

## **Request for Proposal (RFP)**

### **Baseline Study for the Project**

**“Green College Odisha: Creating Green Value Webs for Tribal Women Farmers”**

Bharat Rural Livelihoods Foundation (BRLF) invites proposals from consultant organisations to conduct a baseline study for a project in Odisha titled **“Green College Odisha: Creating Green Value Webs for Tribal Women Farmers”**.

**Last date for submitting proposals: March 25<sup>th</sup>, 2025**

### **About BRLF**

Bharat Rural Livelihoods Foundation ([www.brlf.in](http://www.brlf.in)) is an autonomous body established in 2013 under the Ministry of Rural Development through a Union Cabinet decision by the Government of India. With a vision to transform the lives and livelihoods of the most vulnerable populations across India, BRLF plays a crucial role in fostering and facilitating civil society action in partnership with the government and people’s institutions.

BRLF’s mandate encompasses a range of objectives. These are,

- ✓ Bridging the gap between program outlays and outcomes of key flagship schemes of the Government
- ✓ Enhancing on-ground operational excellence in the implementation of government initiatives
- ✓ Nurturing the capacities of civil society organisations (CSOs) and Community Institutions for enhancement and sustainability of livelihood interventions
- ✓ Promoting partnerships across government, civil society, corporate entities, and community institutions for inclusive and sustainable development.

BRLF has a pan-India mandate and focuses on tribal geographies, particularly those in the Central Indian tribal belt and Northeast India.

Over the past ten years, BRLF has supported and directly contributed to numerous projects on sustainable livelihoods, natural resource management, and governance in the states of Odisha, Jharkhand, West Bengal, Chhattisgarh, Madhya Pradesh, Maharashtra and Telangana. Recently, BRLF has entered into an agreement with the State Government of Odisha (GoO) to implement the second phase of APC project (APC 2.0) in collaboration with the state GoO and 15 CSO partners.

### **Background: Agriculture Production Clusters (APC 2.0)**

The promotion of Agriculture Production Cluster (APC) in tribal regions of Odisha is a collaborative effort by Bharat Rural Livelihoods Foundation and the Government of Odisha. The project aims to enhance sustainable livelihoods for tribal women in 40 selected blocks of the State through diversified livelihood strategies and the establishment of all women farmer collectives (Producer groups and

Producer companies). The project seeks to create productive livelihood assets through converging relevant schemes from Departments, with an aim to nurture resilient value agricultural chains and future-ready community institutions. The project has a substantial emphasis on farmers' training and skill development on the package of crop practices, farm mechanisation, creation of irrigation infrastructure, storage system, Producer groups and producer company formations, compliances and institutional operation practices, financial management, and sales and marketing of key product lines of producer companies incubated through the project.

The project has been featured in several national and international media for its unique model and implementation strategy. The project was also presented in PMO because of its effective convergence model to double the income of women farmers of Odisha. Looking at the success of the program, it was decided to launch APC's second phase (APC 2.0) with the support of BRLF in the existing 40 blocks. APC 2.0 will be implemented over the next 4 years, from Jan 2024 to December 2028. Under the project, existing partner NGOs will deepen the project engagement with an additional 2000 new families in the same block, taking the direct participant outreach numbers to 5000 families in each block. Apart from initiating community processes and creation of assets for enhanced production at the farm level, APC 2.0 will focus on facilitating value chain development for winner crops in each production cluster, diversifying livelihood practices, increasing the community's access to the market, co-creating a learning and capacity building hub for farmers and eco-entrepreneurs, etc. ([www.apcodisha.net](http://www.apcodisha.net))

### **The Project: Green College Odisha: Creating Green Value Webs for Tribal Women Farmers**

The proposed project aims to foster green livelihoods and entrepreneurship in remote tribal areas of Odisha, with a strong focus on empowering women. Its primary goal is to establish a comprehensive learning, knowledge management, and capacity-building framework for the Agriculture Production Cluster (APC) project 2.0 initiated by the BRLF and Odisha government.

The objectives of this capacity-building initiative are threefold:

- ✓ *To create a knowledge infrastructure and a dedicated pool of master trainers in sustainable agriculture and green entrepreneurship.*
- ✓ *To enhance the knowledge and skills of multiple stakeholders of APC 2.0 in green entrepreneurship (small and marginal farmers, rural entrepreneurs, community institutions, and the grassroots functionaries who service them).*
- ✓ *To improve efficiency, transparency, and outreach of the CSOs, FPOs, and PGs through benchmarking and digitisation of the capacity-building elements.*

### **Key Outcomes of the "Green College Odisha: Creating Green Value Webs for Tribal Women Farmers" Project**

The project will establish a state-level 'Green College' as a central hub to provide key stakeholders with capacity building and technical support in developing sustainable production and marketing systems. Specifically, the Green College will:

- Develop course curriculum, modules, content, and teaching materials covering topics related to sustainable agriculture, green trades, and entrepreneurship development.

- Set up a digital platform for effective knowledge management, sharing and monitoring of training quality, fostering multi-stakeholder collaboration.
- Conduct Training of Trainer programs and maintain a pool of approx. 60 skilled master trainers and experts in various subject matters.
- Foster convergence and collaboration with various government departments to leverage synergies and achieve collective goals.

Furthermore, the project will support the implementation of comprehensive capacity-building and learning programs for 2000 extension workers from relevant government departments and local NGOs, aiming to equip them as proficient service providers.

The capacity-building efforts will prioritize:

1. Assisting farmers in accessing diverse agricultural inputs, technical support, and capacity-building programs.
2. Empowering Resource Farmers to serve as multipliers by supporting them in developing sustainable Integrated Farming Systems through Farmer Field Schools and demonstration sites.

A mobile application will be designed for extension workers and resource farmers, providing accurate advisories on crop cultivation and animal husbandry. It will also enable the identification of crop health issues, access to management plans, and connection with ecopreneurs for recommended inputs and support.

At the block level, the project will facilitate the co-creation of local Green Value Webs, which are interconnected networks involving producer groups, Producer Companies, Ecopreneurs (including input providers, processors, traders), and consumers. These stakeholders will collaborate and share resources, knowledge, and expertise to develop value-added products and services within their communities. To promote effective collaboration, decision-making, entrepreneurship, and market outreach, the project will:

- Form 1000 producer groups focusing on one or multiple products and provide training on sustainable production practices, value addition, and market linkage strategies.
- Establish and support the management and marketing activities of 30 Producer Companies to enhance their market positioning and outreach.
- Train 4000 youth as ecopreneurs, with 400 high-potential individuals receiving a business acceleration program called Fast Track training to expedite their entrepreneurial journey.

## **Scope of Services**

The proposed baseline is expected to map the current capacity of different stakeholder groups to effectively implement APC 2.0 and ensure the accomplishment of outcomes envisaged under the project.

Findings from the baseline study are expected to:

- Provide measurable insights on the existing capacities of key stakeholders involved in the implementation of the APC project. These stakeholders include Master trainers who currently hold capacity building trainings under APC project, Frontline functionaries and Community Resource Persons, farmers (men and women) engaged in APC activities, Civil society organisations actively holding the APC project implementation in blocks/ sub-districts, government officials, Board members and members of Farmer Producer Groups (FPGs) and Farmer Producer Companies (FPCs), agri-entrepreneurs and value chain suppliers engaged through APC project, service providers and technical agencies currently supporting the implementation of APC.
- Provide an assessment of existing training and capacity-building resources used in the APC project
- Identify existing trades pursued by FPGs, FPCs, and entrepreneurs and the challenges they face in accessing the markets, supply chain solutions, and technological interventions that enhance the value chain.
- Map the existing pool/ cadre of master trainers and their capacities in being able to offer training for key stakeholders of the APC project
- Map the landscape of digital/ technological solutions used in similar programs to build knowledge and skills and provide active hand-holding support to learners.

The scope of services of the study under this RFP includes end-to-end design, development and implementation of the baseline study. This shall include:

1. Preparation of the Inception report of the study (Study design, comprehensive list of indicators for the study, Methodology, Data collection tools and plans, Pilot testing, Enumerators training kit and plan, Plan for secondary research, data analysis plan, report structure)
2. The design of the study will be finalized in consultation with the BRLF Research Team.
3. Pilot testing and enumerators training report along with final set of tools for data collection and secondary research findings
4. Data monitoring, including bank checks, spot checks, and high-frequency checks. Submission of weekly data monitoring reports during the data collection phase.
5. Presentation of Initial Findings of the study in a workshop with project partners and key stakeholders.
6. Draft Baseline Report and presentation
7. Final Baseline Report, synopsis of the report, and presentation along with all raw data (quantitative and qualitative), cross-tabulations and data sets.
8. A succinct explanation of any difficulties or limitations encountered during the data collection procedure, such as problems with sampling or data dependability.

## **Methodology and Data Collection**

### **A. Sample Size and Methodology**

The baseline study shall have a mixed-method design using quantitative and qualitative methodologies in parallel. The consultant shall design a detailed sampling plan for the quantitative

and qualitative research components. This sampling plan should account for geographic distribution, cultural differences, gender, landholding, tribe, caste and/or other social affiliations, population variability. Qualitative engagement, particularly with BRLF partner CSOs, community institutions (CBOs, PRIs, VOs), Producer groups/ Producer companies, Agri-entrepreneurs, frontline functionaries and extension workers, government officials (state, district, block level), etc. will be critical in the study.

Sample size should be calculated at 95% confidence interval ( $z=1.96$ ) with a confidence interval of 5.0 standard deviation. A control group of at least 50% of the sample size should be studied for counterfactual evidence.

The sample size must account for competing needs so that costs and precision in findings are optimally balanced. List of operational districts and blocks is attached as Annexure-I.

The consultant may suggest the methodology best suited to meet the objectives of the study. The final methodology will be based on the approval from BRLF.

#### **B. Primary data collection:**

Primary data collection will have the following indicative components:

- i. **Key informant interviews (KIIs):** KIIs will have to be conducted with key stakeholders involved in project implementation. These stakeholders include representatives from state governments, thematic experts, institutional leaders (CSOs, CBOs, PRIs), frontline functionaries, PG and PC members, Agri-entrepreneurs and members involved in project execution across APC geographies listed in Annexure-I.
- ii. **Focus Group Discussions:** FGDs will be conducted with project CSOs, CBOs, project participants and non-participants. Identification of FGD respondents and criteria for the constitution of FGD cohorts shall be based upon the research design finalized by the consultant and approved by BRLF.

The consultant is expected to collect data using computer-assisted personal interviewing (CAPI) devices that can record GPS locations. The study tools are to be developed by the consultant. The selected agency would be required to translate the tools into regional language and adapt them to their preferred CAPI application. The process of development of data collection tools is to be carried out in consultation with BRLF.

The data collection team must be provided with prior training to equip them with the information to ask the questions appropriately and fill out their responses in the CAPI. The enumerators shall be expected to follow ethical guidelines and practices in the interviewing process.

The schedule for training of enumerators will be decided in consultation with BRLF. After the training, pilot exercises will be carried out. After the survey is launched, the survey agency will provide the cleaned raw data to BRLF at pre-decided intervals for data quality check and monitoring.

The consultant is expected to share data and private information with all respondents engaging in the study. Additionally, the consultant shall ensure the study participation of respondents only after recording prior informed consent appropriately. The consultant is expected to maintain anonymized datasets for purposes of monitoring and analysis. Full access to raw data shall be ensured only for a

few members of the consultant organisation and BRLF teams and is to be facilitated only after the signing of non-disclosure agreements that supersede any other institutional clauses for data access and storage.

### **C. Data Analysis**

The consultant is expected to share a detailed data analysis plan and use qualitative and quantitative analysis software for both secondary and primary data.

Data analysis shall include analysing secondary resources shared by BRLF and datasets, reports, and publications available in the public domain.

The consultant shall seek BRLF's approval of the detailed analysis plan as part of the final research design deliverable submitted during the study implementation.

### **D. Mechanism to ensure Data Quality:**

A robust quality control and monitoring process must be followed during data collection. The following needs to be considered to ensure optimum data quality:

1. The field investigators/enumerators engaged in the study should have at least one year of experience conducting similar surveys/ interviews/ FGDs in Odia. All field investigators/enumerators should undergo a three-step training process (Classroom input, simulation, and on-the-field training) with appropriate support resources, including enumerators' notes for data collection, questionnaire guides, and ethical protocols.
2. A pilot must be conducted to fine-tune all quantitative and qualitative data collection tools. A brief report on the pilot exercise's learnings and subsequent improvements in the data collection tools must be shared with BRLF for approval.
3. 100% of the data collected must be validated using a validation checklist. Missing data points should be recollected. At least 15% of survey data should be telephonically verified using random order, and if not verified via phone, back-checks should be undertaken to ensure at least 50% data verification.
4. In the case of qualitative data collection, transcripts from interviews and group discussions must be developed for qualitative analysis using analysis software. The transcripts, audio recording, and coding project file should also be shared with BRLF.
5. A Detailed Qualitative and Quantitative data analysis plan must be shared before beginning the analysis process for feedback and suggestions.
6. 100% of qualitative data transcripts will need to be validated using the audio recordings.
7. CAPI, near real-time, and geo-tagged data collection and validation tools should be used to ensure accuracy in data collection. BRLF shall have access to all tools and data.

## Stakeholders to be consulted

An indicative list of stakeholders to be included in the study sample is provided below:

Stakeholder Category	Details
Government Officials	Current officials in respective state departments collaborating with BRLF and its partners for implementation of the APC 2.0 project. District and Block level officials holding key portfolios for implementation of APC 2.0 from respective departments.
Programme Secretariat Team (retain)	Members of the Programme Secretariat anchoring the implementation of the APC 2.0 project.
CSO leaders (retain)	Leaders of partner CSOs actively implementing the project in respective blocks
CSO facilitation teams (retain)	CSO facilitation teams placed at the Block and Panchayat level to implement the project
Frontline Functionaries (retain)	Udyog Mitra, Agri Entrepreneurs, etc.
CBO leaders and members (retain)	Members of VOs, FPOs/PG/ PC
PRI members (retain)	Sarpanch/ Mukhiyas
Producer Group Members	producer group members (criteria for homogeneity/ heterogeneity based on education, age, social and institutional affiliation, and income/asset)
Agri Entrepreneurs from Apicol and others	Establishing market connections, supply chain enhancements, and aiding farmers in accessing better inputs, processing of products.
PC BoD members	Operates efficiently, represents its farmer-members, and grows sustainably. (strategic leadership, business development, risk management, growth, institutional stability, decision making)
Existing Master trainers / training facilitators	Bridging the knowledge gap, ensuring that the latest agricultural advancements reach the people who can benefit most from them. Their expertise helps improve productivity, sustainability, and resilience in farming practices.
Agricultural Input Suppliers	Seed Companies, Fertilizer Suppliers, Pesticide and Crop Protection Suppliers
Agricultural Technology Providers	Irrigation System Providers, Drone and Aerial Imaging Companies, Precision Farming Technology Providers, Mobile Application Developers
Farmers and End Users	Farmers, Agricultural Clusters, PC and PG members, buyers

The list is not exhaustive, and based on secondary research and meta-analysis findings, the consultant may add more stakeholders.

\*\*\* Companies that supply seeds, fertilizers, pesticides, and other agricultural inputs play a crucial role in making sure the necessary resources are accessible. Similarly, companies that offer agricultural technology solutions, such as irrigation systems, drones, precision farming instruments, and mobile applications for market access or weather predictions, are also essential.

## Deliverables and Timelines

Deliverables and associated timelines of the study are given below

S. No.	Deliverables	Timeline
1	Signing of Contract	T
2	Inception report (including research design, list of indicators, sampling plan and sample lists, data collection tools – quantitative and qualitative)	T+15 days
3	Mid-term Report (This report consists of brief about Enumerators training, piloting, final tools of data collection, secondary analysis findings, detailed analysis plan of primary data, etc.)	T+40 days
4	Draft Baseline report (First level insights presentation, Report structure, draft summary reports, summary of weekly monitoring reports etc.)	T+70 days
5	Final Baseline report (Summary Report); Handing over all raw data files (dataset, pictures, videos, audios, transcriptions, etc) and tabulations	T+90
6	Sign-off on the Final Baseline Report	T+100



## Payment Schedule

The payment schedule will be linked to the specified deliverables listed above:

Tranche No	Description of Deliverables	Payment
1	Inception report approved by BRLF	30%
2	Mid-term report approved by BRLF	30%
3	Draft Baseline report	20%
4	Sign off on the Final Baseline report	20%
<b>Total</b>		<b>100%</b>

## Monitoring and Reviews

The consultant will work closely with the BRLF Research team. BRLF will appoint a Project lead who will be the single point of contact for this assignment. S/he will facilitate overall coordination with the state team, project development, monitoring, review, and approval of all consultants' outputs/deliverables.

The BRLF project lead will monitor the implementation of the baseline study through meetings and field visits at key junctures of pilot testing and data collection.

The consultant is expected to maintain a log of issues encountered in implementing the baseline study for BRLF, address critical issues, and assign appropriate and timely attention to ensure efficient completion of the assignment.

The consultant is expected to submit a weekly written update describing the progress to date, the status of incoming secondary/ primary data being obtained/ reviewed/ analysed, concerns in the implementation process, and questions/queries/ challenges regarding key clauses/ SOW mentioned in the TOR. The consultant is expected to continue with the implementation without any interruptions while BRLF reviews these weekly progress reports.

Regular communication with the BRLF Project lead is required in addition to all key monitoring communications/ visits listed in this RFP. This may be through virtual calls, emails, and occasional meetings.

BRLF may review with the consultant any or all the documents forming part of this consultancy assignment in meetings held at BRLF's Head office or respective state office where the assignment is being carried out. No travel time allowance shall be payable for attending meetings/ presentations at BRLF offices.

## Evaluation Criteria

A proposal evaluation committee will evaluate the proposals received. The final score for each proposal will be the weighted average of scores received in technical and financial evaluation, with weights assigned as 80% and 20%, respectively. The proposal with the highest weighted score on the combined technical and financial proposal would be the contract's lowest substantially responsive bidder.

Proposals will be evaluated using the following evaluation matrix:

### Evaluation Matrix – Technical

S. No.	Evaluation Parameters	Weightage
1	Approach, Design and Methodology included in technical proposal in response to RFP	25%
2	Experience and quality of similar assignments in the past	25%
3	Capability of the resource persons team engaged in the assignment	25%
4	Profile of the organisation	5%
	<b>Total weight of Technical Proposal</b>	<b>80%</b>

### Evaluation Matrix – Financial

S. No.	Evaluation Parameters	Weightage
5.	Financial Proposal	20%
	<b>Total weight of Financial Proposal</b>	<b>20%</b>
	<b>Total Weighted Score (Technical and Financial)</b>	<b>100%</b>

## Proposal Submission

The consultant must submit the following documents in response to this RFP.

Mandatory documents of the bidding entity/ organisation:

- 3.1. Registration Certificate (Society/ Company/ Trust/ etc.)
- 3.2. PAN Certificate
- 3.3. GST Certificate

1. Technical Proposal consisting of,
  - 1.1. Proposed Baseline Study Design, including framework, approach, methodology, Sampling strategy and design, ethical protocols and implementation plan in detail.
  - 1.2. Team composition and Profile of all members
  - 1.3. Experience with similar assignments in the past
  - 1.4. Self-declaration by the consultant of "No conflict of interest"
  - 1.5. Profile of the Organisation
2. Financial proposal consisting of
  - 2.1. Detailed financial proposal (Personnel cost, Travel, Institutional cost, enumerator fee, etc.)

Proposals with proven experience in the regions and familiarity with the thematic context are preferred. Changes and revisions to the proposal shall be accepted up to the deadline. The last version received before the deadline for proposal submission shall be treated as the final submission by the consultant.

The technical and financial proposals must be sent in two different sealed envelopes combined in a larger envelope. The last date for receiving proposals via courier or post at our office is March 25<sup>th</sup>, 2025, before 5:00 pm. Please send the proposals to the address mentioned below:

**Bharat Rural Livelihoods Foundation (BRLF)**

C-32, 2nd Floor, Neeti Bagh,  
New Delhi- 110049  
Contact No- 011-46061935

Consultants can also email the proposals to [procurement@brlf.in](mailto:procurement@brlf.in) on or before **March 25<sup>th</sup>, 2025 (5:00 PM)** with the subject line of email communication being **Proposal for Baseline Study of “Green College Odisha: Creating Green Value Webs for Tribal Women Farmers” project**

Note: Any proposal received by post/ courier/ e-mail after 5:00 PM on March 25<sup>th</sup>, 2025, will not be considered under this Request for Proposals.

**Annexure 1: Detailed list of Districts and Blocks under Project “Green College Odisha: Creating Green Value Webs for Tribal Women Farmers”**

State	District	Block/s
Odisha	Bolangir	Belpada, Tureikela, Muribahal, Bangomunda, Khaprakhol. (5)
	Kalahandi	Golamunda, Lanjigarh, Thuamul Rampur (3)
	Keonjhar	Harichandanpur, Keonjhar Sadar, Jhumpura, Patna, Banspal (5)
	Dhenkanal	Kankadahada (1)
	Mayurbhanj	Khunta, Karanjia, Jashipur, Thakurmunda (4)
	Koraput	Nandapur, Lamtaput, Boipariguda, Dasmantpur, Pottangi, Semiliguda, Kundra, Boriguma (8)
	Rayagada	Bissamcuttack, Muniguda, Kalyansinghpur, Kolnora (4)
	Nuapada	Khariar, Boden (2)
	Jharsuguda	Kolabira, Laikera, (2)
	Sambalpur	Jamankira, Kuchinda (2)
	Boudh	Kantamal (1)
	Kandhamal	Phulbani, Balliguda, K Nuagaon (3)