

Terms of Reference for Baseline Survey of Rift Valley Region in Kenya

Hand in Hand Eastern Africa, June 2014

1. Introduction

Hand in Hand Eastern Africa (HiH EA) is inviting qualified consultants to submit proposals to conduct a baseline survey of the socio-economic conditions of rural men and women and stakeholder mapping in selected counties of the Rift Valley region in Kenya, relating to themes of job creation, improved livelihoods and empowerment. This baseline survey will support Phase 2 of HiH EA's ongoing operations in the Rift Valley region, supported by the Swedish International Development Cooperation Agency (Sida) and Hand in Hand Sweden.

2. Brief Description of HiH EA

HiH EA is a Non-Governmental Organization (NGO) in Kenya, established in 2010, with the vision to alleviate poverty through job creation. HiH EA promotes economic and social empowerment of the poorest citizens to help them lift themselves out of poverty and vulnerability. HiH EA belongs to the global Hand in Hand network of NGOs¹ with a shared vision to reduce poverty through the creation of sustainable enterprises and jobs. Since HiH's inception in India in 2002, HiH's job creation programs have helped 1,120,000 people, 96% women, establish 1,130,000 microenterprises and create 1.6 million jobs. HiH EA has adapted this approach to the specific circumstances in Kenya.

HiH EA targets disadvantaged groups in the Kenyan society, with focus on women and vulnerable groups in rural areas who are active in the informal sector. HiH EA's approach is based on a philosophy of self-help, which provides business and skills training and support to enable poor people, particularly women, to build and sustain independent, market-based economic activities. This provides for a higher level of income for them and their families. This in turn contributes to greater food security, better education for children, increased access to medicines and healthcare and improved housing. By end April, HiH EA has mobilized 56,218 rural poor (74% women) into 2,292 Self-Help Groups (SHGs), creating 49,364 enterprises and 59,757 jobs. This is done through a 4-step approach:



Step 1 – Group formation and savings mobilization: HiH EA forms new groups and works with existing groups formed previously under the government's National Agriculture and Livestock Extension Programme (NALEP). SHGs gather 15-20 members, taking into account common

¹ The network today has operations in Afghanistan, Cambodia, India, Eastern Africa and Southern Africa. Strategic support, technical assistance and fundraising are provided by Hand in Hand International in London and Hand in Hand Sweden.

demographics and social cohesion. The formation of strong, self-selected groups is a crucial building block, especially for women and vulnerable groups who find a voice by sharing problems and responsibilities. Once mobilized, groups receive basic group training to develop a constitution outlining group rules and elect leadership. Attaining at least 90% member attendance attests to the value that women vulnerable groups ascribe SHGs, guaranteeing group sustainability. Groups are taught the importance of savings, basic finance and cash management, to better manage existing resources. They pool regular and discretionary savings through various mutually agreed savings mechanisms; funds are used for short-term loans to members, allowing them to smooth consumption and meet short-term cash needs. Groups are encouraged to open a savings account. Experience shows that group members mobilize average £73 in individual savings and show 100% repayment on internal group lending. Training uptake, evidenced by good attendance, savings and internal loan repayment, is a pre-requisite to move forward in the program.

Step 2 – Entrepreneurship and financial management training: Groups are provided with enterprise and financial literacy training to develop skills needed to identify and establish an income generating activity; for members already economically active, focus will be on expanding or enhancing their enterprise. Members develop basic skills to start and manage a business, including: basics of enterprises, bookkeeping, business registration and financial analysis.

Step 3 – Access to credit: For some, access to internal group savings is enough to meet their needs; however, most will over time need access to additional finance. Although multiple MFIs exist in Kenya, rates are often prohibitive and products unsuitable or unavailable to the poor, especially women. To overcome this financial exclusion, HiH EA has set up an Enterprise Incubation Fund (EIF), aimed at expanding members' access to catalytic capital for an income generating activity, to build their credit history. The EIF is capitalized separately by HiH International through borrowing on soft/concessional terms from social impact investors. By end April 2014, KES 52,000,000 (USD 590,000) has been issued through 5,090 loans with 100% repayment through the EIF. A maximum of three small micro-loans of KES 5,000-20,000 (USD 56-225) are available at affordable and responsible rates to members who have completed training, show high repayment from internal lending, have a sound business plan and demonstrate a required level of savings. Over-indebtedness is avoided by training against multi-borrowing, offering small loans, excluding those already indebted, and giving subsequent loans only once the existing loan is fully repaid. After a third loan, members are expected to transition to MFIs or regular banks to access finance and to keep the EIF relatively small and catalytic.

Step 4 – Support with market access and value-addition: HiH EA equips its members with skills to add value by increasing productivity, improving quality and marketing. Based on members' needs, HiH EA provides vocational training and more specialized, tailored advice on processing, packaging and quality control, as well as product-specific advice. Specialized training is offered through HiH EA's expert partners and includes training on a range of appropriate small-farming techniques. HiH EA links members to other stakeholders within a selection of agricultural value chains for respective county. Interventions are initially local, in the village, market center and group-to-group. Linking enterprises to more formal market outlets, such as supermarkets and processors, is difficult given variable quantities and quality against buyer demand. Therefore, HiH EA advises members on improved productivity, quality control, proper pricing, reliable bulk production and delivery that generate economies of scale. This stage also incorporates environmental sensitization on green practices, such as recycling, renewable energy and promotion of tree nursery enterprises in partnership with environmental-based organizations.

3. Description of Sida Project Phase Two

HiH EA entered the Rift Valley region in August 2012 with financing from Sida; since then, HiH EA has mobilized 40,095 rural women and men into 2,063 SHGs, created 28,067 enterprises and thereby 36,487 jobs. Following a successful End-Term Evaluation (EVE), Sida has committed to additional financial support for a two-year project extension called phase two. Phase two aims to deepen penetration of HiH EA's program within existing branches; both to sustain the jobs created during phase one and increase reach and scale to create an additional 28,000 jobs. This will help realize HiH EA's Strategic Plan 2013-2015, during which HiH EA aims to equip additional 108,000 rural women and men with basic business skills and resources to create 75,700 enterprises and 98,400 jobs. These jobs will contribute to food security, better education, healthcare and improved housing. In addition to the intrinsic value, women will use the benefits of their work to feed, educate and care for their families and improve their communities. Support to economically empower women contributes to reduce poverty, but given the gender imbalances in Kenya, it also contributes to strengthen women's role and voice in society.

4. Description of Baseline Survey

The main tasks of this baseline survey assignment are to map and assess i) a range of socio-economic indicators of a representative sample of the target population and ii) existing stakeholders in the selected counties of the Rift Valley region, Nakuru and Baringo. The objective is to understand the level of poverty and gender inequality of the population, with special focus on rural women.

A participatory research model of data gathering will be used, with both quantitative and qualitative data collecting methods. The target group should be selected using national socio-economic data which will permit stratification of the population in the selected districts. Data points within the survey tools should at minimum reflect the baseline data collected by HiH EA on member-basis upon registration in HiH EA's program (see Appendix I), but also include a broader socio-economic mapping.

i) **Socio-economic aspects** to be mapped and studied include:

- Levels of poverty of the population, with special focus on rural women.
- Level of food security for women, men and youth respectively, in rural versus urban areas, as measured by relevant indicators.
- Rates of employment and self-employment for women and men respectively, in rural versus urban areas.
- Participation in formal versus informal sector for women and men respectively, in rural versus urban areas.
- Income levels for women and men respectively, in rural versus urban areas.
- Enterprise income and expenditure for women and men respectively, in rural versus urban areas.
- Levels of savings for women and men respectively, in rural versus urban areas.
- Levels and type of financial inclusion, including loan willingness and credit history.
- Level and type of assets owned by women and men respectively.
- Main sources and sectors of income and diversification levels for women and men respectively, in rural versus urban areas.
- Socio-economic and cultural factors that negatively affect women, men and young people (both girls and boys) and limit their participation in and/or benefit from education, entrepreneurship opportunities and community development.
- Level of access and type of health care within close proximity.
- Aspects of community empowerment, especially for women and youth, in terms of:

- Voice in community decision making
- Participation in household decision making, including financial
- Self-esteem and dignity,
- Ability to resolve problems
- Levels of education of women and men in rural versus urban areas.
- The status of adult education, how/whether it is organized and delivered, clearly identifying facilitating and limiting factors.
- Levels of female and male illiteracy, in rural versus urban areas, and its related social, economic and political implications.

ii) Stakeholder mapping

- Map stakeholders that are present in the target areas and that engage with the same target group as HiH EA. Stakeholders include but are not limited to:
 - Non-profit or for-profit providers of services in adult/youth education and enterprise development, SHG mobilization, business training, savings mobilization, access to credit, value addition, and/or market linkages
 - Microfinance providers
 - Government programs
- Describe stakeholders' activities and geographic coverage, in order to identify potential for partnerships, synergies and value addition and also risk of duplication in the target areas.

5. Key Deliverables

Successful performance of this assignment will be based on production and timely submission to HiH EA of the following deliverables:

- Inception report, setting out how they will approach the assignment, proposed methodology and timetable and data collection tools, including survey questionnaire;
- Collection of field-level data in the selected districts of the selected counties in the Rift Valley region completed within three weeks of commencement of assignment;
- Draft final report within 5 days of completion of field work, submitted to HiH EA for input;
- Final report, comprising of HiH EA's input, completed within 5 days after input is received.

6. Work Plan

This baseline survey assignment should commence as soon as possible and be completed by end July 2014. Consultants are expected to provide a clear work plan depending on their interpretation of these Terms of Reference.

The consultant's proposal will elaborate a detailed methodology, including data collection tools and targeting mechanisms.

7. Consultant Skills and Experience

HiH EA is looking for a consultant or team of consultants with the following skills and experience:

- At least five (5) years experience in conducting baseline surveys and program evaluation;
- Experience with program cycle management and interaction with key stakeholders in Kenya at both operational and policy levels;
- Strong research and analytical skills with special emphasis on data collection and analysis tools;
- Solid project management and implementation experience;

- Fluency in English and local languages, including Kiswahili.

Surveyors will need to consider gender aspects to conduct their interviews in order to ensure effective outreach to rural women.

8. Submission of Proposals

Consultants are invited to submit proposals, comprising a technical and financial proposal, a clear methodology, baseline survey tools, work plan and CVs for the suggested work team. Deadline for submission of proposals is ~~Friday 27 June 2014 at 18.00~~. These should be submitted over email to the following email address: info@handinhandea.org



HAND IN HAND

Eastern Africa

HIH (EA) INDIVIDUAL MEMBER BIO DATA FORM

Group Name: _____ Date: _____

1. Personal Information

Full Names (Mr. Mrs. Rev, Miss M/S) _____ National ID Number _____

Date of birth _____ Marital status: Married () Single () Widower () Divorced ()

Gender: Female () Male () Tel Number _____

Address P.O. Box _____ Town _____ Road/Estate _____

Date joined Group _____

Next of kin, Name: _____ Relationship: _____ Telephone: _____

Residence _____ Nature of residence: Owned () rented () settlement scheme () If *Own* is it Ancestral () Purchased () Donated ()

Material used to build residence house tick: stone () Timber () Mud () Iron sheets () others () explain _____

Number of dependants: Children _____ others _____

Number of children in school Primary () Secondary () College () others () kindly list _____

Type of school children attending: Private () Government () Community centre () Not attending ()

Explain why not attending _____

Source of food: Own Farm () Bought () Relief () Others () _____

Type of Cooking Fuel: Kerosene () LPG () Firewood/charcoal () Renewable Energy ()

Others () Explain _____

Source of water: Tap () River () Rain Harvesting () others () Explain _____

Type of Lavatory: Septic () Pit Latrine () Flash toilet () others () Explain _____

2. Business Information

Nature of business: Trade () Manufacturing / processing () Service () Agriculture ()

Value Addition () others () Explain _____

Give a brief of the business activity (type) _____

Location: Town _____ Street/Estate _____

Stock level _____ Average Sales per month Kshs _____

3. Current Number of existing business(s) _____ Type of Business(s) _____

Date business started _____ Capital invested in business _____

Source of capital: Own Saving () MFI () Family () Friend () Bank () Retirement Benefits ()

Others () Specify) _____

Number of employees *indicate total number* () Relatives () Non Relatives ()

How many are Temporary () permanent () others () explain _____

3. Education Information

Level of Education (Highest attained):

Lower Primary () Upper Primary () Lower Secondary () Upper Secondary ()

College () University () Others () Explain _____

4. FINANCIAL INFORMATION

Income Levels (employment and other sources) Tick

Ranges per month: Employment Business Others (*indicate*) _____

Ksh: 500	—	Ksh: 3,000	()	()	()
Ksh: 3,001	—	Ksh: 6,000	()	()	()
Ksh: 6,001	—	Ksh: 10,000	()	()	()
Ksh: 10,001	—	Ksh: 20,000	()	()	()
Ksh: 20,001	—	Ksh: 50,000	()	()	()
Over	—	Ksh: 50,000	()	()	()

Amount of Savings _____

Frequency of savings _____

Mode of Savings Group () Individual ()

5. Training Information

Have you attended any type of training Yes () No ()

If Yes: Kindly list the type of training you have undergone

TYPE OF TRAINING	BY WHO
1	
2	
3	
4	
5	

Member signature _____

Verification: _____

BRO Name: _____ Date: _____ Signature _____

BM Name: _____ Date: _____ Signature _____