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**WORLD BANK/IFAD PROGRAM IMPLEMENTATION UNIT
MINISTRY OF AGRICULTURE, REPUBLIC OF LIBERIA
SMALLHOLDER AGRICULTURE TRANSFORMATION AND AGRIBUSINESS
REVITALIZATION PROJECT (STAR-P)**

**1st Floor LIBSUCO Building Japan Freeway (Formerly Somalia Drive), Gardnersville –
Monrovia, Liberia**

IDA 63600, PROJECT NO. 160945

REQUEST FOR EXPRESSION OF INTEREST
(CONSULTANT'S QUALIFICATIONS BASED SELECTION (CQS))

**Assignment Title: Consultancy Service for a Firm to Conduct Citizens
Satisfaction Survey**

REOI Reference No.: LR-PMU-MOA-473270-CS-CQS

Background

The STAR-P was approved by the World Bank Board of Directors on January 15, 2019. The Project Development Objective (PDO) is to increase agricultural productivity and commercialization of smallholder farmers for selected value chains in selected counties. The USD 25 million financing agreement was signed on February 15, 2019, and the project became effective on June 28, 2019. The project is co-financed on a pari-passu basis with IFAD. The USD 23 million co-financing was approved by the IFAD Board in September 2019 and the Financing Agreement was signed on 21 November 2019.

The Project Development Objective (PDO) is to increase agricultural productivity and commercialization of smallholder farmers for rice, oil palm, and horticulture value chains in selected counties of Liberia.

Objective of the Assignment

The survey's primary purpose is to research if farmers or beneficiaries are satisfied with the delivery (timeliness and quality) of the project benefits provided to them. More specifically, we are researching beneficiaries:

- Satisfaction with the delivery timeliness of services;
- Satisfaction with the delivery quality of project benefits;
- Demographic determinants can be associated with satisfaction;
- To identify and/or confirm priority needs, problems, and constraints of the target beneficiaries

- To generate data on the most vulnerable and needy beneficiaries, communities, and groups; and;
- To assess beneficiaries' satisfaction with environmental and social safeguards, and gender-related services and their perceived preparedness to adopt related services.

This will also provide valuable data and information for the project objectives to assess progress since the project was launched and build an additional set of evidence bases for measuring change due to project implementation. This mixed-method approach will obtain valuable information on key project indicators. Findings will provide statistical information for project goals and objectives, building on initial benchmarks at the starting point and probing various processes based on various indicators that measure change during the project implementation period.

The detailed Terms of Reference (TOR) for the assignment can be found at the following website:

- a. Ministry of Agriculture (www.moa.gov.lr) or directly requested via email from starp-bids@moa.gov.lr / rglaydor@moa.gov.lr

The Ministry of Agriculture now invites eligible consulting firms (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

The attention of interested individual Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank’s “Procurement Regulations for IPF Borrowers” dated July 2016, revised November 2017, August 2018, January 2020 and September 2023 setting forth the World Bank’s policy on conflict of interest. Please refer to paragraph 3.17 of the Procurement Regulations on conflict of interest related to this assignment which is available on the Bank’s website at <http://projects-beta.worldbank.org/en/projects-operations/products-and-services/brief/procurement-new-framework> .

The best qualified firm to carry out the services will be selected in accordance with the Consultant’s Qualifications Based Selection (CQS) method set out in the Regulations and based on the following criteria:

- Core Business of the firm and Number of Years in Business
- Technical and Managerial Organization of the Firm
- Qualitative and quantitative research experience of the firm, a clear understanding of research methodology, and experience using different agricultural and social research tools and techniques.
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- Work experiences in rural and urban areas of the counties will be an added advantage, and the firm is to indicate similar assignments carried out with reference points – these can be three assignments carried out in the last 3-5 years.
- Availability of Appropriate Skills among Staff or within the firm that are Experience in data collection methodology and analysis spanning a minimum of 10 years of experience

working on project management, with at least 5 years of those related to agriculture and rural development

- Legally Registered Firm in Home Country (Evidence of Business Registration)

Further information can be obtained at the address below during office hours from 0900 hours to 1600 hours or 9:00am to 4:00pm local time.

Expressions of interest must be delivered in a written form to the address below (in person, or via e-mail) by 19th February 2025 @ 5:00pm local time.

Galah Toto

National Program Coordinator

Project Implementation Unit (PIU), Ministry of Agriculture

Smallholder Agriculture Transformation & Agribusiness Revitalization Project (STAR-P)/ Rural Economic Transformation Project (RETRAP)

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Tel +231-777576980

Email: gtoto@moa.gov.lr and cc: rglaydor@moa.gov.lr , starp-bids@moa.gov.lr

Signed by: Galah Toto

National Program Coordinator – STAR-P/RETRAP

TERMS OF REFERENCE

Consultancy for Conducting Citizens Satisfaction Survey

1. Background

The Smallholder Agriculture Transformation and Agribusiness Revitalization Project (STAR-P) addresses critical market failures limiting the development of the rice, oil palm, and horticulture value chains. The project achieves its objectives of increasing agricultural productivity and promoting smallholder commercialization by facilitating private sector investment in selected value chains and by fostering productive links between smallholder farmers and selected agribusiness firms through a business climate lens. Adaptation approaches and mitigation measures are applied to rice and oil palm production to enhance climate resilience and minimize climate risks. The project development objective for STAR-P is to increase agricultural productivity and commercialize smallholder farmers for selected value chains in the various counties of Liberia.

The project design is based on three strategic pillars, which are prerequisites for efficient and competitive value chains: (i) Institutional development to address critical capacity and coordination gaps; (ii) enhancement of productivity, quality, and efficiency along the targeted value chains; and (iii) improvements in the enabling environment.

The value chains selected and supported under the project are based on a sector scan prioritizing agribusiness subsectors on various development impact and investor potential criteria, including job and income opportunities. Experts' analysis shows that the three value chains selected for intervention (rice, oil palm, and horticulture) have the most substantial potential for development impact, ease of implementation, and attractiveness for private sector investment.

The project consists of three components: (i) *Institutional capacity building and strengthening the enabling environment for farmers, state, and nonstate actors*, (ii) *enhancing productivity and competitiveness*, and (iii) *project management, monitoring and evaluation (M&E), citizens engagement, and contingency emergency response*.

The project is being implemented in all counties and will directly benefit 38,000 smallholder farmers, of which at least 30 percent target women.

The STAR Project seeks to hire a competent consulting firm to conduct a farmer/beneficiary satisfaction survey across all three value chains, including grantees, direct intervention, aggregation, and nutrition garden beneficiaries. The survey will cover project-specific beneficiaries per their respective locations within Liberia's geography.

2. Purpose and Objectives

The survey's primary purpose is to research if farmers or beneficiaries are satisfied with the delivery (timeliness and quality) of the project benefits provided to them. More specifically, we are researching beneficiaries:

- Satisfaction with the delivery timeliness of services;
- Satisfaction with the delivery quality of project benefits;

- Demographic determinants can be associated with satisfaction;
- To identify and/or confirm priority needs, problems, and constraints of the target beneficiaries
- To generate data on the most vulnerable and needy beneficiaries, communities, and groups; and;
- To assess beneficiaries' satisfaction with environmental and social safeguards, and gender-related services and their perceived preparedness to adopt related services.

This will also provide valuable data and information for the project objectives to assess progress since the project was launched and build an additional set of evidence bases for measuring change due to project implementation. This mixed-method approach will obtain valuable information on key project indicators. Findings will provide statistical information for project goals and objectives, building on initial benchmarks at the starting point and probing various processes based on various indicators that measure change during the project implementation period.

3. Firm's Activities

The firm is expected to:

- Lead the overall data collection and reporting process;
- Develop and review questionnaires and scripts, develop data collection tools and protocol as per the intended objectives;
- Finalize strategy, including data collection tools, timelines, techniques, and enumerators field guide;
- Supervise the data collection process, give advice, and ensure the quality of the data;
- Tabulate, analyze data, and produce a report;
- Measure the indicators to generate evidence-based and specific feedback of the project in line with the objectives and should be gender and age disaggregated;
- Present preliminary findings for discussion with STAR-P staff and the Operations Manager before the final report;
- Respond to feedback from enumerators and share reports with all concerned;
- Present the findings report for review and validation
- Present the final report

The firm will collaborate with the STAR-P M&E Team for the data under the supervision of the Operations Manager.

The tasks and responsibilities of the firm are as follows:

- Prepare a detailed work plan
- Prepare an inception report and share same with STAR-P Team and Operations Manager for validation;
- Review coherent literature (both internal and external) based on the given criteria to gain a better understanding of the project activities and Liberia context;
- Impart in-person training to data collectors and ensure quality data through monitoring and supervising the data collection process in the field;

- Analyze and interpret data as required;
- Supply the index report after data collection
- Produce a draft and final report that is informative and learning-oriented based on strong evidence and share it with STAR-P M&E Team and Operations Manager;
- Present findings of the study in sharing meetings with the STAR-P Team
- Prepare summary report using MS Word (4-5 pages) and PowerPoint;

The report must contain the following:

1. Cover page, List of Acronyms;

2. Executive summary (2 to 3 pages): should be clear and concise, giving the essential contents of the study report in 2 or 3 pages, previewing the main points to enable the STAR-P Team to build a mental framework for organizing and understanding the detailed information within the report;

3. Background;

4. Description of objectives and limitations;

5. Methodology should present data collection methods, including strengths and weaknesses of the method used, a rough schedule of activities, and a description of any statistical analysis undertaken, including justification and software package used. Discussing any statistically representative sample and random sampling used should include details on how the sample was calculated and how the random respondents were identified and invited to participate. The methodology section should also include a detailed description of data collection techniques used throughout the evaluation;

6. Results should be based on strong evidence, including a concrete definition for the related outcome and output indicators (ensuring data disaggregation by sex, age, ethnicity, disability, and other exclusion criteria);

7. Analysis/discussion on the findings: All aspects of this section must be directly linked back to the information presented in the results section of the report;

8. Conclusions/Recommendations

9. Annexes/Appendices: data collection instruments in English, list of stakeholder groups, qualitative and quantitative protocols developed and used, any data sets can be provided in electronic format,

4. Eligibility Criteria

The firm team should have experience in qualitative and quantitative research, a clear understanding of research methodology, and experience using different agricultural and social research tools and techniques. Work experiences in rural and urban areas of the counties will be an added advantage, and the firm is to indicate similar assignments carried out with reference points – these can be three assignments carried out in the last 3-5 years.

A. Team Leader

- The Team Leader should have at least a Master's Degree in Economics, Development Economics, Project Management, Agricultural Economics, International Affairs, Statistics, Monitoring and Evaluation or rural development or social sciences-related field.
- Experience in data collection methodology and analysis spanning a minimum of 10 years of experience working on project management, with at least 5 years of those related to agriculture and rural development.
- Good understanding of agribusiness-related issues.

B. Support Team Members

- The firm should have at least two additional staff members, with one technical staff member with at least a Bachelor's degree in Economics, Agricultural Economics, Monitoring and Evaluation or related fields.
- The ability to communicate in the local languages is an asset.

5. Time Schedule of Deliverables (45 days)

No.	Deliverable	Timeline	Delivery Format	Percentage Payment
1.	Inception Report and Detailed Work Plan	Five (5) calendar days	Three (3) hard copies and soft copies in MS Word and PDF	20%
2.	Design of Data Collection Details and Data Collection	Fifteen (20) calendar days	Design Details and Data	30%
3.	Submission of Draft Data Findings Report	Ten (10) calendar days	Three (3) hard copies and soft copies in MS Word and PDF	25%
4.	Final Survey Report and Presentation of Survey Report to the PIU	Ten (10) calendar days	Six (6) hard copies and soft copies in MS Word, one summarized PowerPoint and a PDF of the report	25%

6. Facilities to be Provided by the Client

The consulting firm will be provided with any necessary documents and will have access to the relevant staff and key stakeholders.