

KULAYAN NATURAL HERBAL PVT. LTD.

Terms of Reference (TOR) for Baseline Study

1. Introduction

Kulayan Natural Herbal Pvt. Ltd. (KNH) was established in 2013 with the aim to harness the potential of Nepal's Medicinal and Aromatic Plants (MAPs) sector through value addition and export to the international market. Over the years, the company has undertaken a sustainable business approach for sourcing, production, distillation and exporting a wide range of essential oils and herbal products. KNH provides technical support to the farmers engaged in the cultivation of MAPs and supports to improve the livelihood of rural household.

Kulayan is extending its support to Kamaldhap Rampokhari Community Forestry Users' Groups (CFUGs) for the commercial **Production of Organic Lemongrass and Citronella** on a 35 hectares CFUGs land to ensure supply of qualitative MAPs. Kamaldhap Rampokhari CFUGs protects and manage forest area of 299.97 hectares in Prithvinagar, Bhadrapur Municipality of Province No: 1. 1,355 households are the beneficiary of CFUGs. The main objective of the KNH is to engage the CFUGs members in commercial cultivation of the Organic MAPs, supporting the Community members for an extra source of income, creating employment and enhancing their skills in cultivating MAPs.

2. Rationale for baseline study

The baseline study will set a benchmark against the mentioned indicators in order to later compare the changes brought about by the KNH. The baseline study will be conducted by a team of consultants (hereafter referred to as the Consultant) through a participatory approach. The baseline will provide a clear foundation for measuring changes by establishing both qualitative and quantitative base values of relevant indicators

3. Objectives of the baseline study

The overall objectives of the baseline study are to establish baseline values for the selected indicators.

4. Scope and Research Questions

The baseline study team will establish baseline values for the indicators mentioned below and consultants should make efforts to find out the following baseline values:

- i) Selection of 30 farmers based on a set of criteria (to be developed) to capacitate them as Local Resource person

Indicator:30 farmers from 15 farmer groups are capacitated as Local Resource Persons (LRPs) in Good Agricultural Collection Practice (GACP) and Good Agriculture Practice (GAP) (*Baseline: 0; Endline: 30; Source of verification: training reports and certificates of the participants*)

- ii) Identify 35 hectares of land feasible for organic cultivation

Indicator: 35 hectares land of Kamaldhap CFUG is organically certified. (*Baseline: 0; Endline: 35 hectares; Source of verification: organic certificates obtained, annual inspection visits by certification bodies*).

- iii) Capture the income information of 400 members of Kamaldhap CFUG based on A survey questionnaire to be filled by the enumerators

Indicator: 400 members (50% women) of Kamaldhap CFUG have an increase in income from lemongrass and citronella by 200 Euro (NPR 25000). (*Baseline: 0 Euro; Endline: 200 Euro; Source of verification: members information sheet prepared by the CFUG at project end*)

5. Methodology

The consultants are expected to propose appropriate tools / methodology to determine the baselines. The methods to be used for the study may include but are not limited to:

- Interaction with Kamaldhap Rampokhari Community Forestry Users Groups and Team
- Consultation with Kulayan Natural Herbal Pvt. Ltd. team
- Focus group discussion (FGD) with project beneficiaries; particularly to capture the interests and aspirations of women, youth, marginalized groups and ethnic minorities in relation to project goals and objectives
- CFUGs member household survey
- Site visits and observation

The Consultant will first present the findings and analysis to Kulayan Natural Herbal. Based on the inputs from this interaction, the draft baseline study report will be submitted hard copies and an electronic copy to Kulayan Natural on the agreed date. Relevant persons from Kulayan Natural Herbal will review the draft report and provide comments/suggestions to the consultant team. The Consultant will incorporate the comments/suggestions and submit the final version of the report electronically as well as in hard copies.

6. Specific tasks

Specific tasks of the team include:

- **Inception presentation:** The consultants will prepare inception report highlighting the sample design, methodologies, study execution plan etc. and make a presentation to the Kulayan Natural Herbal.
- **Develop appropriate data collection instruments such as questionnaire, checklists, and interview** guidelines for focus group discussions in consultation with Kulayan Natural Herbal before moving to the field.
- **Field testing of questionnaires**
- **Data entry, analysis**
- **Sharing of baseline findings to Kulayan.**
- **Draft report writing:** The baseline report should clearly show the base value against each indicator to be measured with sufficient supporting evidence and analysis; sharing of draft report with Kulayan for inputs.
- **Final report preparation**

7. Team composition and responsibilities

The Consultant will provide a team of specialists to undertake this consultancy, including a team leader and members with various specializations. The Consultant must ensure that the cross-cutting issues of gender and social inclusion, livelihoods and internal governance are well considered and analyzed during the study. The Consultant's team will have the following competencies:

- Proven experience, skill and knowledge in baseline study, with particular reference to biodiversity conservation, climate change adaptation, gender and social inclusion (GESI), livelihoods, natural resource governance
- Monitoring and evaluation skills,
- Research and documentation skills including good English writing ability
- Sensitivity towards ethnicity, religion, gender, culture and respect for diversity
- Knowledge of social inclusion
- Sound knowledge of Nepal, its biodiversity and people, and availability of information

8. Technical deliverables

The following deliverables are required:

- Inception report with baseline study plan
- Baseline values for the above-mentioned indicators
- Meeting minutes, list of people consulted
- Field survey questionnaires
- Draft baseline study report for comments
- Final baseline report (digital and hard copy) in English
- Photographs, and other relevant documents procured under this contract, with source references
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9. Structure of the baseline report

The structure of the baseline report should be as follows:

- Name of project
- Names and contact information of the external consultant(s)
- Executive summary;
- Introduction and objectives
- Methodology
- Principal findings from analysis of collected data and information including list of key indicators and their baseline values
- Lessons learned and other critical observations
- Conclusions and recommendations
- Annexes, should include (Study methodology, including key research questions or hypotheses, sampling strategies, and data analysis procedures, data collecting instruments, List of people consulted)

10. Timeframe and duration of the survey

The duration of the consultancy is 7 weeks. The tentative schedule is as follows:

S.N.	Activities	Week						
		1	2	3	4	5	6	7
1	Baseline study planning and design	■						
2	Develop tools and finalization, including presentation of study plan to Kulayan Natural	■	■					
3	Sampling, enumerators training and field work			■	■			
4	Data processing, analysis					■		
5	Presentation of key findings to Kulayan Natural						■	
6	Draft report preparation and submission							■
7	Final report writing and dissemination							■

11. Preparation and logistic support

Kulayan Natural Herbal will provide relevant information to the consultant to expedite the baseline study process and provide support in arranging meetings and field. Kulayan Natural will arrange transportation, food, accommodation and other support for the team.

12. Reporting

The Consultant will report to Bharat Basnet, who will supervise the consultancy, who will liaise and ensure the inputs.

The Field staff, Project Coordinator, Technical expert of Kulayan Natural and Secretary of CFUGs will be involved in the baseline study process as required. The type of engagement will range from strategic support to active involvement in the whole process.

13. Proposal submission details & Consultant qualification

Consultant should have five years of work experience in the relevant field and knowledge on MAPs sector.

Separate technical and financial proposals, CVs need to be submitted via email, clearly mentioning Proposal for the Baseline Study (in Subject) at the kulayanoffice@gmail.com email address by 3RD March 2021.