant must take prior permission from the concerned RDRS Bangladesh.