

**Consultancy to Conduct a Formative Research for
Farm Radio International in Mozambique**

1. Background

Farm Radio International (FRI) is working with local partners in Zambia, Mozambique, Ethiopia, Malawi, Mali, Côte d'Ivoire, and Togo, to reach at least one million farmers in providing access to a variety of interactive digital extension services, through gender-sensitive radio programming on good agricultural practices, in particular specific value chains (2-3 per country), basic hygiene and health, gender equality and nutrition. These services are designed to promote interaction and dialogue between farmers (particularly women), radio stations, content experts, women's organizations and wider stakeholders in an accessible way, which is known to increase impact and change in practice.

FRI will work with radio stations in these seven countries, to research, design, produce and evaluate participatory radio programs that will empower hundreds of thousands of women and men in family farming to access essential agricultural information. The aim is to promote improved livelihoods, gender equality and food security. We will use a combination of proven interactive radio formats, mobile phone-based interactivity tools and gender-responsive strategies to increase awareness, knowledge and uptake of practices related to select value chains, where appropriate.

During the 15 months of this intervention, FRI intends to research, design and execute interactive radio series, produced, broadcast and evaluated by a total of 3 to 5 radio partners selected in the seven countries. In order to design an effective radio series in each of the countries, FRI is looking to recruit a consultant in each country to conduct a formative research to allow a better understanding of the needs and interests of the farmers, including women farmers, in the respective countries. The formative research will determine audience preferences and current knowledge, attitudes and practices of farmers towards select value chains. The research findings will form the basis for the design and delivery of quality radio programs.

In Mozambique, the project is focusing on the pigeon peas and baobab value chains in Sofala and Manica.

2. Objectives of the formative research

- To understand radio listening patterns and preferences (preferred radio stations, time of day, day of week, type of host, desired features including music, celebrities, etc.), including ICT usage among farmers in targeted areas of Sofala and Manica.
- To collect information on knowledge, attitudes and practices related to pigeon peas and baobab in Sofala and Manica provinces.
- To understand the gender issues related to radio, ICTs and the specified agricultural value chains in Sofala and Manica provinces.

3. The assignment

The formative research will be conducted through a combination of approaches including:

- Review of recent studies and other reports on pigeon pea and baobab value chains in Mozambique
- Virtual consultation meetings and key informant interviews with stakeholders
- Phone survey, computer-assisted telephone interviewing (CATI) and key informant interviews (KIIs) conducted with farmers and/or farmer representatives in selected communities in Sofala and Manica provinces.

4. Timeline

Formative research data collection and analysis will take place from March 10 to March 20/2021. The report writing and presentation will be from March 22 to March 31/2021. The final report should be completed by April 9/2021.

5. Scope of the Assignment

As indicated above, the formative research will target communities in the Sofala and Manica provinces in Mozambique. From each district, the consultant is expected to interview male and female farmers, value chain experts, extension officers and gender specialists.

6. Proposed considerations in the formative research

- The research will rely on qualitative methods to gather the information required.
- The research will be done remotely through mobile, email, or virtual meetings but should also include desk research.
- The consultant should be able to record the conversation with smallholder farmers, and key informants.
- The formative research will be carried in the local language spoken in the target areas, as such, knowledge of the local language is mandatory for smooth undertaking of this assignment.
- For all question areas, please highlight where there are big differences between men and women. The facilitator should also capture youth and adult perspectives.
- Carry out CATI/KIIs/ for men and women separately in the targeted communities

7. Deliverables

Expected deliverables include:

- Voice recordings of interviewed smallholder farmers and key informants: The consultant is expected to submit a voice record of the study participants
- Detailed contact information: The study participants background information should be submitted (address and his/her involvement and experience related to the subject matter)
- Draft and final reports: The consultant will submit the formative research report in two phases. Upon completion of write up of the research, the consultant will submit the draft report for comment in 10 days after the data collection. It is also mandatory to present the findings to the

FRI program management team. Within a week of receiving FRI's comment, the consultant will submit the final report to FRI within a week. The report will be submitted in hard and softcopies.

All the data and results generated through the evaluation are the exclusive properties of FRI. The consultant is expected to sign a separate agreement in acceptance of the intellectual property as well as data ownership of FRI.

8. The Consultant and Required Qualifications

The competing individual for this particular assignment should possess the following competency and qualifications:

- The individual should have similar experience to the assigned task.
- The individual should have a masters' degree in agriculture or social science fields
- The individual should have extensive and dependable experience, skill and knowledge of qualitative and participatory methodologies, and data analysis methods.
- Experience on evaluation of communication for development projects (preferably rural and agricultural development) is mandatory.
- Testimonials and other supporting documents should be submitted.
- Demonstrated knowledge of communication for development in the context of agricultural development.
- Ability to produce high quality reports
- Demonstrated capacity to deliver high quality outputs within the proposed time frame.

9. Proposal Submission

- Individuals interested in the advertised assignment should submit a technical proposal, financial proposal, CV and work plan.
- Bidders should send these documents through email.
- The deadline for submission of proposal is Mar 1/2021.

Any inquiry on the ToRs should be addressed to Christine Roy: croy@farmradio.org with copies to Catherine Mloza Banda: cbanda@farmradio.org; Bernard Pelletier: bpelletier@farmradio.org and Evelyn Munotengua emunotengua@farmradio.org

10. How to apply

If you are interested, please send an expression of interest to croy@farmradio.org and copy cbanda@farmradio.org, bpelletier@farmradio.org and emunotengua@farmradio.org

Farm Radio is an affirmative action employer. Women, people of colour and members of equity-seeking communities are strongly encouraged to apply.