



**SCOPE OF WORK**

**Under**

**Agriculture and Food-Systems Development Activity**

**Funded By**

**USAID**

<b>RFP Release Date:</b>	September 17, 2024
<b>Performance Period:</b>	November 1, 2024 – January 31, 2025
<b>Clarification deadline</b>	September 30, 2024
<b>Application Submission Deadline:</b>	October 14, 2024

## **PROJECT BACKGROUND**

ACDI/VOCA is currently implementing the “Agriculture and Food-Systems Development Activity (AFDA)” program in Myanmar funded by the United States Agency for International Development (USAID). The aim of the Myanmar AFDA program is to increase the productivity, inclusiveness, and competitiveness of key market segments, by facilitating broader market systems participation and sustainable transformation of agriculture and food-systems across ethnicities.

AFDA focuses on delivering impact in the following states and regions, considered the Zone of Influence (ZOI): Shan, Kachin, Mandalay, Sagaing, and Magway. AFDA is expected to follow a locally inclusive implementation model that leverages the private sector in secondary cities to expand and improve the delivery of services and inputs to, and supply of crops from, rural farmers. Mandalay is the largest city in this region, and its agribusinesses are currently sourcing raw goods from the identified zone. Beyond Mandalay, investment and development of other regional cities will be considered, to improve production efficiency and create off-farm economic opportunities for rural residents. AFDA also works with Yangon-based firms that are looking to expand service/input delivery into or source their supplies from the identified Zone of Influence (ZOI) focusing on the domestic market.

AFDA aims to improve the overall resilience and inclusiveness of the agricultural market system in Myanmar by facilitating market system changes that enhance supply chain competitiveness, and systemic cooperation for resilience and inclusion of women, youth, and ethnic groups. To achieve this vision, AFDA focuses on several of the following market systems changes across four outcome areas.

**Outcome 1: Increased farmer and local trader engagement** – AFDA will strengthen cooperation among traders and farmers through engagement in formal supply chains and open spot markets. AFDA will incentivize win-win models of cooperation, expand platforms and networks to solve mutual problems and provide solutions that increase the participation of women, youth, and diverse ethnic groups.

**Outcome 2: Increased access to a diverse range of agricultural services** – AFDA supports service provision models that leverage farmer-local trader networks and ICT platforms, broker more affordable and accessible sources of financial services to producers, and customize services that meet the needs of women, youth, and ethnic groups.

**Outcome 3: Increased access to quality agricultural inputs** – AFDA facilitates the supply and demand for quality inputs through improved distribution and communication and outreach to traders and farmer groups and enhancing coordination among input dealers and end market buyers to improve quality assurance and value chain finance.

**Outcome 4: Increased access to domestic and export markets** – While still focusing on export markets for selected commodities, AFDA facilitates greater access to domestic markets through improved supply chain coordination, SPSS and food safety, increased market information through digital and in-person marketing and trade events, and access to specialized market information services. Firm-level operational behavior change can generate savings for businesses, increase market and sales and support more inclusive supply chains and export readiness.

## ACTIVITY Logic model

The AFDA2.0 logic model is graphically presented in the model below depicting the Activity elements, and the system change lens across elements. The model further shows that increased competitiveness, resilience and inclusion is only possible if there is coordination and collaboration within and across the Activity elements.

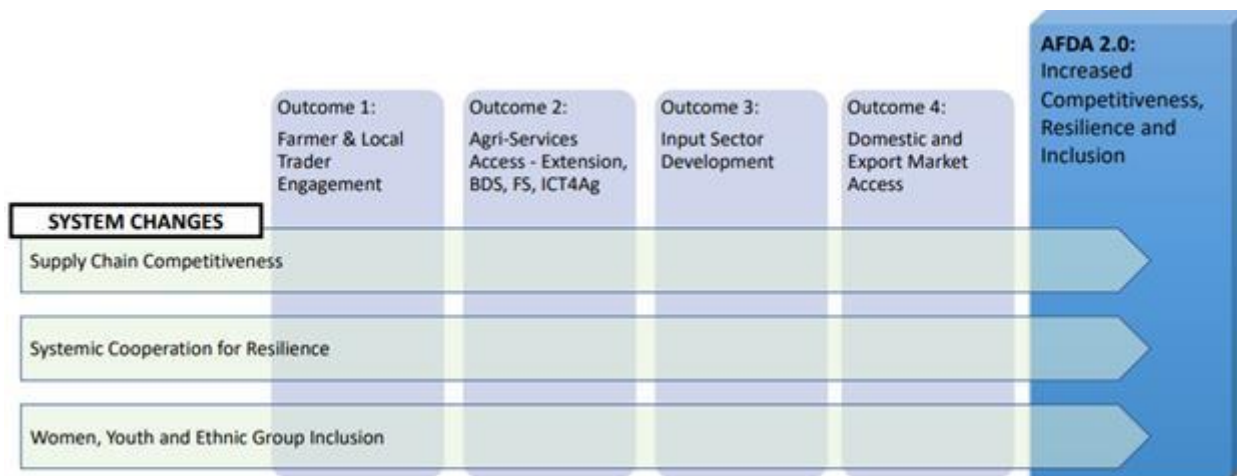


Figure 1: AFDA 2.0 Logic Model

## OBJECTIVES

The objective of the outcome harvest is to uncover and validate significant positive and negative outcomes of the Agriculture and Food-Systems Development (AFDA) activity, as well as lessons learned around each of these outcomes. The results of the outcome harvest will be presented in an outcome harvest report and a shorter, summary brochure/booklet that will be referred to as a learning brief. AFDA also aims for the findings from this outcome harvest activity to inform the end-line survey that will be conducted shortly after the outcome harvest.

## SCOPE OF WORK

The aim of this SOW is an outcome harvest that examines both positive and negative outcomes within targeted outcomes. The firm will perform all six steps of the outcome harvest, coordinating with AFDA MEL technical staff, as needed. This includes facilitating desk research of relevant documentation regarding AFDA activities and collecting qualitative data through key informant interviews and focus groups discussions. This qualitative data and secondary data should be analysed and used to generate a report with outcome stories, as well as a visual report briefer.

## APPROACH AND METHODOLOGY

The selected firm is expected to work closely with AFDA MEL staff, AFDA technical/field staff and ACIDI/VOCA headquarters MERL and TLA staff in this process. The AFDA staff will work together in determining the sampling frames, and random selection of outcome harvest participants.

- Step 1 – Outcome Review & Prioritization: The selected firm discusses relevant reports and AFDA documents to familiarize them with the activity. During this process, AFDA will discuss with the firm on the outcomes for them to prioritize in future steps. (in interviews and focus group discussions) around AFDA-specified target themes. The outcome hierarchy from this review process should be shared for review and discussed in a subsequent meeting with AFDA points of contact. Details regarding project interventions and how they contributed to each outcome should be aligned with the mapped outcomes to create outcome description drafts, which should also be shared for review and feedback. The firm will use ACIDI/VOCA’s systems change description guide for developing first drafts of outcome descriptions.

Deliverables associated with this step:

- A) Outcome hierarchy
- B) Initial outcome description drafts of activity contributions for each potential outcome.

- Step 2: The firm interviews AFDA staff and key partners to explore outcomes in the initial outcome hierarchy. The firm should share interview guides for review (per thematic staff group) before implementation. Guides should be aligned with the initial draft outcome hierarchy. Interviews with staff should be recorded and transcribed word for word. These interviews should provide additional insight on outcomes and lessons learned and provide leads for who/what should be verified in future steps of the outcome harvest process. Qualitative data from this step should be coded to revise the outcome hierarchy and outcome descriptions should be updated.

Deliverables associated with this step:

- A) Staff/partner interview guides
- B) Staff/partner interview transcripts & recordings
- C) Adjusted outcome hierarchy
- D) Updated outcome descriptions

- Step 3: The firm randomly selects individuals and organizations to interview to further explore and verify the adjusted outcome hierarchy. These individuals/organizations should be selected such that various types of groups AFDA has assisted (e.g. females, youth, geographic regions, etc.) are represented in the study. Strata should be discussed with AFDA MEL staff and HQ MERL staff. Based on the current outcome hierarchy, the firm then creates focus group discussion/key informant interview guides. These tools should be shared with the AFDA MEL staff and ACIDI/VOCA HQ TLA staff for review and approval, before use. Key informant interviews (KII) and focus group discussions (FGD) should be conducted until qualitative thresholds are reached/substantial patterns are observed. Sense-making meetings should be iteratively facilitated following each FGD & KII, to modify the outcome hierarchy and future KII/FGD guides, as needed, and to help determine if data sampling thresholds have been met for each respective outcome. The firm is expected to identify persons that will continuously transcribe and share KII and FGD data with ACIDI/VOCA. To provide some context, based on previous outcome harvests, interviews and FGD’s with 90-150 individuals were necessary (not including project staff). Again, each KII should be recorded and transcribed into English (so translation might be needed after transcription). The firm should take photos, with the proper permissions, during this process, for use in the final deliverables. The firm will have to commit to collecting data until code thresholds are reached, in their proposals. The firm should use appropriate strata in the qualitative sampling design, and the procedure should be described in inception report deliverable/initial proposal. The firm should make sure that audio recordings are being uploaded into a

cloud folder on a daily basis and their quality is being checked. A technical expert should be part of the data collection and the coding process. The firm should share progress in codesheets as data collection is ongoing.

Deliverables associated with this step:

- A) Inception report with methodology, sampling plan with strata for FGD's and KII's and next steps outlined
  - B) Initial list of organizations and individuals slated for data collection
  - C) FGD and KII interview guides for each 'group' type including initial codebooks, for review and approval
  - D) Training materials for enumerators for review and approval, prior to trainings
  - E) FGD and KII transcriptions (and translated word-for-word transcripts), recordings, and notes.
  - F) Photos
- Step 4: Qualitative data (FGD and KII transcriptions) is analyzed using a software platform (e.g. Nvivo/MAX DQA etc.), where information is coded to outcomes and their suboutcomes, as well as any associated subcodes. The outcome hierarchy should be adjusted based on this coding and reviewed with project points of contact.

Deliverables associated with this step:

- A) Final outcome hierarchy
  - B) Code sheets and codebooks from qualitative analysis software platform
- Step 5: Information from coded outcomes and suboutcomes are used to revise pre-existing outcomes descriptions, and write any necessary new outcome descriptions for the final report. The firm should follow the outcome harvest outline provided by the project. This should follow the example and format laid out in the previous REGAL-AG report (see report outline below), as well as content from ACIDI/VOCA's systems change description guide. Systemic change ratings for each outcome should be included based on a change rating scale agreed upon with the project for those outcomes where there maybe evidence of a broader systems change. Outcome descriptions should communicate the why, what, how, and where of the outcomes in the form of a narrative story that can easily be understood and digested by a reader external to the project. High-quality photos should be used in the report and briefer and complimentary quantitative data from the projects' continuous monitoring system should be in text boxes and integrated into the text to add context. Inclusion of contextual secondary data to benchmark outcomes is a crucial part of this process. Firms must demonstrate a commitment to inclusion of staff who have previous experience in research and use of secondary data for report writing on their team. Secondary quantitative data (e.g. price data, etc.), and qualitative information with proper references will better tell the story and illuminate the scope/depth/meaning of the outcome. The report and brochure shall be iteratively reviewed (and subsequently adjusted by the firm based on feedback) by relevant AFDA staff & ACIDI/VOCA HQ staff until it has been approved as a deliverable.

Deliverables associated with this step (all aligned with AFDA and ACIDI/VOCA requested branding and marketing requirements):

- A) Final outcome harvest report
- B) Final outcome harvest briefer/brochure
- C) Outcome harvest results presentation

- D) Final KII/FGD guides
- E) Final qualitative coding sheets

All KII/FGD participants must provide consent for participation and recording. If the consultant deems it necessary to use their names in the report their specific consent must be obtained. Consent must also be given for photos.

**Geographic scope:** Data collection will take place in all the areas that are safe to travel at the time of data-collection planning. The states/regions AFDA is working in include; Kachin, Sagaing, Magway, Mandalay and Shan.

**Enumerator training:** Prior to undertaking the assessment, key staff will be trained in the outcome harvest methodology. Any enumerators (data collectors) that will be facilitating FGD's or KII's must receive a training in qualitative data collection best practices.

**Sampling strategy:** As noted above, the number of KII's and FGD's conducted should be based on thresholds needed to verify and find patterns around outcomes in the outcome hierarchy. However, based on previous estimates around 90-150 individuals or more will be needed to participate in KII's and FGD's, based on qualitative data thresholds. Systems change measurement is expected for this initiative, meaning that groups/individuals outside of the AFDA direct participant list but within AFDA targeted market systems should be interviewed to understand the extent of systems change. This means that this assessment will likely require a sample size that is at the higher end of the range or more.

### **Roles and Responsibilities**

The firm is expected to facilitate the methodology throughout the 5 steps outlines above, ensure each FGD/KII is conducted using qualitative best practices, coordinate closely with the AFDA technical staff and M&E staff to obtain information, arrange logistics, and discuss findings and final deliverables.

### **TIME FRAME**

It is anticipated that the exercise will take place from November 1 – January 31, 2025. This window covers all activities from fieldwork to production of final report.

#### **Deliverables:**

Inception Report

Step 1 deliverables:

- A) Outcome hierarchy
- B) Initial outcome description drafts of activity contributions for each potential outcome

Step 2 deliverables:

- A) Staff/partner interview guides
- B) Staff interview transcripts & recordings
- C) Adjusted outcome hierarchy

Step 3 deliverables:

An Inception Report including:

- A) Strata and sampling plan for FGD's and KII's

- B) Initial list of organizations and individuals anticipated for data collection
- C) FGD and KII interview guides for each 'group' type including initial codebooks, for review and approval
- D) Training materials for enumerators for review and approval, prior to trainings
- E) FGD and KII transcriptions (translated word-for-word in English), recordings and notes.
- F) Photos

Step 4 deliverables:

- A) Final outcome hierarchy
- B) Code sheets from qualitative analysis software platform

Step 5 deliverables:

- A) Final outcome harvest report
- B) Final outcome harvest briefier
- C) Outcome harvest results presentation
- D) Final KII/FGD guides
- E) Final qualitative coding sheets

### **Illustrative schedule of key activities-to be finalized upon award**

<b>s/n</b>	<b>Item</b>	<b>When to be done</b>
1	Step 1 (review of background documentation and creation of initial OH hierarchy and outcome drafts)	Week 1-2
2	Inception report submitted for review and approval	Week 3
3	Step 3 (Stakeholder interviews including staff interviews conducted)	Weeks 5-7
4	Step 4 (Qualitative Analysis)	Week 8-9
5	Step 5 (Report & brochure shared with iterative feedback and adjustments)	Week 12-13
6	Presentation given	Week 13

### **Outcome Harvest Report Outline:**

- Introduction
  - Activity Background
  - Organization of Document
  - Outcome Harvest Objectives
  - Outcome Harvest Methodology
- Executive Summary of Activity Outcomes
  - Outcome Scoring Framework
- Outcome Descriptions (each with a section on scale & sustainability; and a section on lessons learned & ways Forward)

- Conclusion
  - Critical Success Factors
  - Summary Recommendations
- Annex

### **Desired Firm Qualifications**

- Experience conducting assessments/evaluations
- Experience in collecting qualitative data
- Skills in qualitative analysis with an identified qualitative analysis platform
- Experience working with international development programs and market systems activities
- Advanced writing abilities

### **CONTRACT MECHANISM & TERMS OF PAYMENT**

ACDI/VOCA will issue fixed payment(s) based on submission and ACDI/VOCA acceptance of deliverables. Once an award is issued, it will include a fixed price payment schedule with deliverables specified above. A copy of the Fixed Priced Contract with its terms and conditions are attached to this RFP for informational purposes.

### **PROPOSAL PREPARATION AND SUBMISSION REQUIREMENTS**

#### **A. INSTRUCTIONS FOR PROPOSAL PREPARATION**

The selection committee will evaluate the Offerors based upon their written technical and cost proposals. Each section will be evaluated according to the criteria for evaluations in Section V. Offerors are expected to examine the specifications and all instructions in the RFP. Failure to do so is at the Offeror's risk. Interested Offerors must provide the following:

#### **1. CAPABILITY STATEMENT AND TECHNICAL PROPOSAL (Maximum 7 pages)**

Demonstrate capabilities and technical experience by providing the following:

- a. Organization Overview
- b. Capabilities Statement
- c. Website (if applicable)
- e. Proposal explaining how the consultant intends to conduct the midterm evaluation taking into account the SOW.
- f. Activity (work) Schedule. See suggested schedule in Appendix F.

#### **2. PROJECT STAFFING**

Identify the project staffing and the percentage of the time each will spend on this activity. Include no more than a half-page biosketch for each individual considered essential for the successful implementation of this contract.

It is suggested that the core study team should consist of team members experienced in leading qualitative studies.

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



### 3. WRITING SAMPLES

The firm should provide at least two example technical reports, generated through a qualitative study, with the primary technical writer being the same as those identified for the studies proposed staffing team.

Note: ACDI/VOCA staff will support in the Outcome Harvest to ensure proper methodology, and, as needed, as facilitators to introduce beneficiaries, partners, and stakeholders to the assessment team.

### COST PROPOSAL

Offerors will submit a proposed budget with their proposals in a separate, sealed envelope (or separate file, if submitting via email) labeled “Budget Proposal.” The proposed budget will have sufficient detail to allow evaluation of elements of costs proposed. Budgets should be submitted in the currency in which your organization is located and will be paid; please label your budget with the name of the currency. ACDI/VOCA reserves the right to request any additional information to support detailed cost and price.

Offerors should include a budget break down by:

1. Labor Costs including the names of staff who will conduct work, unit labor costs
2. Travel Costs
3. Operations
4. Other Direct Costs
5. Fees
6. Indirect Costs.

Please see sample format in Appendix I. A brief cost narrative should also be included with your cost proposal.

### 4. REFERENCES

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

### TECHNICAL PROPOSAL SUBMISSION SHEET

*(Complete this form with all the requested details and submit it as the first page of your technical proposal, with the documents requested above attached. Ensure that your proposal is authorized in the signature block below. A signature and authorization on this form will confirm that the terms and conditions of this RFP prevail over any attachments. If your proposal is not authorized, it may be rejected.)*

Date of Technical Proposal:	
RFP Number:	
RFP Title:	

We offer to provide the goods/services described in the Scope of Work, in accordance with the terms and conditions stated in Request for Proposal referenced above. We confirm that we are eligible to participate in public procurement and meet the eligibility criteria specified.

The validity period of our proposal is XX days/weeks/months from the time and date of the submission deadline.

TYPE OF BUSINESS/INSTITUTION (CHECK ALL THAT APPLY)

Offeror certifies that it is:  Non U.S. Owned/Operated  Government Owned/Operated  
(If Non U.S. Owned/Operated is selected, continue to Anti-Terrorism Certification)

**OR FOR US ORGANIZATIONS ONLY:**

- Nonprofit  For-Profit  Government Owned/Operated  
 Large Business  Small Business  College or University  
 Women Owned  Small and Disadvantaged Business

**B. INSTRUCTIONS FOR SUBMISSION OF PROPOSAL**

1. The technical and price proposals shall be identified as such and sent via email. The price and technical proposals shall be clearly identified with the RFP number and the Offeror's name. All responses to this RFP must be received no later than the submission deadline on the cover page of this RFP. Offerors must submit one original technical proposal and one price proposal as separate PDF files to:

ACDI/VOCA

Attention: Win Naing

Email: [afdaprocedurement@acdivocamm.org](mailto:afdaprocedurement@acdivocamm.org)

Note: Faxed offers are not acceptable

All inquiries and requests for information regarding this RFP must be submitted by email to the following individuals. Reference the RFP number in all questions/inquiries.

Email: [afdaprocedurement@acdivocamm.org](mailto:afdaprocedurement@acdivocamm.org)

ACDI/VOCA will not compensate Offerors for their preparation of responses to this RFP.

**CRITERIA FOR EVALUATION**

ACDI/VOCA will evaluate proposals based on a best-value determination; Offerors should submit their most competitive price proposal. Proposals will be evaluated using the following criteria:

Technical ScorePoints\*

Technical Score Category	Points
Technical Proposal	30
Key Staff Qualifications	30
Past Performance/References	20
In-country presence/strong local networks	20

Bid Price Offer	20
Local Knowledge on: <ul style="list-style-type: none"> <li>• Agricultural/Agribusiness systems and community development</li> <li>• Current context – security, Economic</li> <li>• Ability to conduct surveys through virtual communication if needed</li> </ul>	20
Knowledge of other data/information sources to contribute to/ support this study	20

Total Possible Technical Score            160

The evaluation committee will review the technical proposal based upon the technical criteria listed above. The cost proposals will be reviewed to ensure they are complete and free of computational errors. The committee will also assess the reasonableness of costs and the cost-effectiveness of the budget, and will determine whether the costs reflect a clear understanding of project requirements. A contract will be offered to the responsible Offeror whose proposal follows the RFP instructions and is judged to be the most advantageous to ACDI/VOCA.

Once the RFP is released, the Offerors must prepare a formal proposal to be sent to the contact person at ACDI/VOCA as indicated in Section IV (b) (1). The submitted proposals will be reviewed against the criteria for evaluation defined in Section V above and rated on their ability to satisfy the requirements stated in this RFP document. A preferred Offeror will be chosen and formally notified. A formal contract will be negotiated with the selected Offeror and, if endorsed, the Offeror will begin work on the project.

## TERMS AND CONDITIONS

### A. LATE SUBMISSIONS

Proposals received after the submission deadline stated in the cover page of this RFP may not be considered. Offerors will be held responsible for ensuring their quotations are received according to the instructions stated herein. A late offer will be considered if the cause was attributable to ACDI/VOCA or its employees/agents, or if it is in the best interest of ACDI/VOCA.

### B. MODIFICATION OF RFP REQUIREMENTS

ACDI/VOCA retains the right to terminate the RFP or modify the requirements upon notification to Offerors.

### C. WITHDRAWALS OF PROPOSALS

Proposals may be withdrawn by written notice via email at any time before award. Proposals may be withdrawn in person by an Offeror or authorized representative, if the representative's identity is made known and the representative signs a receipt for the proposal before award.

### D. RIGHT OF NEGOTIATION AND ACCEPTANCE OF PROPOSAL

This RFP represents a definition of requirements and is an invitation for submission of proposals. ACDI/VOCA reserves the right to fund/award any or none of the submitted proposals. No commitment is made, either expressed or implied, to compensate Offerors for costs incurred in the preparation and submission of their proposal.

ACDI/VOCA may reject any proposal that is nonresponsive. 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 no later than the submission time and date indicated on the cover sheet of this RFP. ACDI/VOCA may reserve the right to waive any minor discrepancies in a proposal.

ACDI/VOCA reserves the right to issue an award based on the initial evaluation of proposals without discussion. ACDI/VOCA also reserves the right to enter into best and final negotiations with any responsive Offerors for all or part of the proposed scope.

#### E. VALIDITY OF PROPOSAL

Proposals submitted shall remain valid for 60 days from the last date specified for receipt of proposals. This includes, but is not limited to, pricing, terms and conditions, service levels, and all other information. If your organization is awarded the contract, all information in the RFP and negotiation process is contractually binding.

#### F. MINIMUM OFFEROR QUALIFICATIONS

Offerors submitting proposals must (1) be able to receive USAID funds and (2) able to pass standard due diligence/watchlist checks. In addition, the Offeror may be required to provide the following information:

Demonstration of adequate management and financial resources to perform the contract

Satisfactory records of performance history, integrity and business ethics

Register for a DUNS number upon award of the contract. You can learn about and register for a DUNS at the following website: <http://www.grants.gov/web/grants/applicants/organization-registration/step-1-obtain-duns-number.html>

#### G. INTELLECTUAL PROPERTY RIGHTS

All tangible or intangible property created or acquired under this contract shall be the exclusive property of ACDI/VOCA and the donor. The term “property” includes all data and reports associated with this engagement. Reference is made to Sections 12 and 13 in the business terms and conditions attached in Appendix G.

APPENDIX 1. SAMPLE BUDGET FORMAT

SUMMARY BUDGET			
Location: Mindanao			
Project Name: MinPact			
Period of Performance: Dec 2014 - Feb 2015			
LINE ITEM DESCRIPTION	Year 1		
	Unit	Cost/Unit	YR 1 TOTAL
<b>SALARIES &amp; SERVICES</b>	<u>PD's</u>	<u>Daily Rate</u>	
<b>1. Consultants</b>			
			-
			-
			-
			-
			-
<b>TOTAL SALARIES &amp; SERVICES</b>			-
<b>TRAVEL</b>	<u>Units</u>	<u>Cost</u>	
<b>1. International Travel</b>			-
Air Travel			-
Taxis			-
Per Diem/M&IE			-
Lodging			-
Visa/Work Permit			-
Medevac Insurance			-
<b>1. In-country Travel</b>			-
Air Travel			-
Taxis			-
Per Diem/M&IE			-
Lodging			-
<b>TOTAL TRAVEL</b>			-
	<u>Days/Months</u>	<u>Rate</u>	
<b>OPERATIONS: (e.g. vehicles, phone, mail, courier etc.)</b>			
Vehicle Rental			-
Communications			-
<b>TOTAL OPERATIONS</b>			-
<b>OTHER DIRECT COSTS:</b>			
Supplies			-
Printing/reproduction			-
Miscellaneous			-
<b>TOTAL ODCs</b>			-
<b>TOTAL DIRECT COSTS</b>			-
			-
<b>TOTAL INDIRECT COSTS</b>			-
<b>TOTAL COSTS</b>			-
Local Taxes (non-payroll) @ XX%	0.00%	-	-
<b>LOCAL TAXES</b>			-
<b>XIII. GRAND TOTAL</b>			-

