

Feed the Future Mali Sene Yiriwa Terms of Reference Baseline Study

Context

The United States Agency for International Development (USAID)-funded Mali Sene Yiriwa Activity in the Delta zone is a five-year activity (2021-2026) designed to build the resilience of targeted populations through inclusive, sustainable, nutrition-sensitive economic growth driven by agriculture. The Mali Sene Yiriwa Activity in the Delta zone is one of four activities of USAID Mali's Feed the Future (FTF) strategy and contributes directly to the United States Government's (USG) current Global Food Security Strategy (GFSS) country plan for Mali with the goal of sustainably reducing hunger, malnutrition, and poverty. Mali Sene Yiriwa, focused on increasing agricultural production in the Delta zone, will be implemented in conjunction with the Market System GFSS activity, also known as Mali Sugu Yiriwa Activity in the Delta zone, and will collaborate with USAID Mali's Office of Humanitarian Assistance (OHA) *Albarka* activity.

Justification

In 2011, USAID Mali applied a set of criteria to Mali's 703 communes to determine its Feed the Future zone of influence (ZOI), which includes areas in the Sikasso, Mopti, and Tombouctou regions. While these criteria remain valid, the deteriorating security situation has severely hampered the ability of USAID's implementing partners to operate in targeted communities in some regions of the country.

A significant portion of the Malian population is unable to engage in market-oriented or even subsistence agriculture due to lack of land, labor, and inputs. Rural communities in Mali are divided between traditional landowners who are linked to traditional power structures and those who are not. Only the upper economic stratum of the population has access to the resources needed to engage in modern, market-oriented agriculture. The distribution by wealth categories shows that the least wealthy contingents (about 40%) do not have the land, labor, and capital to engage in agriculture on a significant scale and make their living in other ways.

Sene Yiriwa intervention area

The Sene Yiriwa Activity will focus on the circles of Mopti, Koro, Bankass, Bandiagara, Douentza, Tenenkou, Youwarou, and Djénné in the Mopti region, and Niafunke, Diré, Goundam, and Tombouctou in the Tombouctou region.

Objectives

The purpose of this study is to collect high-quality data that will help Sene Yiriwa Activity in the Delta zone and its partners establish a baseline from which to measure

change through the performance indicators included in the Activity Monitoring, Evaluation and Learning Plan (AMELP). In addition, the findings from the baseline study will be useful to various stakeholders at different stages of the activity's implementation.

Also, the results of the baseline study will serve as a guide for learning and adapting the most effective strategies, ensuring that high-impact strategies are identified, used, and promoted within the Sene Yiriwa activity and among other development partners.

The overall objective of the United States Government's Global Food Security Strategy in Mali is to sustainably reduce hunger, malnutrition, and poverty. The goal is to strengthen the resilience of the targeted populations through inclusive, sustainable, and nutrition-sensitive economic growth, driven by agriculture. Within the framework of this goal, the main strategic objectives (SO) and intermediate results (IR) are as follows:

SO 1: Achieving inclusive and sustainable growth driven by agriculture:

- IR 1.1 Improved delivery of quality products and services
- IR 1.2 Increasing productivity through climate-smart agriculture

SO2: Strengthening the resilience of people and communities to economic, health and climate shocks:

- IR 2.1 Increased income availability without reducing the ability of households to farm
- IR 2.2 Strengthening Community Economic, Health and Weather Systems
- IR 2.3 Improving Water Security

SO3: Improved nutrition and WASH status, especially of women, adolescent girls and children:

- IR 3.1 Increased availability and sale of nutrient-dense food products
- IR 3.2 Households adopt positive nutrition, health, and WASH behaviors

Expected results

The expected results are derived from the objectives of the study. Thus, at the end of the study:

- ✓ The annual sales value of producers and businesses in the project's area of influence is known
- ✓ The percentage of targeted producers using water conservation strategies on irrigated production sites is determined
- ✓ Yields of targeted agricultural products among project participants are known prior to project implementation
- ✓ The number of individuals applying improved management practices or technologies with U.S. government assistance is known

- ✓ The number of people using climate information or implementing risk reduction actions to improve resilience to climate change, with assistance from the U.S. government is known
- ✓ The number of hectares under improved management practices or technologies with USG assistance is known

Methodology

Methodology for conducting the study and data collection plan

A Vendor will be contracted to conduct this study. The Vendor will work in collaboration with Sene Yiriwa's technical team members. The Vendor will propose to Sene Yiriwa a methodology and timeline for conducting the study. The study will focus on Sene Yiriwa's baseline of indicators to serve as the basis for setting targets for the remainder of the project implementation.

The analysis will follow a disaggregated approach for each of the indicators (regions, cercles, communes, age, gender and by commodity). The analysis by age should be according to Feed the Future policies (15 - 29 years, 30 years and over) and by gender to consider the age and gender structure in the identification of gaps and exclusion factors and for the formulation of more specific recommendations in the framework of financing and access to social protection and the involvement of women in particular.

The Vendor shall develop the survey methodology and data collection plan, which shall include (at a minimum):

- Description of how the firm will address potential challenges to data collection associated with insecurity; including a contingency plan (e.g., increasing sample size to account for potential inaccessibility of selected POs/areas)
- Methodology for pre-testing the paper and electronic questionnaire in the field
- The training plan and program
- The data collection protocol, including the sampling design for selecting producer organizations, questionnaire, and the manual for the interviewers. The manual should include the glossary and key definitions used by the Sene Yiriwa activity to ensure a common understanding of the survey questions and objectives
- Limitations of the methodology
- An overview of the data quality control process: assessing and managing the challenges and risks associated with the data collection process
- Data cleansing procedures
- Detailed data analysis methods with a list of descriptive statistics tables. The descriptive statistics should include the activity indicators listed above as well as other cross-tabulations that will define the profiles of the targeted producer organizations. The data processing methodology should be clear and concise. It should show the procedures and tools used to process and analyze the data
- A detailed schedule for data collection and analysis of the survey results.

- Appendices must include (at a minimum):
 - ✓ Scope of the survey work
 - ✓ Location and mapping of selected POs and sites to be visited during the survey
 - ✓ Data collection instruments, including the interviewer's manual

Fieldwork should not begin until DevWorks has approved the methodology and data collection plan.

Review of documents

Review the documents listed below and other documents relevant to the investigation. These documents will serve as the basis for data collection and analysis.

- Guidelines for field testing the baseline survey questionnaire
- Sene Yiriwa's Draft Annual Work Plan for Year 2
- DevWorks Technical Proposal for the Sene Yiriwa Activity
- Sene Yiriwa Monitoring, Evaluation and Learning Plan
- Feed the Future Indicator Manual

Preparation and execution of fieldwork

The Vendor will be responsible for the recruitment and training of interviewers and field supervisors, with guidance from the Sene Yiriwa team; as well as pre-testing of the questionnaire (paper and electronic versions) and survey tools. The objective is to ensure high quality and efficient follow-up of data collection, and to reduce the time spent on data entry, cleaning, and analysis. Each PO member surveyed will be geographically located using GPS coordinates from the smartphones used for data collection.

Fieldwork will take a maximum of 45 days, including training of survey teams and testing of questionnaires. In addition, this time frame includes travel and courtesy visits to local authorities. No later than 5 days after the completion of the fieldwork, the Vendor shall provide Sene Yiriwa with a report showing the completion of the fieldwork. The report shall include, at a minimum, a list of the POs surveyed, with the number of members surveyed, the proportion of refusals, and the difficulties and corrective actions taken during the fieldwork.

Sampling

The unit of evaluation will be the Producer Organizations (POs). The Vendor will make a sampling proposal while ensuring the representativeness of all layers of POs in the project intervention areas (men, women, youth, farmers, herders).

Development of collection tools

The Vendor will use the following list of indicators to develop collection tools that will be submitted to the Sene Yiriwa team for approval:

- Annual sales value of producers and companies receiving U.S. government assistance

- Percentage of targeted producers using water conservation strategies on irrigated production sites with U.S. government assistance
- Yields of targeted agricultural products among program participants with U.S. government assistance
- Number of individuals in the agricultural system who have implemented improved management practices or technologies with U.S. government assistance
- Number of people using climate information or implementing risk reduction actions to improve resilience to climate change, with assistance from the U.S. government
- Number of hectares under improved management practices or technologies with U.S. government assistance

Recruitment and training of collection agents

The Vendor will recruit and hire the evaluation team and make logistical arrangements for the conduct of the field data collection (including travel and transportation, country clearance, lodging, and communication).

Data collection

Data collection will be simultaneous in all accessible study areas so that the data reflect the same socio-economic realities in each area. Sene Yiriwa's technical staff will provide supervision to ensure that the data collection process is running smoothly.

Data analysis

All data will be analyzed using the Statistical Package for Social Science (SPSS). However, data and tables generated in SPSS will be transported into Excel to generate graphs, tables, charts, etc. due to its superiority in data visualization. This will allow for effective use of data to inform strategic, programmatic, and operational decisions. Much of the analysis will be done using descriptive statistics.

Vendor shall:

- Export the central database to a statistical data processing software (Statistical Package for Social Science (SPSS)).
- For each indicator, the vendor will produce statistics by geographic level and by PO. Data should be disaggregated by gender and age where appropriate. Confidence intervals for all results must be presented in the descriptive tables.
- Provide cross-tabulation and/or correlation analyses and data interpretation for performance indicators and key variables. These analyses will help define the profile of POs and explain structural differences in PO characteristics across subgroups of the study population.

Presentation of preliminary results no later than **15 days** after the end of the data collection phase.

The vendor will provide DevWorks with all descriptive tables defined in the survey methodology report. These tables must be in Excel format.

Vendor shall prepare an oral presentation of preliminary results and findings to Sene Yiriwa, based on the results of the fieldwork and preliminary descriptive tables.

The Vendor shall consider the comments received during the submission in writing the baseline survey report.

Drafting of the investigation report

The draft survey report must clearly describe the results of each indicator listed above and each other variable specified in the survey methodology report.

A draft written report of the results and analysis must be submitted to DevWorks no later than 5 days after the oral presentation of preliminary results.

The report must include, at a minimum, the following elements

- An executive summary
- A summary of the methodology and limitations
- The results of each activity indicator listed above, including demographic data of respondents
- PO and member profiles with age and gender disaggregation in tabular form and narrative analysis
- The raw and cleaned database with the data cleaning program, variable dictionary, and data analysis program in SPSS format. The survey report should not exceed 20 pages excluding appendices.

No later than 5 days after Sene Yiriwa's approval of the draft survey report, the Vendor shall submit a final report that incorporates the survey team's responses to Sene Yiriwa's comments and suggestions.

The completed data set will be the sole property of the United States Agency for International Development (USAID). The Vendor shall not use the data for its own research purposes, nor license the data to others, without the written consent of USAID.

Logistical and administrative support

The Vendor will provide the smartphones and mobile application to be used for data collection, human resources and all necessary field equipment. The Vendor will be responsible for obtaining office equipment and computers for survey management, as well as arranging and paying for transportation, lodging, and equipment for the fieldwork. The budget for covering logistical and administrative costs should be clearly specified in the proposal. This is a fixed-price purchase order; therefore, the Vendor is expected to provide an all-inclusive price.

Calendar

The total duration of the study shall not exceed **90 days**. The start of the study is scheduled **to begin in September 2021**, subject to the validation of the study schedule and

the methodology proposed by the consulting firm and the signature of the service contract by the contracting parties.

ACTIVITY	Week													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Recruitment of the firm	■	■												
Scoping meeting			■											
Survey design			■	■										
Protocol development and approval				■	■									
Training and pre-testing						■	■							
Data collection								■	■	■				
Data analysis											■	■		
Visualization												■	■	
Report writing												■	■	
Report approval process														■

Budget

Based on the above elements, the design office will make a financial proposal on the basis of unit cost, work time and any other relevant element without forgetting the logistics.

Deliverables

At the start of the mission

- An inception report including a detailed methodological note, a drafting plan, a timeline, etc.
- Survey protocol

During the mission

- A literature review and an inventory of available data and other databases that could be used in this study
- Data collection tools (questionnaires / interview guides) to be administered to stakeholders and individuals
- A complete draft analysis report

At the end of the mission

- A draft final report taking into account the comments and observations of the technical validation workshop
- A PowerPoint presentation and summary report for the results presentation workshop
- A final report at the end of the workshop to present the results.

Deliverables	Deadline
Survey Protocol (includes literature review, discussions with Sene Yiriwa staff, work plan, methodology, survey design/sampling plan, data collection, data collection questionnaires, data processing, and analysis plan)	10 working days after the project is awarded
Review and approval of survey protocol	5 working days after submission of Survey Protocol
Completion of fieldwork	25 working days after DevWorks approves the data collection plan
Data cleaning and analysis	10 working days after the end of the fieldwork
Writing of the fieldwork report	5 working days after the end of the fieldwork
Presentation of preliminary results	15 working days after the end of the fieldwork
Preliminary report	5 working days after the presentation of preliminary results
Review of preliminary report and revisions	20 days after submission of preliminary report
Final report	5 days after approval of the preliminary report

The total time for data collection, including data analysis and reporting, should not exceed four months, not including the time required for DevWorks validation of deliverables.

Obligations of Key Actors

It is helpful to detail the obligations of each party in the survey to set realistic expectations and responsibilities. Here is an example:

Vendor

- a) Inform the survey manager in a timely manner of progress and problems encountered.
- b) Implement the activities as planned and, if changes are needed, bring them to the attention of the survey manager before implementing them.

Sene Yiriwa Survey Manager

- a) Ensure that the Vendor has the specified documents and adequate human and logistical resources.
- b) Facilitate the Vendor's work with activity participants and other local stakeholders.
- c) Respond to daily inquiries, monitor the Vendor's daily work and report problems.

The technical staff of the Sene Yiriwa Activity

- a) Reviews and approves the proposed methodology
- b) Provide technical oversight of the review of all deliverables
- c) Provide timely feedback on draft reports

Experience/Qualifications

The key personnel on the investigation team will be a team leader. The Team Leader is the primary point of contact with the Sene Yiriwa team and therefore must have excellent communication skills. The Team Leader will ensure that deliverables are completed in a timely manner and meet Sene Yiriwa's scope of work and feedback. The Team Leader will provide leadership to the team and coordinate activities.

The Team Leader must have the following minimum qualifications:

- ✓ Master's degree in statistics, applied mathematics, economics, or a similar discipline.
- ✓ At least five years' experience conducting and/or managing large-scale household surveys.
- ✓ At least three years of experience using SPSS statistical software for data analysis.
- ✓ Experience designing data entry forms, collecting information through structured surveys, processing and analyzing large quantitative data sets.
- ✓ Familiarity with using tablets/smartphones for data collection.

The Team Leader will be responsible for data collection, processing, and analysis. He/she is responsible for training enumerators and field supervisors on the use of smartphones, quality control, data processing and analysis.

The field supervisor must have the following minimum qualifications:

- ✓ Minimum University level (bac + 4)
- ✓ Professional level of written and spoken French
- ✓ Good knowledge of data collection on tablets / smartphones
- ✓ At least 3 years in data collection supervision
- ✓ Ability to lead a team, strong organizational skills while keeping everyone motivated
- ✓ Ability to work outside of Bamako for long periods (nights in rural areas, etc.)
- ✓ Good team spirit and high motivation

The enumerators must have the following minimum qualifications:

- ✓ Minimum University level (bac + 2)
- ✓ Professional level of written and spoken French
- ✓ Good knowledge of data collection on tablets / smartphones
- ✓ At least 3 years in data collection

- ✓ Ability to work outside of Bamako for long periods (nights in the rural areas, etc.)
- ✓ Good team spirit and high motivation

Language Requirements: Investigators must be proficient in local languages/dialects in Sene Yiriwa's areas of operation.

Instructions for preparing a proposal

Proposals should be submitted in French and should not exceed 20 pages. This does not include annexes and CVs of proposed personnel. Technical proposals must be written in French, typed on standard A4 paper, single-spaced, with a font size of only 11 characters, and each page must be numbered consecutively. Page margins must be at least one inch at the top, bottom and on each side.

Proposals (including technical and cost proposals and accompanying documents) must be received electronically by e-mail at (insert e-mail address) and should be marked **SENEYIRIWARFP-001** or by mail/hand delivery addressed to the Procurement Officer, Sene Yiriwa, Badalabougou, Bamako, Mali. Proposals must be submitted no later than 4:00 p.m. local time in Mali on **September 3, 2021**.

Late or non-compliant proposals will not be considered. The time of receipt is the time the proposal is received by the DevWorks web server. Hand delivery and hard copy submissions of a proposal will not be accepted after the above time. Please do not send files in ZIP format. The following are the procedures for submitting a proposal via email:

- a. Before sending your documents as email attachments, convert them to Microsoft Word, Excel and/or PDF (for documents requiring a signature).
- b. After submission, check your own email to confirm that your attachments were attached and sent. If you discover an error in your transmission, resend the proposal documents, and indicate in the subject line of the email that it is a "corrected submission." Do not send your submission more than once unless there has been a change; and if a resubmission is required, please indicate that it is a corrected email. Do not wait for us to inform you that some documents intended to be sent were not sent, or that some documents contain formatting errors, missing sections, etc. The Vendor is responsible for submitting a complete and correct proposal.
- c. To avoid confusion, duplication and clogging of our email system, only one authorized person from your organization should send the organization's submission.

Point of Contact: The Point of Contact (POC) for this tender is: Ms. Aissata Diallo, Accounting & Procurement Assistant, Feed the Future Mali Sene Yiriwa. Please direct any questions regarding this tender to the POC.

Written notification to applicants regarding the status of their proposal will be sent within two weeks of the submission deadline.

Information on the review of proposals

Statement of technical capabilities and experience

Demonstrate your technical capabilities and experience by providing the following:

- Experience in conducting qualitative research
- Experience in conducting quantitative studies
- Experience in conducting baseline studies
- Knowledge of the Mopti and Timbuktu regions

Staffing

Identify the project staff and the percentage of time each staff member will spend on this activity. Include no more than a half-page biography for each person considered essential to the successful execution of this contract.

The Vendor's team will be selected through a competitive process. Supervisors will be selected and hired by the Vendor. Supervisors will be trained in data collection techniques, as well as data monitoring and verification techniques. Interviewers will then join the team and be trained in data collection techniques. Role-playing and pilot testing will be incorporated into the training and the cultural knowledge of the team will be sought to modify and culturally adapt the survey questionnaire.

All field investigators will have at least one year's experience conducting a field investigation and all will have graduated from at least one institution of higher learning. In addition, the recruitment of interviewers and supervisors will take into account the need for gender balance. A field manual and guide will be prepared for each interviewer as a quick reference when implementing the fieldwork. The manual will outline and detail how to approach each questionnaire item, response categories, and interviewer instructions. A separate supervisor training manual and guide will be prepared by the Vendor team for field supervisors to serve the same purpose as the interviewer training manual and guide.

Supervisors will be with their assigned fieldworkers and will be available at all times to supervise and advise their supervisees during the administration of the questionnaires. During data collection, supervisors will review each questionnaire for accuracy and missing data and correct data if necessary. Supervisors will be responsible for explaining the purpose of the study to chiefs and other key people as they arrive in a new community each day, with the help of local guides. Supervisors will also inform the team leader of any problems that may affect the quality or validity of the data.

Cost proposal

Vendors shall submit a budget proposal with their proposals in a separate sealed

envelope (or separate file, if submitting by e-mail) entitled "Budget Proposal." The proposed budget shall be in sufficient detail to allow for evaluation of the proposed cost elements. Budgets must be submitted in the currency in which your organization is located and will be paid; please label your budget with the currency name. DevWorks reserves the right to request any additional information to support the cost and pricing details.

Vendors must indicate the inclusion or exclusion of any applicable VAT. Generally, Sene Yiriwa is exempt from paying VAT and will not generally refund VAT. However, if Vendor is aware of any unavoidable duties, fees, or taxes, such fees must be included as a separate line item in the cost proposal.

Proposal submission instructions

Technical and cost proposals must be bound separately and identified as such (or emailed as separate attachments).

All responses to this Request for Proposal (RFP) must be submitted in hard copy and/or electronic (email) format. The electronic copy sent via Internet e-mail with attachments must be compatible with MS Word, Excel, and Adobe Acrobat in an MS Windows environment.

All responses to this RFP must be received by the submission deadline listed below. Vendors must submit one (1) electronic copy of the technical proposal and cost proposal to the following address

Sene Yiriwa Activity in the Delta Zone DevWorks International	
Caution:	Sene Yiriwa Accounting & Procurement Assistant
Email:	adiallo@devworks.org
Cc:	Hamadoun Bocoum bhamadoun@devworks.org
RFP Release	August 20, 2021
Proposal Submission Deadline	8:00 AM September 3, 2021
Questions/Inquiry Submission Deadline	16H30 August 26, 2021

All inquiries and requests for information regarding this RFP must be submitted via email to the following individuals on or before the deadline for submission of questions and inquiries.

Contractual		Technique
Name:	Ms. Aissata Diallo	Hamadoun Bocoum
Email:	adiallo@devworks.org	bhamadoun@devworks.org

DevWorks/Sene Yiriwa will not compensate Vendors for any costs associated with the preparation and/or submission of responses to this RFP.

Evaluation criteria

The selection committee will evaluate bids based on established technical and cost criteria. Technical factors carry more weight than cost factors. However, both technical and cost factors are important in the selection of successful proposals. Therefore, all applicants must meet both the technical and cost criteria in their proposals. The evaluation criteria are as follows:

Evaluation Criteria		Points (100)
1	Experience in conducting qualitative research	15
2	Experience in conducting quantitative surveys in the agricultural sector	15
3	Experience in conducting basic surveys	15
4	Knowledge of the two regions of Mali: Mopti and Timbuktu	15
6	Staff qualification	30
7	Logistics available to the Consultant	10
Total score		100

The evaluation committee will review the technical proposal based on the technical criteria listed above. Cost proposals will be reviewed for completeness and freedom from calculation errors. The committee will also evaluate the reasonableness of the costs and the cost-effectiveness of the budget and determine if the costs reflect a clear understanding of the project requirements. A contract will be offered to the Responsible Vendor whose proposal follows the instructions in the RFP and is deemed most advantageous to Sene Yiriwa.

Solicitation process

Once the RFP is issued, Vendors must prepare a formal proposal to be sent to the contact person at Sene Yiriwa as outlined above. Submitted proposals will be reviewed against the evaluation criteria defined above and scored based on their ability to meet the requirements set forth in this RFP document. A Preferred Vendor will be selected and formally notified. A formal contract will be negotiated with the best Vendor after an interview and, if approved, the Vendor will begin work on the activity.

Terms and conditions

Late Submission: Proposals received after the submission deadline indicated above may not be considered. Vendors will be responsible for ensuring that their bids are received in accordance with the instructions set forth herein. A late bid will be considered if the cause is attributable to Sene Yiriwa or its employees, or if it is in the best interest of Sene Yiriwa.

Withdrawal of Proposals: Proposals may be withdrawn by written notification via email at any time prior to award. Proposals may be withdrawn in person by a Vendor or authorized representative if the identity of the representative is known and the representative signs a receipt for the proposal prior to award.

Right to Negotiate and Accept Proposal: DevWorks reserves the right to fund/award any or all proposals submitted. No commitment is made, either expressly or by implication, to compensate Vendors for any costs incurred in the preparation and submission of their proposal.

DevWorks may reject any proposal that is not responsive. A responsive proposal is one that complies with all terms and conditions of the RFP. A proposal must be complete, signed by an authorized signatory, and delivered on or before the submission time and date specified in this RFP. DevWorks may reserve the right to waive any minor discrepancies in a proposal.

DevWorks reserves the right to make an award based on the initial evaluation of proposals without discussion. DevWorks also reserves the right to enter into final negotiations with any vendor that responded to the RFP for all or part of the proposed scope.