



22 Lane 178, Thai Ha St.,
Hanoi, Vietnam
t: +84 4.3514.7800

www.ide-vietnam.org

Terms of Reference

Project Final Evaluation

In Dakrong district, Quang Tri province

About the project

In three years from 2006 to 2009, iDE collaborated with Oxfam Hong Kong to implement (i) stimulate demand for advanced rice intensification method (FDP¹) and build the FDP market systems in the district, and (ii) stimulate the acquisition and use of hygienic latrines in 4 communes of Huong Hiep, Mo O, Trieu Nguyen, and Huc Nghi of Dakrong district, Quang Tri province. After 3 years of project implementation, remarkable results were obtained. 434 families, of which 30% are poor and 54% ethnic minorities, invested in latrines. This is a 29 percentage point increase in the overall household access to hygienic latrines, from 4% to 33%. Besides, 600 families, of which 30% are poor and 97% ethnic minorities adopted FDP for improved rice production, which brought about 3 months of extra rice for household consumption. On the market side, a sustainable market for sanitation and FDP product was established with 15 qualified masons and 1 producer of FDP with a retailing network of 17 members set up in all project areas. All supply members are currently operating with profit. Farmers can buy latrines, FDP and services locally with credit and technical advice offered by the service providers.

The project – referred to as phase 1 – employs market-based approach (for sanitation, it is called Sanitation Marketing, a market-based approach pioneered and implemented by iDE during the past 10 years. Project intervention stimulates change by creating a demand for technologies/products that have positive developmental impacts, offering an alternative to traditional subsidized models. At the same time, iDE builds a supply network for products and services to meet the demand of farmers. This market-based approach has been considered more effective and sustainable than the conventional subsidy approach, and has proved to be replicable at larger scale. However, actual replication of the project model has been quite slow. Even in Dakrong district where the project already worked, application the model has been limited to the project areas without being scaled up to other communes. Some of the main reasons explaining the slow replication are the lack of in-depth information of the model, limited financial resources and capacity for replication. With the slow replication of the model, many farmers, especially the very poor ones, are missing the opportunity to apply FDP and access to hygienic latrine for improving their livelihood.

According to iDE's findings in the field, most of the existing government poverty reduction programs for agriculture production and sanitation are not positioned for further scaling-up. From our experience, the key limitations of these development efforts are: i) insufficient attention paid to the crucial role of small-scale private sector players in the provision of relevant and affordable services and products for farmers. There is more emphasis on subsidized training and credit provision for farmers and less attention to demand oriented solutions that rely on sustainable commercial relationships in the area; ii) utilization of inputs and the provision of technical advice have been heavily subsidized, increasing the farmer's

¹ Fertilizer deep placement (FDP) was produced by compressing normal chemical fertilizers (urea, DAP, potassium) into small pellets, deep place by hand into muddy soil in between rice plants, and only one application for whole crop. Compared to the conventional broadcasting fertilization, FDP enables an increase of rice yield of about 20-25% and helps reduces the negative environmental impacts.

dependency on external aid; iii) most interventions to date have mainly addressed production and technical constraints neglecting the market demand requirements. With the government plans to reduce agriculture subsidies to smallholders and socialization of sanitation over the following years, there will be a vacuum created which will be difficult to fill.

However, it is found that, government poverty reduction programs are the good channels to replicate the model. These programs, including the 30A, with their mandated mission to support the poor, will be likely to allocate necessary resources and mechanisms for replication of phase 1 projects when they are convinced of the effectiveness and sustainability of the model. In order to successfully advocate for government change, the model developed in phase 1 should be adapted and piloted within the government programs.

With the financial assistance by OHK, iDE has collaborated with Dakrong People's Committee to carry out two pilot projects (i) *"Aligning the Fertilizer Deep Placement model with Government's National Programs for Subsidized fertilizer distribution to Poor Households in Dakrong District, Quang Tri Province"* and (ii) *"Aligning Sanitation Marketing with Government's National Programs in DakRong District For sustainable access of the poor households to sanitation as well as for replication and advocacy"* from March 2010 to September 2012 in Ta Rut, A Bung, and A Ngo communes.

Key activities of the pilot projects include:

- Design and pilot a smart-subsidy program in 2 projects which will give the poorest the choice to select FDP technology over the conventional fertilizer powder as well as appropriate latrines for the families. Poorest households will get their FDP pellet fertilizer and latrine subsidies through market systems by voucher and/or sales programs. Also, farmers will also have a choice to select their suppliers of fertilizer and builders of latrines. The selection will be made on an informed decision making process by farmers witnessing the effectiveness of FDP, type of latrines introduced by the project and accessing to suppliers established in the district.
- Provide consultation and technical support to local partners to pilot the model in two key components: demand creation and supply chain development for FDP and hygienic latrines
- Advocate the local authorities for FDP and latrine subsidies and adoption of a demand and market driven model. This activity is carried out by involving the local partners into the designing, implementation, capacity building, and evaluation of the smart subsidy program and the model activities. Exposure visits and workshops will also be organized for the local partners.

Project Objectives

The objectives of the two projects are:

- *Overall Objective:* Improved implementation of the Vietnam Government's poverty reduction programs and extension services; focusing on sustainability, empowerment and demand driven-service delivery mechanism for rice production and the WATSAN sector for the poorest households.
- *Specific Objectives:*
 - Demonstrate that the market-based approach for the "Fertilizer Deep Placement" and Sanitation Marketing" components can be embedded into the on-going national programs (i.e. 30A, NTPII, P135) by piloting a joint program.
 - Support the poorest ethnic minority households to access new technology and services by integrating government subsidies and support into the market based service delivery mechanisms for fertilizer subsidies and for hygiene and sanitation.
 - Advocate for Provincial and National change and adoption of the best-practice elements of the pilot projects.

Project Results

The project models of FDP market development and Sanitation marketing have been integrated into the Socio-Economical Development Plan 2012 and 2013 of communes (including of target and non-target project areas such as Huc Nghi, Huong Hiep, Ta Rut, Ta Long, Dakrong, A Ngo, and A Vao).

By the end of August 2012, FDP model has already aligned into three Government's programs such as 135 program, Provincial Women Union Fund, Budget of District and Commune Development Fund, benefiting 149 poorest farmers in 5 communes of Huc Nghi, Ta Long, Ta Rut, A Bung, and A Ngo. Besides, a profitable FDP supply network including 1 producer and 10 retailers in different communes is now available and capacitated to meet the demand of clients on a timely manner.

Sanitation marketing model has also been integrated in government programs in Dakrong for the past 2.5 years with 103 households benefiting, of which 75% poor and 80% ethnic minority. A total of 30 masons was also created, trained, and is operating with profit.

Related government bodies in charge of government programming and implementation (such as District Office of Agriculture and Rural Development and District Center of Preventive Medicine) and have been equipped with necessary knowledge and skills to scale up the market-based approach employed by the project.

Evaluation Objectives

The final evaluation will assess the project outputs/outcomes against the proposed objectives. The selected evaluation criteria are listed below:

1. Demonstrate that market-based approach for "Fertilizer Deep Placement" and Sanitation Marketing" components can be embedded into the on-going national programs (i.e. 30A, NTPII, P135) by piloting a joint program:
 - Level of funding from Government programs allocated to FDP and latrines during and after the project in hardware (FDP product and latrines) and software (demand creation and supply chain development, and capacity building for government officials in implementing market-based approach)
 - Number of beneficiaries (households and supply chain members)
 - The process and nature of activities employed by the project to align the 2 project models into government programs
 - Descriptions of what has worked and has not worked in the process and explain the reasons why
 - Analysis of challenges (technical, organizational, policy, etc.) faced in aligning the 2 project models into government programs and how the project has addressed the challenges
 - Lessons learnt by the project that could be used for future implementation of the project models into government programs
 - Recommendations for future project models' alignment into government programs.
2. Support the poorest ethnic minority households (HH) to access new technology and services by integrating government subsidies and support into the market based service delivery mechanisms for fertilizer subsidies and for hygiene and sanitation
 - Number of poorest farmers entitled for FDP subsidy and latrine subsidy
 - Number of poorest HHs attend training/promotion activities
 - Number of other farmers adopted FDP and purchase latrine as a result of demand creation activities conducted by the project
 - Number of HHs who are recipients of FDP smart subsidies that invest more FDP for application
 - Number of extra months that poorest households entitled to FDP subsidy and other farmers investing in have more rice to eat
 - % of poorest households entitled to FDP subsidy that has access to other services developed by the project

- The level of satisfaction of farmers on FDP and latrines
 - Number of new FDP supply chain members and masons established by the project, level of profitability and satisfaction
 - Willingness and capacity of the local partners (Office of Agriculture and Rural Development and District Center of Preventive Medicine) in replication of the project models in government programs.
3. Advocate for Provincial and National change and adoption of the best-practice elements of the pilot projects.
- Potential for project models replication at provincial and national level into government program
 - Potential challenges in employing project models into government programs
 - Key recommendations of successful alignment of the market-based models into government programs – what else needs to be done to adapt the market-based models to be implemented in the government programs

Scope of Work

iDE is seeking one qualified national consultant to lead iDE's national project team (3 persons) to conduct a final evaluation of the project in Dakrong district, Quang Tri province, Vietnam in September – October 2012. It is expected the consultant will carry out the following tasks:

- Be responsible for the evaluation methodology design, preparation of evaluation tools and results of the evaluation
- Train the project team on the evaluation methodology and tools
- Study relevant literatures and project documents
- Conduct field trips to Dakrong for the evaluation, lead the meetings with farmers, project local partners, and relevant government bodies at the district and provincial levels
- Prepare, finalize and submit the evaluation report to iDE

Profile of the Consultant

Master degree in rural/economic development, business or another relevant field is **required**. Professional experience should notably be in fields related to the project priority areas, in particular market strategy, enterprise development, market-based methodologies, and supply chain development with at least 10 years of working experience. Besides, he/she should:

- Demonstrate strong working experience in the rural, mountainous and ethnic minority communities with an understanding about the activities, strategy, local culture and management. Especially, experience in market-based projects is required to evaluate this project
- Demonstrate an understanding of the government programs and related policies targeting upland, ethnic minority areas
- Have experience in project evaluation
- Have a excellent command of written English, as well as good computer and team working skills.

Evaluation Timing

The field work will take place in Dakrong district, Quang Tri province tentatively from **September 26, 2012**. A draft report in English will be submitted to iDE by **October 15** and the final report in English and Vietnamese by **October 22, 2012**.

Deliverables

A final report in both Vietnamese and English (in word document) at the end of the evaluation shall be sent to iDE via electronic mail. Before finalizing the report, a decent draft in English will be sent to iDE for feedback. The document should be no longer than 30 pages and it should include an executive summary of no more than 2 pages.

It is expected that the report will cover the followings points:

- An executive summary
- General description of the evaluation, objectives, methodology used, sample size...
- Evaluation findings and in-depth analysis of the studied points above
- Key recommendations to iDE, and
- Necessary annexes (research plan, tools, and data, list of people participating in the evaluation) are required. The annexes will not count towards the 30-page limit of the report.

How to Apply

Interested candidates can submit:

- a. a technical proposal, including:
 - A brief summary (not more than 5 pages) explaining the general approach, methodology that the consultant suggests would be appropriate from his/her understanding of the TOR, and
 - Description of the proposed research tools (questionnaires, database, reports, etc.), and
 - Tentative research schedule.
- b. a financial proposal, indicating number of days actually working on the evaluation and travel time for the mission outside the normal place of posting, daily consulting rate (+PIT), and daily allowance (per diems) for travel missions to Dakrong district and Quang Tri province. Costs should be in USD. Accommodations and transportation for relevant field visits during the mission in Dakrong and Quang Tri will be organized by the project. Costs related to field work supplies, meetings will be covered by the project.
- c. Updated CV, highlighting relevant qualifications and experience.

to: Ms. **Phan Thi Tuyet Anh**, iDE Project Manager - email: pttanh@idevn.org – Tel: (84) 54 3826037-Ext: 107 - cell phone: 0914205242. Proposals should be submitted by **September 23, 2012**.