



Terms of Reference (TOR) for a Project Baseline Survey

1.0 INTRODUCTION AND BACKGROUND

Project Summary

Project Title	Promoting Agroecology for School Feeding (PASf) Project
Project implementer	PELUM Kenya
Project locations	Muranga County, Kenya
Assignment period	9 th November – 30 th November 2025
Target Beneficiaries	Target beneficiaries include smallholder farmers, school children, county government of Murang'a, community groups, and households — with a specific focus on women and youth.

Organization Background

Participatory Ecological Land Use Management (PELUM) Kenya is a national network of civil society organizations that promotes agroecological principles and practices among smallholder farmers and pastoralists for sustainable livelihoods. The network works to strengthen the capacity of its members, influence policy, and foster knowledge sharing and collaboration in ecological land use management. PELUM Kenya has been instrumental in advancing agroecology and sustainable food systems in Kenya through research, advocacy, and project implementation at both national and county levels.

In partnership with six of its Members, PELUM Kenya is embarking on implementing a three-year project titled ***Promoting Agroecology for School Feeding (PASf) project in Murang'a County, Kenya***. The project aims to improve food security, nutrition, and pupil retention in 30 public primary schools through agroecological school gardens and stronger market linkages between local smallholder farmers and school feeding programmes. The project also seeks to strengthen the Murang'a County Government's capacity to integrate agroecology into its planning and implementation frameworks through the development of a comprehensive Agroecology Strategic Plan.

The PASf project is expected to contribute to improved nutrition and education outcomes for pupils, enhanced livelihoods for smallholder farmers, and strengthened local food systems through agroecological production and market access as well as enhancing collaboration among stakeholders working in the agroecology space. To this regards, PELUM Kenya seeks to engage a qualified consultant or firm to undertake a comprehensive Baseline Study and prepare a Baseline Report covering all project metrics related to outcomes and impact.

Project Overall objective: *To contribute towards food security and nutrition of smallholder farmers and pupils in public primary schools for improved livelihoods in Muranga County by 2028*

2.0 PURPOSE AND OBJECTIVES OF THE BASELINE SURVEY

The overall objective of the baseline survey is to assess the current status of the proposed project against the planned goal, objectives and outputs. The baseline is also intended to develop baseline data and establish a 3 years' M&E plan for the project.

Purpose of baseline survey: The purpose of the baseline is to gather quantitative and qualitative data on the baseline parameters based on the project indicators, to build a robust M&E framework that will allow the project to evaluate performance by establishing changes that will occur between the start, the mid- or end-point of the project delivery. The baseline will provide pre-intervention situation.

Specific Objectives: The following are the specific objectives of the baselines survey

- ✚ To provide insights on the project planned; goal, objectives and outputs status quo (baseline values). Outputs of the project will be shared with the consultant.
- ✚ To provide reference point for tracking the project's progress; (that is, to measure the degree and quality of change during the activities implementation)
- ✚ To provide quantitative baseline data on the planned outputs,
- ✚ To serve as a benchmark for all the planned activities, where project teams can refer to for the purposes of making project management decisions.
- ✚ To define the project's set priority for tracking the impact of the project.
- ✚ To develop a record of measurements of key performance indicators

Scope of the Baseline Survey: The baseline survey will be carried out across the 30 public primary schools and the surrounding farming communities targeted by the *Promoting Agroecology for School Feeding (PASF)* project in Murang'a County. The study will establish the pre-project conditions for all key project outcomes and outputs, providing reference points against which project progress and impact will be measured. It will involve an assessment of schools, farmer households, and institutions engaged in the school feeding and agroecology value chain, including 4K clubs, parents, teachers, local producers, and county government departments.

The scope of the survey will encompass both **school-level** and **community-level** indicators, focusing on the five principal outcome areas of the PASF project: (i) enhanced nutrition and food security among school pupils and communities; (ii) increased land under regenerative agricultural management; (iii) improved livelihoods of smallholder farmers, particularly women; (iv) enhanced collaboration and synergies among actors in the agroecology and school feeding space.

3.0 BASELINE SURVEY DESIGN AND METHODOLOGY

Design and Methodology: The consultant will provide detailed approach/design and methodology to be used for the baseline survey. It is expected that the consultant will develop baseline survey questions that needs to be answered so as to generate both qualitative and quantitative measurements.

Ethical Considerations: It is the responsibility of the consultant to ensure strict adherence to PELUM Kenya Safeguarding Policy (*to be shared*). The consultant is also responsible to ensure that any persons hired, used, or consulted during the process are familiar with the policy and commit to abide by it during the delivery of the assignment. The consultant and associates must sign indicating that they read and agree to abide to the policy prior to engagement in the assignment.

Reporting: The Consultant(s) will liaise with PELUM Kenya throughout the baseline survey and hold regular progress review meetings. The consultant will also hold a debriefing meeting with

PELUM Kenya where they will present preliminary results and proposed recommendations and /or changes to the project intervention designs.

Proposed Timeframe: This assignment will last approximately for **21 days** starting after the signing of the contract. The consultant to provide a detailed workplan.

4.0 EXPECTED OUTPUTS AND DELIVERABLES

The deliverables will include among others the following:

- a) Inception report of not more than **10** pages by the consultant within **one (1)** week upon signing of the consultancy contract.
- b) Inception meeting with PELUM Kenya team to discuss and agree on the inception report.
- c) Draft Baseline Survey report with clear findings, conclusions, and recommendations for review.
- d) Final Baseline Survey report both in hard and electronic format (MS Word as well as PDF). The Baseline Survey report shall as a minimum contain;
 - Preliminary pages - table of contents, list of acronyms, acknowledgements etc.
 - Executive Summary (ES) - a tightly drafted free-standing ES including the key issues of the baseline, main findings, conclusions and recommendations.
 - Introduction: short description of the project, baseline purpose, objectives & scope; main baseline survey methods/ approaches; limitations etc.
 - Detailed baseline line survey findings for all assessed areas per the ToR (highlight, findings, implications, and where applicable specific recommendations).
 - Conclusions, Lessons, and Recommendations based on evidence and an analysis.
 - Annexes/ appendices including List of all Baseline Survey respondents (by gender and social representation); List of all referenced secondary data; and all primary source data/ data sets, both quantitative and qualitative, generated during the Baseline Survey in an electronic file in an easily readable format.
 - **An updated M&E framework for the project based on the collected data.**
 - Summary of the findings in (MS PowerPoint) to be used for subsequent dissemination.
 - All raw data: transcripts from In-depth Interviews, FGDs and cleaned data set used for analysis and production of the final report in an acceptable electronic format.

- e) Any other technical or process reports used/photos/.

The draft baseline survey report should be delivered within max of two weeks (2 weeks) after completing data collection, while the final report must be submitted within 1 week after validation /receipt of inputs into the draft report from PELUM Kenya. The final report shall incorporate the comments and suggestions from PELUM Kenya.

F) Present the report to key stakeholders during a validation meeting and incorporate the feedback in the final report.

5.0 CONSULTANT PROFILE

The consultant (s)/consultancy firm must have the following qualifications and experience to be eligible for this assignment:

1. The Team Leader must possess as a minimum qualification of a Master's degree in community/development studies, rural development studies, monitoring & evaluation, Project management, or related fields.
2. At least 5 years' experience in project development and management work including M&E, impact assessment and reporting.

3. Prior experience in baseline surveys
4. Experience in working with marginalized and/or rural communities using participatory methodologies in mobilization planning and action.
5. Possess experience working with NGOs and conducting similar baseline surveys and in delivering agreed outputs on time and within budget.
6. Fluency in Kiswahili and English. Understanding of the local context will be an added advantage.
7. Excellent communication skill including the ability to write clearly and concisely.
8. Ability to analyze complex development contexts, or multi-sectoral approaches to development, draw relevant conclusions and produce comprehensive reports.
9. Demonstrated ability to listen, use initiative in gathering and synthesizing information related to empowerment of rural communities and comprehend demand development.
10. Demonstration of good knowledge of the context in Central regions of Kenya is an added advantage.
11. Flexibility and adaptability to changing context and dynamics in the field.

6.0 EXPRESSION OF INTEREST.

PELUM Kenya seeks expression of interest from suitable consultant/consultancy firm to conduct a Baseline Survey for its *“Promoting Agroecology for School Feeding (PASF)”* project in Murang’a County. Interested and qualified consultants are invited to submit a technical and financial proposal that includes:

Technical proposal: The Consultant should incorporate the following in the technical proposal.

1. A cover Letter expressing interest and availability for the tasks.
2. Baseline Survey title, methodology (state detail about the sampling, data collection systems, techniques /methods, key parameters, key questions, and respondents).
3. Understanding of the tasks/ TORs, Baseline Survey design, similar works previously done/ track record, data quality assurance & management, sample size, Baseline Survey framework, expected deliverables and timelines, and brief profiles of the Baseline Survey team members.
4. Team composition should be mentioned in the technical proposal (proposed position/expertise, key tasks, allocation of time, Name, brief on education, and experiences required for this assignment).
5. Recent curriculum Vitae (max.3-4 pages) of the lead Evaluators and team members as annexure.
6. Attach two similar assignments with reference contacts.

Financial proposal: Financial bid indicating.

1. Number of days Required for the assignment.
2. ALL envisaged baseline survey costs (professional and ancillary costs such as travel, taxes, accommodation, validation etc.). The budget must specify the daily professional fees/ consultancy rate. All costs must be reasonable and in Kenya shillings.

Submission: interested applicants should submit application by email to PELUM Kenya: info@pelumkenya.net and copy procurement@pelumkenya.net with the subject heading: *“Consultancy for Project Baseline Survey”*.

The closing date for applications is 2nd November 2025. Only shortlisted candidates will be contacted