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| **Center for Agribusiness and Rural Development (CARD) Foundation** |
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**TERMS OF REFERENCE**

 **for Quantitative Survey**

**Women Leading Rural Entrepreneurship in Armenia - WoLeRE**

***The Center for Agribusiness and Rural Development (CARD) Foundation is announcing a call for tenders for implementing quantitative survey, which is aimed to support analysis to develop an Economic Policy Paper for the Rural Economic Development – New Economic Opportunities project’s new component WoLeRE implemented by the CARD foundation funded by the United State Agency for International Development (USAID).***

***Service to be provided: Quantitative Survey for Analysis of Economic Policy Paper***

**Project donor**: ***USAID***

**Project implementer in Armenia:** ***Center for Agribusiness & Rural Development (CARD) Foundation***

## **Project description**

### INTRODUCTION

Woman Leading Rural Entrepreneurship in Armenia is the expansion of [Rural Economic Development – New Economic Opportunities](http://red-neo.am/hy/2021/02/25/%D5%AF%D5%A1%D5%B6%D5%A1%D5%B6%D6%81-%D5%B0%D5%A6%D5%B8%D6%80%D5%A1%D6%81%D5%B8%D6%82%D5%B4/) - RED-NEO Program component. Under this component the activities are directed to support RED-NEO’s gender focus. The component aimed to advance women’s leadership and entrepreneurship in the Armenian agricultural sector by increasing the access of women rural entrepreneurs and business owners to training, financing, market opportunities and promoting policies and practices for them to establish and grow competitive businesses. It supports women entrepreneurs and female-owned businesses to reach their full potential and be more competitive in the sector. In particular, the activity enhances women’s capacity and entry points for rural entrepreneurship, increases women’s access to agricultural innovation to raise productivity, and builds stakeholders’ capacities and commitment to address insufficient policies, employment practices, cultural, and other barriers to advance women’s economic leadership in agripreneural activities. Overall, the activity creates opportunities for women of employable age in rural Armenia, who comprise approximately 14% of the country’s 2.964 million population.

By ensuring equal access of women to affordable financing mechanisms, markets, market information, digital technology, and services, the activity will contribute to narrowing the economic gender gap, promote inclusive economic development, and positively impact on human capital development. The activity will also support rural communities and households to overcome consequences and build their resilience to potential future crises. The activity leverages the GOAM’s increased interest in sparking sustainable, inclusive, export-driven growth through boosting Armenia’s agricultural sector.

### THE PROJECT’S OVERALL OBJECTIVES

The goal of WoLeRE component is to advance women’s leadership and entrepreneurship in the Armenian agricultural sector. This will be achieved through the following objectives:

1. Women’s capacity and entry points for rural entrepreneurship enhanced.
2. Stakeholders’ capacity and commitment to address insufficient policies, employment practices, cultural, and other barriers to advance women’s economic leadership/empowerment cultivated

The activities among the project will intentionally address to shrink the gender gaps in the agricultural sector to promote inclusive rural economic development in Armenia.

## **Purpose of Economic Policy Paper**

USAID/CARD are preparing to develop an Economic Policy Paper (EPP) in the frame of WoLeRE component. The ultimate purpose of this study is identification of gaps at policy level which create obstacles for women for being involved in agripreneurship and succeed in business establishment. Economic gender gap or gender inequality issues in economic activities particularly in agripreneurship will be viewed in the terms of Laws and regulations, Cultural norms and behaviors, Gender roles, Access to assets and resources, and Decision-making ability of women.

As the Paper’s context is toward gender development it will include also recommendations for changes and improvement of Gender Based Violence settings in the field.

The findings and the recommendations of the EPP will be directed to discover better ways of women empowerment and their participation in economic life, which will reduce gender inequality in economic and agripreneurship activities. Based on the results of the research, it is expected to develop a policy, which includes an action plan, to increase the potential of rural women and activate their participation in the economy. The developed policy will guide the key stakeholders in their strategy of setting up goals, designing and implementing programs directed for development of female entrepreneurs in rural areas of Armenia.

The Paper will identify the macro level gender issues in the Agricultural sector, addressing to gender inequalities, constrains, and opportunities. It expects implementing the country level economic gender gap analysis which will review how laws and regulations, cultural norms and beliefs, gender roles in the society, women access to resources and assets (financial) and women’s decision making ability can influence on women participation in economic life, their empowerment and agripreneurial activities. Based on analysis results on mentioned directions (domains) provide specific recommendations on how key stakeholders can design and achieve gender development and women integration projects directed to entrepreneurial activities especially in Agriculture sector.

The Economic Policy Paper will include but not be limited to the following main directions:

* Reveal the obstacles female-owned agriperenures face in the agricultural activities in the rural communities of Armenia,
* Identify the key factors hinder female attainment of leadership opportunities, access to markets and finance, decision-making abilities in the society,
* Consider the gender inequality in Armenian society as one of the causes of economic gender gap creator,
* Analyze how GBV especially Domestic Violence, restrict women’s economic participation and leading to harmful attitudes and practices towards women across a range of economic sectors and industries (will be done by the GBV expert),
* Analyze how gendered stereotypes in the society hinder development of economic activates by women (both economic and GBV experts),
* Develop recommendations on how to advance women’s contribution to economy through agripreneural activities.

Provide recommendations on policies and employer practices to support women’s economic participation.

## **Scope of Work**

The quantitative research is needed for implementation of EPP. The scope of current task includes the activities to carry for the quantitative survey. The task has three main components as outlined below. The hired consultant is required to elaborate a detailed survey design and adjust the methodology as part of their Work plan. The survey design document should include a series of data collection instrument.

The questionnaire shall allow valid open-ended and “other” extensional information outside of the response options provided in the questionnaire. The questionnaire shall incorporate basic validation such as range and consistency checks, as the data are entered. The questionnaire of the survey consists of 40-45 questions including demographic portion, some of questions will be open ones.

Details of each activity are provided in the next sections.

**Design and implement the survey**: The consultant will be provided with the questionnaires for the target in paper format. The consultant shall carry out tablet- or smartphone-based surveys using only Survey Solutions. In addition, the consultant shall be responsible for collecting primary data, as needed, for the analysis as well as sampling phase. The consultant shall select samples for the surveys, hire and train the survey team, pre-test the questionnaires and their adaptation to local conditions, and finally implement the survey. The sample selection, questionnaire content and survey team are covered under specific tasks. The consultant will provide a detailed report on methodology of quantitative survey and sampling techniques.

**Clean data and archive them in suitable forms:** The collected data shall be entered into a database and cleaned. The final data including raw and clean datasets shall be delivered in both SPSS and Excel formats, with all variables labeled and adequately documented in English. The hired consultant shall produce their database with GPS coordinates, and start and end time stamp of the observations. The collection of data shall be through a reliable electronic device recording both the GPS coordinates and the timestamp of the sample.

**Report on field work:**The hired consultant will prepare and provide a report towards data collection and field work. There may be two kind of extension of information. The part of the report will refer to insight information from the field that will be not be reflected in the questioners, while the information will be very much useful for the further analyses. Therefore, the hired consultant will be responsible also for the providing valuable insights from the field. The next type of information will refer to technical issues raised during the field work and quality control management.

## **Methodology and Approach**

In order to develop the EPP, both quantitative and qualitative analysis are involved in methodology of developing the paper. While the current term of reference states only about quantitative survey to be carried out in 10 regions of Armenia by the hired consultant.

The current survey accepted the random walk approach, which is a simplified cluster sampling method developed by the World Health Organization. The choice of the quantitative survey method depends on EPP purpose. In this approach, a population is divided into a specified number of geographic “clusters” (e.g., villages, communities, etc.) of a known or estimable population size, in this case the targeted population of women living in the rural communities of the ten regions of Armenia is 336,434, according to the Statistical committee of the Republic of Armenia. Clusters are randomly selected with probability proportionate to size (PPS) (i.e., larger clusters are more likely to be selected), and then the desired number of households per cluster are selected using random walk method. The method for randomly selecting households depends on the size, density, and living arrangements of the population within the cluster. The Table 1 proposes the sample distribution.

The field manager shall first sample the community form the region, then households from the communities and then select individuals from with that household - typically used for face-to-face surveys. The respondent within the household will be selected based on “Next Birthday” approach.

Table 1. The proposed sample distribution

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 10 Regions of Armenia | Population (rural female) | Shares | Sample size | Precincts |
| Aragatsotn, of which | **30,705** | **9.1%** | **71** | 10 |
| 21-35 | 12,330 | 3.7% | 29 |
|  36-50 | 9,626 | 2.9% | 22 |
|  51-63 | 8,749 | 2.6% | 20 |
| Ararat, of which | **58,686** | **17.4%** | **136** | 20 |
| 21-35 | 23,361 | 6.9% | 54 |
|  36-50 | 18,317 | 5.4% | 43 |
|  51-63 | 17,008 | 5.1% | 40 |
| Armavir, of which | **58,871** | **17.5%** | **137** | 20 |
| 21-35 | 23,373 | 6.9% | 54 |
|  36-50 | 18,663 | 5.5% | 43 |
|  51-63 | 16,835 | 5.0% | 39 |
| Gegharkunik, of which  | **50,054** | **14.9%** | **116** | 17 |
| 21-35 | 20,849 | 6.2% | 48 |
|  36-50 | 15,826 | 4.7% | 37 |
|  51-63 | 13,379 | 4.0% | 31 |
| Lori, of which | **26,859** | **8.0%** | **62** | 9 |
| 21-35 | 10,316 | 3.1% | 24 |
|  36-50 | 8,169 | 2.4% | 19 |
|  51-63 | 8,374 | 2.5% | 19 |
| Kotayk, of which | **36,623** | **10.9%** | **85** | 12 |
| 21-35 | 14,359 | 4.3% | 33 |
|  36-50 | 11,481 | 3.4% | 27 |
|  51-63 | 10,783 | 3.2% | 25 |
| Shirak, of which | **30,666** | **9.1%** | **71** | 10 |
| 21-35 | 12,681 | 3.8% | 29 |
|  36-50 | 9,082 | 2.7% | 21 |
|  51-63 | 8,903 | 2.6% | 21 |
| Syunik, of which | **13,346** | **4.0%** | **31** | 4 |
| 21-35 | 5,390 | 1.6% | 13 |
|  36-50 | 4,339 | 1.3% | 10 |
|  51-63 | 3,617 | 1.1% | 8 |
| Vayots Dzor, of which | **9,863** | **2.9%** | **23** | 3 |
| 21-35 | 3,961 | 1.2% | 9 |
|  36-50 | 2,861 | 0.9% | 7 |
|  51-63 | 3,041 | 0.9% | 7 |
| Tavush, of which  | **20,761** | **6.2%** | **48** | 7 |
| 21-35 | 7,766 | 2.3% | 18 |
|  36-50 | 6,947 | 2.1% | 16 |
|  51-63 | 6,048 | 1.8% | 14 |
| Total  | **336,434** | 100.0% | 782 | 112 |

## **Essential Duties and Responsibilities**

The consultant shall be responsible for delivering high quality data within a timeframe defined in this TOR, under the constant supervision of the CARD team. Specifically, the hired consultant shall be responsible for the following activities and tasks, which are included, but not limited to:

**Design and implementation of the survey:** This includes all the pre-survey activities, starting from sample design to finalizing/customizing questionnaires, and administering the surveys. The activities under this task are described below.

 a. Questionnaire development and revision:

i. The consultant shall be responsible for the translation of the questionnaires into Armenian. The translation shall be evaluated through back-translation of the target text back into English to compare accuracy of the two versions. The translated questionnaire and the back-translation should be made available to the CARD team. The consultant, however, shall be responsible for adapting the questionnaires to obtain context-specific responses. The consultant shall review the questionnaires and confirm the wording, ordering, skip patterns and placement of questions where necessary, to ensure objectivity and accuracy.

 b. Estimate the sample size, design the sample and conduct household listing:

i. The sample selection should be based on a 2-stage cluster sample approach, and representative of the 10 regions of Armenia including only rural areas. The total sample size for the household survey shall be a minimum of 785 households. This sample size may change based on more information on the country context and/or conditions on the ground. The survey requires a representative sample of women living in the rural areas within the country. Clusters are randomly selected with probability proportionate to size (PPS) (i.e., larger clusters are more likely to be selected), and then the desired number of households per cluster are selected. It is acceptable to sample by household (randomly select household from rural community using right or left turn method - every 5th or 10th house depends on the size of the community). The methodology for the sampling and the determination of the ultimate sample size will be closely coordinated with the CARD team.

ii. Access to the sampling frame: The consultant shall use the most recent population and housing census as the sample frame for the first sampling stage. The technical proposal shall describe in detail how the consultant will obtain access to the sampling frame or alternatively, develop their own sampling frame.

iii. Stratifying parameter – the only stratifying parameter will be used is age group, where respondent women living in rural areas shall be between 21-63 age group.

iv. Respondent election: based on “Next birthday” method. In the Survey to Go interviewer lists all household members aged 21-63. Then he/she clarifies birthday dates for all potential respondents. After which the system will automatically choose the HH member whose birthday date is the closest to the day of interview. Chosen member will be our respondent and will be interviewed.

The consulting firm is required to submit a detail description of the sampling methodology, including sample size calculation and clustering strategy for review and approval prior to field implementation.

**Recruit and train interviewers and field supervisors:**

1. Data collection team:
2. The consulting firm shall be responsible for hiring and training enumerators, field supervisors, editors, and data managers. Training should be conducted in the presence of CARD team members. Enumerators shall be able to interact with all classes of people, be skilled at building rapport with respondents, and be experienced with dealing with numbers.
3. Field supervisors should have at least a Bachelors level of education / equivalent / experience and significant experience in survey work, and be available for the entire survey period. Field supervisors should have 3-5 years of experience in conducting or managing household surveys. The field supervisor will also perform quality controls on the information collected by his/her team, including randomly attending some interviews, randomly re-interviewing 10-15% of households on specific modules or overall questionnaires. CARD team shall have fully access to double checks and quality control on field works.
4. Training:
5. The survey consultant shall prepare the training agenda and submit to CARD team for review. Enumerators and supervisors should be trained for at least 1 day for 3 hours of pre-testing and feedback session for household and community/facility survey, and longer if needed.
6. Participants shall be required to attend all sessions and prove competence through tests and exercises administered during the training. Sufficient time needs to be included to (a) review the questionnaire on a question by question basis; (b) explain why the information is being collected; (c) describe how the questionnaire is to be administered (read the questions as written, how to record information, etc.).
7. The consulting firm shall develop an instruction manual (enumerator’s guide) for the training, which will cover detailed explanation of all questions, how to articulate them in an understandable way, how to approach the respondents, probing techniques, picture information to improve enumerators’ understanding on the questions and so on.
8. Pilot survey:

After the theoretical and training practices, the enumerators should go to the field to pilot the full questionnaire on several rural communities (outside the study sample). The consulting firm shall be responsible to conduct the pretesting of the questionnaires. The pretesting should be conducted for at least 20 households in rural communities in at list 4 regions close to Yerevan. After the pretest, a feedback session will be arranged and the questionnaires will be checked for errors detected and issues raised during pretesting, and then again the questionnaires will be revised. The actual survey work cannot commence until the CARD team provides clearance on the final version of the questionnaires.

**Pre-test/pilot the questionnaires:**

1. Pretesting will ensure that the questions are relevant, well sequenced, non-ambiguous and easy to understand, the codes used for close-ended questions are relevant, and the duration of the interviews are within reasonable limits of what is expected.
2. The consulting firm shall be responsible to conduct the pretesting of the questionnaires. The pretesting should be conducted for at least 20 households – women in rural communities. The clustering strategy should also be considered in the pilot survey.
3. After the pretest, a feedback session will be arranged and the questionnaires will be checked for errors detected and issues raised during pretesting, and then again the questionnaires will be revised. The actual survey work cannot commence until the CARD team provides clearance on the final version of the questionnaires and SURVEY SOLUTIONS program (or the alternative one).

**Cleaning and archiving data in suitable form:**

After completion of the survey, the consultant firm shall be responsible for data entry and cleaning as mentioned in the Scope of Work. For tablet-based surveys data entry will be almost automatic, as it only involves the immediate transmission of data from tablets to a central web server, which then will be converted into usable format using a statistical software, such as SPSS and Excel. The CAPI script shall check the consistency and quality of data immediately when enumerators enter the values, but the Consultant shall be responsible for ensuring the quality of data collected. At the end of the data cleaning, the consulting firm shall deliver the raw data as well as the cleaned one to the CARD team in SPSS and Excel, with all variables labeled and adequately documented in English. The survey forms shall record GPS coordinates of the households and communities surveyed. The Consultant shall deliver the following items to the CARD team:

• The original (raw) as well as clean data with complete labelling for variable names and value options in English;

• All related documentation including the complete set of questionnaire in English and (local language); possible value (and explanation) of all categorical variables; other values that enumerators record and,

• Photos taken (or drawings made) during the interviews;

• Sample weights including first stage sample weight- by communities, second stage sample weight – by age group, and final sample weight. All of documentation and formula related to each stage of sampling for the calculation of the first/second/and final sample weight.

## **Deliverables and Submission Schedule**

Following are the deliverables and tentative schedule for submission. They may be revised based on the load of the survey activities after the consulting firm is on board.

Table 2. Deliverables and timelines

|  |  |
| --- | --- |
| **Deliverables (and activity)**  | **Submission schedule**  |
| A. Draft inception report (containing work plan, timetable, and sampling plans)  | 1st week after the award of the contract  |
| B. Revision of survey questionnaires  | 1st week after the award of the contract  |
| C. Feedback/comments from CARD team  | 2nd week after the award of the contract  |
| D. Training of enumerators and field Supervisors and interviewers  | 2nd week after the award of the contract  |
| E. Pretesting of the questionnaires  | 2nd week after the award of the contract  |
| F. Feedback sessions based on pretesting  | 3rd week after the award of the contract  |
| G. Final survey questionnaires  | 3rd week after the award of the contract  |
| H. Survey activities start  | At the start of the 3rd week after the award of the contract  |
| I. Interim progress reports on survey activities  | Every 2 weeks after the start of the survey  |
| J. Survey activities completed  | 6th week after the award of the contract  |
| K. Data entry and cleaning completion  | 7th week after the award of the contract  |
| L. Final version of the report  | 8th week after the award of the contract  |
| M. Feedback on the data and report by CARD team  | 9th week after the award of the contract  |

## **Payment Schedule**

Payment under this Agreement will be made by bank transfer to the consultant. The project is VAT exempted. The applicant shall provide the financial proposal without VAT. The payment to the consultant will be done after the submission of cleaned data in SPSS and Excel format and deliver the final report.

## **Requirements of the Consultant**

The consulting company should have an appropriate mix of experience and expertise. Some of the key positions are indicated below.

Table 3. Essential team members of consulting firm

|  |  |  |
| --- | --- | --- |
| **Team Member**  | **Qualifications**  | **Years of Experience**  |
| Project Manager/Team Leader  | At least MS or equivalent  | 10-15 years  |
| Subject Matter Expert (Rural entrepreneurship/ Gender issues)  | BS or equivalent  | 10-15 years  |
| Economist/ Statistician  | At least BS or equivalent  | 5 years  |
| Survey coordinator  | At least BS or equivalent  | 5 years  |

## **Submission of Proposal**

Interested Consultants are requested to submit:

1. A technical proposal detailing their interpretation of the TOR, proposed methodology including sampling framework, work scope and proposed budget;

2. A capability statement demonstrating how they meet the required qualifications and competencies;

3. Copies of all relevant Curriculum Vitae (CVs). Only CVs for the specific individuals that will form the proposed survey team should be included; two references (including one from your last client/employer).

Submissions are to be made available to CARD no later than 15th August 2022.

## **Selection Criteria**

A two-stage procedure shall be adopted in evaluating the proposals. The technical evaluation shall be carried out first, followed by the financial evaluation. The technical evaluation has 70% and financial proposal 30% weights. The evaluation items expectation and maximum score are presented in the table below.

Table 4. Evaluation terms

|  |  |  |
| --- | --- | --- |
| **Evaluation Item**  | **Expectation**  | **Max Score**  |
| Organizations/Consultant Experience  | A brief of past relevant assignments (in similar projects) indicating scope, geographic coverage, staff involved, budget, and client (name and contacts, reference).  | 30  |
| Understanding of TOR and Proposed Approach and Methodology/Work Plan  | Organizations perspective of what the assignment entails and the key considerations that should be made to implement it successfully.  | 20  |
| Qualification & Experience of Staff  | CV’s for nominated staff indicating their academic qualification and clear relevant experience summary  | 20  |
| Financial Costs  | A breakdown of costs detailing proposed staff days, daily rates, transportations and other related direct costs.  | 30 -Cost  |