

Request for Proposals

SURVEY ON FARMER KNOWLEDGE OF MILK QUALITY AND NUTRITIONAL BENEFITS, CONSUMPTION HABITS AT FARM/PRODUCER LEVEL AND INFORMAL MARKET SALES ESTIMATES TO LOCAL VENDORS/NEIGHBORS

Issue Date:	17 December 2019
Closing Date For Proposals:	31 December 2019
Closing Time:	5:00 p.m. Colombo
Anticipated Start Date:	15 January 2020
Project Title:	Market Oriented Dairy Project
Bid Reference Number:	MOD-RFP-003-2019

1. Disclaimer

The information contained in this request for proposals (hereinafter referred to as RFP) document is provided to the Offeror(s) by the International Executive Service Corps (IESC) for the USDA funded Sri Lanka Market-Oriented Dairy (MOD) project, award number FCC-383-2017/031-00.

IESC desires to receive proposals from companies who can provide services to conduct a survey on farmer knowledge of milk quality and nutritional benefits, consumption habits at farm/producer level, and informal market sales estimates to local vendors/neighbors for IESC's USDA-funded Sri Lanka Food for Progress program, the Market-Oriented Dairy (MOD) project.

The purpose of this RFP document is to provide Offeror(s) with information to assist them in the preparation of their proposals for the services that IESC seeks to source. This RFP document does not claim to contain all the information each Offeror may require. Each Offeror should conduct their own assessment and should check the accuracy, reliability, and completeness of the information in this RFP document, and where necessary obtain independent advice from appropriate sources.

IESC may cancel this RFP and is under no obligation to make an award as a result of this RFP, although IESC fully anticipates doing so.

Note that the selected Offeror may be subject to USDA's approval. Any activities under a final award are subject to and shall be carried out in accordance with the regulations promulgated by the USDA for foreign donation of agricultural commodities, codified at 7 CFR 1499, 2 CFR 200 and any other subsequently published rule or regulation governing the FFPr program.

IESC may, at its own discretion, but without being under any obligation to do so, update, amend, or supplement the information in this RFP document.

Interested bidders are responsible for all costs associated with preparation and submission of proposals and will not be reimbursed by IESC.

IESC may choose to award for part of the activities in the RFP.

2. Background

IESC – the International Executive Service Corps – is a U.S.-based nonprofit that seeks private enterprise solutions to problems of poverty in developing countries and around the world. By providing a mix of technical assistance and volunteer expert support, IESC works with emerging industries, financial institutions, and governments to stabilize economic environments, increase opportunity, and promote growth.

IESC is implementing a USDA Food for Progress funded project in Sri Lanka. The four and a half-year, \$14 million Market-Oriented Dairy Project, or MOD, supports farmers and enterprises to meet the demands of the local dairy sector in a commercially sustainable way. The project addresses two of the dairy sector's greatest needs: sustainable access to and availability of inputs, and quality and safety of milk and dairy products at the local level. The MOD Project will improve the availability and access to quality cattle for dairy farming, artificial insemination and veterinary services, and fodder for dairy cattle, while increasing adherence to proper feeding regimens, management practices and technology.

The MOD project, as part of its monitoring and evaluation activities, has several surveys planned on a routine basis to be administered during project implementation. The survey on farmer knowledge of milk quality and nutritional benefits, consumption habits at farm/producer level, and informal market sales estimates to local vendors/neighbors is one of the key surveys to be conducted once among the project's targeted milk producing farmers and other key beneficiaries. The survey will provide qualitative and quantitative information to the monitoring and evaluation system of the project and ultimately to project progress indicators reported on to USDA.

Dairy in Sri Lanka: Sri Lanka has achieved middle-income status with sustained rapid economic growth of more than five percent per year for the past fifteen years. That has contributed to changes in dietary preferences and heightened concern for health and wellbeing. Perhaps no sector has felt these impacts more than the dairy sector, which has seen very rapid demand growth for milk and milk products as well as high prices and large imports.

The dairy sector in Sri Lanka consists of both dairy cattle and buffaloes, with one million dairy animals and 283 thousand buffaloes in 2017. Cow milk production was 328 million liters and buffalo milk production were 69 million liters in 2017. Imports accounted for two-thirds of total cow milk consumption (on a milk equivalent basis) and that percentage has declined slowly over the past fifteen years. Imports of milk powder were 93 thousand metric tons (equivalent to 670 million liters of milk) and dairy imports cost 47.9 billion rupees (USD 314 million)¹.

Formal market sales are generally captured through milk collection by dairy processors. Data on informal or local market supplies, however, is not available although some unofficial estimates indicate 20 percent of the total market. While the informal market channels provide viable income-generating opportunities for small entrepreneurs, the public health risks are uncertain, and will depend on consumer practices such as boiling of milk before consumption.

Market-Oriented Dairy (MOD): International Executive Service Corps (IESC) is implementing a United States Department of Agriculture (USDA) Food for Progress funded project in Sri Lanka. The four and a half-year Market-Oriented Dairy (MOD) Project supports farmers and enterprises to meet the increased demand for dairy and aims to catalyze sustainable growth in Sri Lanka’s dairy sector. The project will increase productivity and expand the trade of milk and milk products in Sri Lanka. In partnership with the private and public sector, the project will increase milk production of participating farmers and farms to 83,400 metric tons by 2022—an average annual growth of 18 percent, for a life of project growth of 127 percent. The project will ensure 80 percent of beneficiary farmers are earning a price premium due to milk quality.

Having information on farmers’ knowledge on milk quality and nutritional benefits, consumption habits at farm/producer level, and sales estimates to the informal markets enables MOD to better understand how the milk is valued by the household and how much is sold to nearby markets and consumers. It will enable MOD to understand if farmers understand the benefits of consuming milk and how much they sell milk to alternate informal markets. This can help to determine if dairy farmers can be utilized to promote milk consumption in their communities.

Analyses of changes in consumption patterns and consumption trends are very important and applicable for policy modeling purposes. Gaining an understanding of the size and role of the informal milk market is critical. Having an in-depth analysis and good estimates of demand for dairy products helps projection of the future development of the dairy sector in

¹ Department of Census and Statistics, 2018 Sri Lanka

Sri Lanka. In order to fill this knowledge gap, this survey has been proposed to understand the above key highlights².

Accordingly, this proposed farmer survey is focused on understanding the farmer knowledge and/or perception on milk quality and nutritional benefits, consumption habits at farm/producer level, and sales estimates to local vendors/neighbors.

3. Period of Performance

The MOD project anticipates that this survey will start in January 2020 and be completed in February 2020. IESC anticipates that the selected firm will conduct the survey; as such, the period of performance will be January 01, 2020 – February 28, 2020.

4. Scope Statement

IESC is seeking a qualified firm to develop and conduct a survey on farmer knowledge of milk quality and nutritional benefits, consumption habits at farm/producer level, and informal market sales estimates to local vendors/neighbors for the Sri Lanka Market-Oriented Dairy Project (MOD), with final cleaned data being provided for analysis by the project. All proposals must be valid for one hundred and twenty (120) days from date of submission.

5. Statement Of Work

5.1. Schedule of Authorities

The selected Offeror will report to the Monitoring and Evaluation (M&E) Specialist based in Colombo, Sri Lanka. The M&E Specialist will review and approve contract deliverables and invoices and give direction to the selected Offeror in the performance of their work. Additional contractual oversight will be provided by the IESC Senior Program Manager.

5.2. Activities

The selected Offeror is expected to undertake the following tasks:

1. Design the survey based on information provided by the MOD project team regarding population size and expected project areas to be covered. Survey design/questionnaire must be presented to project team for final approval prior to beginning the survey – Due by January 24, 2020;

² Consumer Buying Behavior and Preference for Liquid and Powdered Milk, R. Vidanapathirana, R. Rambukwella, E.A.C. Priyankara 2017 HARTI

2. Assign and provide oversight to enumerators to conduct the survey among the above described target groups in the districts where the project operates, utilizing the questionnaires that are developed and tested by the Survey firm/ team – January 31 - February 14, 2020;
3. Ensure quality of data (clean data) that is collected from beneficiaries and data entry– February 17-21, 2020
4. Deliver final cleaned data for analysis in Excel – one set for each of the target groups – Due by February 24, 2020; and
5. Deliver report including completed field questionnaires to the MOD project – February 28, 2020.

5.3. Survey Information

Enumerators:

Enumerators will be trained by the survey team leader on technical details/observations that they will be expected to observe/verify and record. The selected Offeror must provide an adequate number of enumerators to conduct the survey per the sample size and timeline.

Expected Project Areas to be covered in the surveys:

North Western Province: Kurunegala district

North Central Province: Anuradhapura and Polonnaruwa districts

Central Province: Kandy, Matale, and Nuwara Eliya districts

Northern Province: Jaffna, Vavuniya, Kilinochchi, and Mullaitivu districts

Uva province: Badulla and Monaragala districts

Eastern Province: Ampara, Trincomalee districts

Target groups:

1. Fresh milk producing farmers who received MOD project interventions.

Population and sample size:

The field survey is scheduled to be conducted in the last two weeks of January 2020 and is expected to have a population of around 250-300 beneficiaries covering Northern, North Central, Central, North western and Uva provinces.

Accordingly, the sampling methodology should be finalized in consultation with the MOD project team.

The farmer population will not be distributed around the 16 districts evenly; the majority of the farmers will be concentrated in 7-8 districts, namely Kurunegala, Anuradhapura, Kandy, Matale, Polonnaruwa, Vavuniya, Mullaitivu, Badulla, and Nuwara Eliya.

The MOD team will provide all contact information/addresses for the selected sample to survey and will provide replacements as needed.

Data gathering methodology and data reporting requirements:

The selected Survey Offeror will develop the questionnaires in advance of the assignment and will provide them to the MOD team. Included below for reference are general parameters that will be addressed in the questionnaires.

The questionnaire for the milk producing farmers will be a maximum of 3-4 pages. Some of the key information to capture is as follows:

OBJECTIVE AND SCOPE OF SURVEY

The proposed survey is expected to be conducted in the districts where MOD is implementing activities at present. It is expected to survey 250-300 (Sample size is to be decided by the technical team based on the proposed sampling method and scientific requirements) dairy farmers (include MOD and non-MOD farmers; control group).

The primary objectives of the survey are as follows:

1. To understand the farmers' knowledge on milk quality and nutritional benefits;
2. To understand consumption habits at farm/producer level; and,
3. To estimate the financial figures around sales estimates (market) to local vendors/neighbors.

The survey findings will facilitate the MOD program implementation and routine reporting requirements.

KEY QUESTIONS FOR SURVEY TEAM

- Level of farmer knowledge and perception on milk quality and awareness level on measurements for quality (SNF, FAT, bacteria)
- Level of farmer understanding of nutritional benefits of consuming milk (calcium, protein, vitamins)

- Level of record keeping and use for on farm business planning (Facilitation section to objective 02)
- Level of milk consumption at home, how it is consumed and reasons for those habits
- Amount of product sold in informal and formal market, who they sell to, prices and perceived benefits
- Value of informal dairy market (Key conclusion question of the survey objective 03)

6. Subaward Type and Deliverables

The subaward will be a **fixed-priced, deliverables-based** agreement, meaning that IESC and the selected Offeror will establish a set list of milestones (deliverables) with due dates and assign a cost to each milestone. The list of deliverables for use in preparing proposals can be found below; these are subject to change upon post-award discussions between IESC and the selected Offeror. Payment will be made based on the achievement of each milestone.

Please provide all proposed costs in Sri Lankan Rupees. The award will be issued in Sri Lankan Rupee (LKR). Below table is a timeline with key actions and deliverables.

Action	Indicators of Performance	Proposed Due Date
1. Submission of technical and cost proposal	Proposals received	December 31, 2019
2. Selection of Survey Firm	Survey Firm Selection Criteria/ Survey negotiation memo	January 15, 2020
3. Appoint Team Leader and Team	CV	
4. Sign contracts	Signed contract*	
5. Initial orientation with MOD technical staff	ToR orientation and final sample size approved	
6. Develop workplan 7. Admin planning 8. Questionnaire development 9. Pre-test version of survey questionnaires	Final workplan and final questionnaire approved*	January 24, 2020
10. Train enumerators 11. Pilot questionnaire	Participation in trainings and pilots	January 24-31, 2020

12.Survey Implementation	Completed farmer interview records	Jan 31 – Feb 14, 2020
13.Preparation of the data set	A cleaned and labeled in English database of survey results, in computer readable format, preferably SPSS, transferred to the MOD*	Feb 17 – 21, 2020
14. Clean data set submitted	Data sheet	February 24, 2020
15.Preparation and submission of (i) Technical Analytical Report; (ii) 2-page summary of the Technical Report and (iii) Power point presentation of the Technical Report	Technical Analytical report, with simple statistics transmitted to MOD*	February 28, 2020

*These are the deliverables anticipated to have payments associated with them – please see section 11. Cost Proposal Evaluation for instructions on proposing payment prices for each of the deliverables noted for payment.

7. Instructions to Offerors

7.1. Submission

1. Offers received after the closing date may not be considered.
2. Bids must be in Sri Lankan Rupees (LKR).
3. Technical and cost proposals must be submitted as two separate documents. Cost information must not be included in the technical proposal.

Offerors must submit their proposals by the closing date and time, as listed on page one, to the following: Janet Ragel, Finance and Admin Associate, at jragel@iesc.org.

7.2. Clarification and Amendments

Offerors may request clarifications via email to jragel@iesc.org not later than **5:00 P.M., Colombo time, on Friday, December 20, 2019**. IESC will provide answers to these questions and requests for clarification asked by all Offerors simultaneously via email and posted on the IESC website with the RFP before the close of business on **Tuesday,**

December 24, 2019. IESC may not answer questions before the proposal submission deadline outside of the allotted response period for clarifications. No questions will be answered over the phone or in person.

7.3. Cover Page and Markings

In addition to the required proposal documents listed in sections 10 and 11 below, please include a cover page with your submission for the technical and the cost proposals (separate cover pages). The cover page should be on company letterhead and should contain the following information:

- 1) Project or Title (from the front page of this RFP document)
- 2) Bid Reference Number (from the front page of this RFP document)
- 3) Company Name
- 4) Company Address
- 5) Name of Company's authorized representative
- 6) Contact person if different that Company's representative
- 7) Telephone #, Cellular/Mobile Phone #, Email address
- 8) Duration of Validity of proposal
- 9) Total Proposed Price (**cover page of cost proposal only**)
- 10) Signature, date, and time

8. Eligibility Requirements

Bidder may be required to present a business license and must have experience in conducting large quantitative surveys and data analysis. The bidder must be licensed in Sri Lanka. The bidder must have the ability to mobilize a large number of enumerators to deliver on short time frames. Experience in conducting surveys for US or other donor agencies is preferred. Award may be contingent upon USDA final approval.

9. Basis for Award

IESC anticipates that award will be based on best-value principles. Accordingly, award will be made to the technically acceptable Offerors whose proposals provide the greatest overall value to IESC and the USDA MOD program, price and other factors considered, and whose proposals conform to all solicitation requirements.

To determine best value, proposals will be evaluated on the criteria below. The number of points assigned, totaling 100 points, indicates the relative importance of each individual criterion. Offerors should note that these criteria serve to: (a) identify the significant factors which Offerors should address in their proposals, and (b) set the standard against which all proposals will be evaluated.

10. Technical Proposal Evaluation

Please read carefully, the following are instructions for preparing proposals. Proposals must be organized into sections corresponding to the sections presented in **10.1 Technical Evaluation Criteria** and numbered accordingly. Please stay in the page limits given below. Only include the requested information and avoid submitting extra content. Any pages exceeding the page limitation for each section of the proposal may not be evaluated.

Proposals shall be written in English with each page numbered consecutively. Cover pages, dividers, and tables of contents are not subject to the page limit.

10.1. Technical Evaluation Criteria

Proposals will be evaluated according to the following criteria. Points will also reflect the overall presentation of the proposal, which should be clear, complete, well organized, and well written. Most importantly, proposals should address all the requirements listed in this RFP.

[1] Technical and management approach: 3-page limit; possible points 40

The technical and management approach section of the proposal will be scored on the effectiveness of the proposal to meet the requirements of the survey for the program, as outlined in **Section 5.2 Activities** and **Section 5.3 Survey Information**, and should include the following:

- Draft design of the survey, considering the population size, survey locations, target groups, and other considerations listed in Sections 5.2 and 5.3. Design should clearly describe the proposed sample size and selection methodology for each target group based on the population sizes provided in Section 5.3;
- Description of logistics for conducting the surveys, including number of enumerators, as needed to meet the requirements listed in Section 5.2 and sufficiently survey the one target group;
- Description of process to ensure quality of data collected during the surveys;
- A demonstrated understanding of conducting beneficiary surveys in Sri Lanka; and
- A proposed timeline for each step of the survey design, implementation, and completion.

[2] Offeror's past performance and references: 2 pg. limit (not including samples of previous work, which may be attachments); possible points 30

The proposal must provide a detailed account of the Offeror's record in implementing similar activities to those outlined in the tasks and activities. This should include sufficient

information to demonstrate the Offeror's performance for the above tasks and activities and include how the overall approach, including problem solving, is based on extensive prior experience in conducting beneficiary or other agriculture/ dairy surveys, especially those conducted for US or other donor agencies.

Offerors should also provide a minimum of three (3) references for past and present clients for which the Offeror has completed a similar task. References must include contact information.

[3] Offeror's Personnel Experience and Capacities: 2 pg. limit (not including resumes or CVs, which are attachments); possible points 30

The technical proposal must include a description (biographical sketch acceptable) of at least one, but not more than two, personnel who would directly work on designing and providing oversight to the survey and be engaged with IESC and the MOD project team. Resumes or CVs must be submitted as attachments for individuals submitted in this section and do not count within the page limitations of this section.

This section will be marked on the extent to which the Offeror's or its personnel have experience in the design and implementation of relevant beneficiary or similar dairy sector field surveys in Sri Lanka.

11. Cost Proposal Evaluation

The Offeror shall submit a **separate cost proposal** that includes the project cost of performing the activities as described above. These costs should be broken down to show the cost of each deliverable for the survey listed in Section 6. Award Type and Deliverables. As noted above, IESC will pay a fixed price per approved completion of each deliverable listed in Section 6. Award Type and Deliverables.

All proposed costs must be in accordance with the U.S. Government Cost Principles under 2 CFR 200.

The cost proposal must include:

1. A spreadsheet that lists each deliverable per **Section 6. Award Type and Deliverables** for the survey and the proposed payment price for each deliverable. The deliverables that we anticipate remitting payment for once completed are marked in Section 6 with asterisks. Please propose the payment price for each. All costs should be presented in Sri Lankan Rupees (LKR).

12. Deviations

IESC reserves the right to waive any deviations by offerors from the requirements of this solicitation that in IESC's opinion are considered not to be material defects requiring rejection or disqualification; or where such a waiver will promote increased competition.

13. Discrepancies

Please read the instructions carefully before submitting your proposal. Any discrepancy in following the instructions or award provisions may disqualify your proposal without recourse or an appeal for reconsideration at any stage.

14. Conflict of Interest Declaration for the MOD Project Survey Services

The following steps outline IESC's award selection process and should be understood by all Offerors to ensure the transparency of awards and avoid conflict of interest.

1. Request for Proposals (RFPs) are posted on IESC's website. The offer is open to all qualified bidders;
2. Clarifications will be emailed to all bidders submitting questions, as well as posted on IESC's website, simultaneously;
3. Once the proposals are received, an evaluation committee scores them;
4. Cost proposals are evaluated for reasonableness, accuracy, and completeness;
5. The best value proposal is selected based on a combination of the technical score and the cost;
6. No activity can be started until USDA has approved the appointment of the subawardee and both IESC and the awardee have signed a formal subaward; and,
7. IESC policy against fraud and code of business ethics exists throughout the life of the subaward and beyond. Even if the subaward is closed or has expired, if any party is found guilty of fraud, IESC will make a full report to the USDA Office of Inspector General, which may choose to investigate and prosecute guilty parties to the fullest extent of the law.

The selected offeror will be required to comply with all administrative standards and provisions required by USDA.

-END-