



THE NIGERIAN DAIRY DEVELOPMENT PROGRAM (NDDP)

Request for Proposal: Impact Evaluation Study

August 2018

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AGRICULTURE & NUTRITION LTD.

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Synopsis of this Request for Proposal (RFP)	
Issue Date	27th August 2018
Project	The Nigerian Dairy Development Program – Impact Study
Jurisdiction	Nigeria
Issuing Office & Email for Submission of Proposals	Attn: Nathalie Ebo Email: nebo@sahelcp.com and Deji Ojo Email: aojo@sahelcp.com Sahel Consulting Agriculture & Nutrition Limited 34A Fola Osibo Street, Lekki Phase 1, Lagos, Nigeria
Deadline for Receipt of Proposals	Please email proposals by 10th September 2018 to the email address aojo@sahelcp.com and nebo@sahelcp.com
Point of Contact	Deji Ojo aojo@sahelcp.com
Basis for Selection	Sahel will select the firm for this study through a fair and transparent process. Proposals will be evaluated using the criteria outlined in Section III of the RFP

1. NDDP PROGRAM OVERVIEW

1.1 Background

The Nigerian Dairy Development Program (hereinafter referred to as “NDDP” and/or Program) is geared towards improving the livelihoods of smallholder dairy farmers in Nigeria by enhancing the productivity of their cattle and integrating them into the formal dairy value chain in Nigeria. The Program is implemented by Sahel Consulting Agriculture and Nutrition Ltd (Sahel) in partnership with leading dairy processors FrieslandCampina Wamco and L&Z Integrated Farms in Oyo and Kano States, respectively.

The first phase of the NDDP consists of a proof-of-concept phase during which Sahel is working in collaboration with the dairy processor partners, the Federal Ministry of Agriculture & Rural Development (FMARD), the Governments of Oyo State and Kano State, as well as a range of stakeholders with expertise in dairy development, nutrition and gender on interventions towards the development of the dairy value chain.

1.2 Key Objectives and Outcomes of NDDP

The NDDP aims to strengthen the Government's Dairy Transformation Agenda by demonstrating proof-of-scalability in Nigeria's processor-led initiatives for dairy development. The program's expected outcomes are to:

- Catalyze demand-driven public-private partnerships and private sector models in the Nigerian value chain that increase farmer effectiveness, reduce costs and are sustainable.
- Improve the productivity of participating dairy households in Oyo and Kano.
- Increase income accruing to participating dairy households involved in dairy production in Oyo and Kano.
- Strengthen extension agents engaged by FMARD/SMARD for farmers' training
- Document a model for gender-specific interventions that can be implemented to scale women empowerment initiatives in rural Nigeria.
- Document a model for nutrition sensitive interventions that can be implemented to scale initiatives to improve nutrition outcomes in the dairy value chain in Nigeria.

1.3 Summary of Program Interventions:

NDDP is implementing the following interventions:

- **Farmer Identification and Cluster Formation:** This refers to the identification of new dairy farmers and integrating them into the partnering processors' supply chains.
- **Productivity Improvement Interventions:** This consists of interventions designed to improve the productivity of milk suppliers and the milk production potentials of their cows. These interventions include breeding and genetics, feed and fodder and training and extension.
- **Infrastructure Investments:** The processors are taking the lead on the establishment of infrastructure that is critical for milk collection and milk evacuation. The infrastructure investments include milk collection infrastructure, water resources and milk cans.
- **Studies:** Sahel conducted the following studies as part of NDDP:
 - **Baseline study:** The study was conducted at the beginning of the program on 679 households in 5 Local Government Areas (LGAs) in Oyo State and on 320 households in 6 LGAs in Kano State using a purposive sampling method. Questionnaires were administered to the head of household and 1st wife in each household in order to gather data on respondents' demographic and occupational characteristics, their asset ownership and productivity levels, their participation in the formal dairy sector and their access to basic services and

social amenities. The survey was conducted on all households supplying milk to the processors at the time of the study as well as on households the processors had identified as potential milk suppliers but that has not yet been integrated. Key informant interviews were also conducted.

- **Gender study:** The study analyzed gender relations among smallholder dairy households targeted by NDDP with the view to design interventions for greater inclusion and empowerment of female dairy farmers. These proposed interventions will be considered in the scope of a 2nd phase, should NDDP be extended. Qualitative data was collected from 9 LGA's, 33 communities, and 515 households in Oyo and Kano states. In addition, 15 FGDs and 10 KIs were conducted.
- **Nutrition study:** The study assessed the nutritional status of participating dairy households, and the factors affecting their food choices and outlined potential food systems entry points to improve their status. Similar to the gender study, the proposed interventions from the nutrition study will be considered in the scope of a 2nd phase, should NDDP be extended. Qualitative data was collected from 504 households from 9 LGAs, 21 communities in Oyo and Kano States. In addition, 19 FGDs and 33 KIs were conducted.

2. IMPACT EVALUATION STUDY

2.1 Overview

Sahel is seeking a firm to conduct an impact study on the Nigerian Dairy Development Program to assess the extent to which the program objectives and expected outcomes have been achieved. The study will also assess the program's cost effectiveness, the effectiveness of the partnerships with the existing dairy processors and of the program management office for the successful implementation of the program and for the sustainability of its interventions.

2.2 Scope of Work

The Scope of Work encompasses the following components:

- **Develop the Study Plan:** The plan will articulate the evaluation questions that will be examined during the study. It will also state how the study will be conducted. Research tools, including impact evaluation models to be used during the construction and implementation of the study should be clearly stated. The study plan must be submitted and formally approved prior to its implementation
- **Collect Data:** The firm will conduct key informant interviews, focus groups and surveys with relevant program stakeholders to collect data to address the evaluation questions. Existing program documents and data collected through the program monitoring & evaluation activities should also be leveraged. Data collection must follow widely accepted standards for ethical, professional, and scientific conduct for the study.
- **Analyze Data and Make Recommendations:** The firm will analyze the data, answer all evaluation questions and highlight key program challenges and success factors. It will also recommend high impact interventions that should be scaled or new interventions that should be introduced if the program is extended to a 2nd phase.

- **Develop Reports:** The firm will develop a draft report in Microsoft Word and a related Microsoft PowerPoint presentation that will encompass the study objectives, methodologies, key findings and recommendations. The draft report will be presented at a meeting for discussion and feedback prior to the completion of a final report.

2.3 Deliverables

The selected firm will submit the following deliverables as part of the study:

- Draft study plan including list of evaluation questions, sample size, instruments and protocol proposed for the study.
- Final study plan
- Draft report & presentation, including methodology, key findings and recommendations.
- Final report

Deliverables must meet best international practices standards prior to payment.

2.4 Program Duration

The study in its entirety (including research design, implementation and writing of the report) is to be completed by end of January 2019.

3. RFP RESPONSE REQUIREMENTS

3.1 Basic Requirements

Potential firms must:

- Have prior experience and/or a background in conducting and implementing impact evaluation of projects implemented among smallholder farmers in Nigeria.
- Have field staff with sound understanding of the local language(s) (Hausa, Fulfulde, and Yoruba), culture and customs in Kano State and Oyo State.
- Be available to conduct the study between September 2018 and January 2019.

3.2 Technical Proposal:

The technical proposal should include:

- Proposed impact evaluation questions to be answered during the study
- Proposed list of indicators for collection during the study.
- Suggested research approach and methodology (including qualitative/ quantitative/ mixed methods – surveys, in-depth interviews, focus groups etc.) to carry out the study.
- Proposed sample size to ensure the study results can be compared to the baseline with an acceptable level of confidence, while respecting the program duration constraints.
- A detailed workplan that provides a breakdown of activities and outputs per phase as described in the Scope of Work.

3.3 Personnel and Management

The firm should provide a project staffing organizational chart, listing proposed personnel to be assigned to this project. Please also include the role and a bio for key personnel listed. Bios must include education, training, languages, key accomplishments, recent publications and relevant experience comparable to that described within this RFP. All key personnel should be indicated in the Proposal and their commitments confirmed.

Additionally, please include the number of support staff (e.g., enumerators) and their proposed roles in this study.

3.4 Corporate Capability and Past Experience

The firm should provide a brief description of the its organizational and corporate capabilities. In addition, using the form included in the appendix, it should provide at least three (3) examples of current or past performance projects similar or relevant (and references associated) in nature to the efforts identified in the Scope of Work in this RFP in Nigeria, preferably in the focus states, Oyo State and Kano State. At least two of the examples must demonstrate the use of appropriate quasi-experimental/ quantitative and qualitative impact models.

Please note: Sahel will contact given references to authenticate and ask any questions that may be relevant to this project.

3.5 Price Proposal

Candidates should submit a Price Proposal that clearly cross references the phases of the Scope of Work. All costs associated with delivering the Scope of Work must be detailed within the Price Proposal (e.g., labor costs, expenses). All costs should be quoted in Naira.

3.6 Corporate Information

The following information shall be provided as annexes:

- Location of the individual/organization's current functioning office(s) and/or places with existing presence throughout the Nigerian region or elsewhere
- A copy of the company's legal Registration Certificate
- A copy of the company's PIN Certificate
- A copy of a Valid Tax Compliance Certificate
- A copy of a current practicing certificate from the relevant professional body

4. EVALUATION CRITERIA

Proposals will be evaluated based on six (6) criteria:

Main Criteria	Weighting (%)
Basic requirements	Prerequisite
Corporate information	Prerequisite
Technical proposal	30%
Corporate capability and past experience	30%
Personnel and management	20%
Price proposal	20%

5. REQUEST FOR PROPOSAL DEADLINE

Proposals of not more than 15 pages in length, excluding additional materials (such as CVs in separate annexes that will not count towards the 15-page limit), should be emailed to Deji Ojo (dojo@sahelcp.com) and Nathalie Ebo (nebo@sahelcp.com) by **10th of September 2018**. The deadline for questions and inquiries about the proposal is **3rd of September 2018**.

Please note: No proposal submitted after the stated deadline will be accepted.

6. MISCELLANEOUS

Disclaimer

- We accept no liability for the accuracy, adequacy or completeness of any of the information provided or any opinions contained in the Invitation to submit Proposal, or of any other information made available during the tender process.
- If you submit a proposal, you will be deemed to have understood fully the requirements of this Invitation for the submission.

APPENDIX

Attachment 1: Past Experience Form

Include projects that best illustrate your work experience relevant to this RFP, sorted chronologically, starting with the most recent completion date.

Name of Project	
Location of Project	
Start Date – End Date:	
Contract Amount:	
Average Daily Rate:	
Description of Services Provided:	
Reference Contact Name:	
Reference Contact Number:	
Reference Contact Address:	
Reference Email Address:	

Attachment 2: Proposal Checklist

Submit proposal via email and include the following:

Task	Status
Signed cover letter	
Response to each of the evaluation criteria:	
• Basic requirements	
• Technical proposal	
• Corporate capability and past experience	
• Personnel management	
• Price proposal	

ABOUT SAHEL CONSULTING

Established in 2010, Sahel Consulting Agriculture and Nutrition Limited is committed to unlocking Africa's agriculture and nutrition potential. It partners with government agencies, private sector companies and leading international development organizations to provide agricultural value chain analysis, market entry strategies, policy consulting, agribusiness training and project implementation support.

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