

**Practical
ACTION**

CONSULTANCY – MID-TERM EVALUATION FOR RAY PROJECT



Practical Action

ABOUT US

We are an international development organisation putting ingenious ideas to work so people in poverty can change their world.

We help people find solutions to some of the world's toughest problems. Challenges made worse by catastrophic climate change and persistent gender inequality. We work with communities to develop ingenious, lasting and locally owned solutions for agriculture, water and waste management, climate resilience and clean energy. And we share what works with others, so answers that start small can grow big.

We're a global change-making group. The group consists of a UK registered charity with community projects in Africa, Asia and Latin America, an independent development publishing company and a technical consulting service. We combine these specialisms to multiply our impact and help shape a world that works better for everyone.

OUR AIMS

We help people find solutions to some of the world's toughest problems, made worse by catastrophic climate change and persistent gender inequality. Our aims are to:

- Make agriculture work better for smallholder farmers, many of them women, so they can adapt to climate change and achieve a good standard of living.
- Help more people harness the transformational effects of clean affordable energy and reduce avoidable deaths caused by smoke from indoor stoves and fires.
- Make cities in poorer countries cleaner, healthier places to live and work.
- Build disaster resilience into the lives of people threatened by hazards – reducing the risk of hazards and minimizing their impact on lives and livelihoods.

PRACTICAL ACTION IN KENYA

In Kenya, Practical Action has a long history of addressing systemic barriers that prevent people from accessing energy that transforms their lives, helping communities and government make cities healthier and safer, making agriculture and markets work better for small holder farmers and supporting communities and government to become more resilient.

We use a mix of programming with communities and consultancy services with shapers of policy and practice to achieve our aims.

ABOUT THE PROJECT

Practical Action (PA) is currently implementing a five (5) year initiative panning the nine (9) counties of Kisumu, Homabay, Siaya, Migori, Nyamira, Kakamega, Bungoma, Busia and Vihiga. The project dubbed Resilient Agriculture that works for the Youth (RAY) aims to make agriculture an attractive and resilient employer for young people by promoting agricultural livelihoods underpinned by agro-ecological principles and practices. The project targets four (4) main value chains namely poultry, African leafy vegetables, tomatoes and oil crops (groundnuts and soybeans). The project uses a peer-to-peer mentorship model. The model involves onboarding youth mentors mainly young men and women already engaged in agribusiness—and equip them with the skills to mentor 15-20 other youth entrepreneurs (mentees). Mentors and mentees form business relationships, whether as agents, customers, or product suppliers, creating an ecosystem of both backward and forward linkages with other actors.

The project commenced in November 2022. As of the end of June 2025, the RAY project had a cumulative outreach of 60,685 participants with 65.25% being young women. Among them, 46,947 participants are actively engaged in work. Regarding adoption of best practices to improve production and productivity, 84% of project participants are already using regenerative agricultural (RA) technologies, such as irrigation systems, black soldier fly, composting, vermiculture, and azolla production. Additionally, 20% have accessed finance through financial institutions and structured systems like Youth Savings and Loaning Associations (YSLAs).

RAY has also formed partnerships with various private sector actors, including off-takers and input service providers, who are actively involved with youth enterprises across the value chains, providing blended training, advisory on last mile input distribution and off-take models. Regarding improved perceptions of youth on decision making, particularly young women and persons with disability in agribusiness, 86% of young women are now accessing and making decisions on the use of agricultural resources.

Project Objectives:

The project outcome areas are designed to provide information on the status of young men and women in agriculture including their income levels and job opportunities in line with the following project objectives:

- To Improve knowledge and skills for 100,000 young men and women that will lead to change in practice through adoption of Regenerative Agriculture (RA) technologies and improved business management practices.

- To improve resource flows by facilitating 85% of the target young men and women access appropriate and affordable financial products and services from YSLAs/VSLAs and FSPs to enable them to establish/grow Agri enterprises.
- To improve access to productive resources including land and equipment for young men and women by strengthening land lease processes and facilitating business linkages between young people and equipment suppliers.
- To increase access to markets and market information for young men and women through strengthening relationships and connections and developing commercial offtake/aggregation models to enable youth led agri enterprises to thrive.
- To alter negative perceptions of young women in agriculture to enable community and market actors to actively encourage and endorse young women participation in agribusiness

The project KPIs include:

- Number of supported youths led enterprises reporting increased revenues.
- Number of youth employed/self-employed in the selected value chains (primary and secondary).
- Number of young men and women adopting RA practices.
- Number of young men and women with improved business management practices.
- Number of young men and women accessing financial products and services.
- Value of financial products/services received by young men and women.
- Number of young men and women accessing agricultural resources (land and equipment).
- Number of young men and women benefiting from new market information and linkages.
- Value of sales from market linkages.
- Change in perception/mindset towards agribusiness as a source of livelihood.

Purpose of the mid-term evaluation

Practical Action is commissioning this assignment to conduct the mid-term evaluation of the RAY project to assess its performance — including efficiency, effectiveness, relevance, sustainability, outcomes and impact — establish the extent to which planned outcomes have been achieved, analyze stakeholders and participants perceptions, collate and analyze lessons learned, best practices and challenges faced during implementation, and provide concrete, practical recommendations to guide planning, adaptive implementation and management, and future deepening or scale-up of the project or similar programs in the region.

The mid-term evaluation should assess performance of the indicators and should aim to provide information on the following areas (but not limited to):

- a. Assess the efficiency, effectiveness, relevance, sustainability and impact of the RAY project and its implemented interventions.
- b. Measure the extent to which the implementation works have been accountable to the young agripreneurs, local needs and the level of participation of stakeholders.
- c. Examine how the RAY project has mainstreamed cross-cutting issues such as, GESI, disability inclusion, value for money and climate change and resilience etc.
- d. Identify key successes and lessons learned from the RAY project.
- e. Identify strengths, weaknesses, and areas for improvement in the existing project management approach.
- f. Assess current coordination frameworks among project stakeholders, including, county departments of agriculture, and market actors and strategies to strengthen.
- g. Provide concrete recommendations and suggestions for adaptive management, future program interventions/design, scale up and deepening.

SCOPE

Assignment Title	Mid-term Evaluation for RAY Project
Location	9 counties (Kisumu, Homabay, Siaya, Migori, Nyamira, Kakamega, Bungoma, Busia and Vihiga)
Duration	30 Days

The evaluation will adopt the OEDC/DAC evaluation criteria: relevance, effectiveness, efficiency, impact and potential for sustainability. The evaluation will assess the extent to which the project outcomes have been achieved and whether the implementation approaches are effective and recommend areas for improvement and learning. Data from the evaluation will be used to re-test the project assumptions and refine the project implementation priorities. Geographically, the evaluation will be conducted in the nine project operational counties of Kisumu, Homabay, Siaya, Migori, Nyamira, Kakamega, Bungoma, Busia and Vihiga.

Methodology

A combination of primary and secondary data collection and participatory methodologies will be employed during the assessment. It is imperative that the study is leveraged as much as possible to obtain consistent, reliable, and replicable data.

The primary data should include a combination of quantitative, qualitative, and participatory methods. These may include (but not limited to): Focus Group Discussions, Key Informant Interviews, Outcome Harvesting, Observations, Document / desk reviews etc.

Relevant data collection tools will be developed by the consultant in consultation with Practical Action team, and an appropriate and representative sampling method and sample size discussed prior to the approval of the inception report. We seek to ensure our sample sizes are representative to make robust claims from our primary data. The project participants will be actively involved throughout the entire study. The government line ministries/County government and private sector stakeholders will provide the needed secondary data / information through key informant interviews.

- **Stage 1- Desk Review and data collection.**

The consultant will review project documents provided by Practical Action. The documents will include the project proposal, baseline assessment, market analysis, GESI reports, gender and disability action plans, project monitoring plan as well as other relevant project documents.

- **Stage 2- Analysis.**

The consultant will be required to outline a clear analysis framework as part of the inception report. This is to ensure robust triangulation and clear use of primary and secondary data to generate findings and recommendations.

The consultant will be required to share preliminary findings with Practical Action. This will be a key opportunity to verify findings and support the development of the final report.

- **Step 3: Validation.**

The consultant will be required to present the findings to Practical Action staff as well as stakeholders who participated in the study. This will include government stakeholders, private sector actors as well as young men and women who will be involved in the project.

Expected deliverables:

1. Inception report containing the following:
 - Approach of the study including framework for activities.
 - Work plan with detailed framework of activities
 - Methodology to be applied for the mid-term survey.
 - Analysis framework
 - Proposed content outline for the report, schedule, and any logistical propositions.
 - Data collection tools
 - Limitation of assessment
2. Mid-term evaluation report summarizing the main findings, conclusions, and recommendations.
3. Integrate Practical Action's feedback into the final version of the document as appropriate.
4. The consultant will adhere to the timelines of the consultancy.
5. The consultant will ensure adherence to Practical Action ethical and Safeguarding policies and guidelines.
6. Updated Theory of Change (ToC) and results framework with mid-term figures and targets for each KPI.
7. A power point slide deck summarizing the main findings, conclusions and recommendations from report presented to internal stakeholders at Practical Action and participants of the study.
8. Delivery of cleaned dataset in excel format as well as raw dataset (Excel), final tools used, qualitative data transcripts and list of KI interviewed.

Administrative and logistical support

1. The consultant will report to the Project Manager with technical oversight by the Head of Impact and Influence and the MEL team.
2. The project team will provide day to day support during the assignment to support the actualization of this assignment and within stipulated timelines.
3. Practical Action will provide all the necessary program documents required.
4. The consultant on the other hand will:
 - Recruit and train research assistants (if necessary).
 - Pay research assistants based on reasonable market rates.
 - Facilitate field travel for the research team and the consultant team.

Profile of potential consultant

The consultant must have a demonstrated ability to conceptualize the overall approach to work assignments, and to plan, manage, and implement complex evaluations. He/she can develop appropriate evaluation tools/methods, to ensure the accuracy, adequacy, and reliability of the evaluation findings and recommendations, to make relevant recommendations, to produce analytical reports, and to recommend appropriate action. The consultant should possess the following expertise and skills as a minimum: They should be experienced in gender sensitive data collection techniques and can lead the data collection team. It is expected that the consultant will have the following qualifications and experience:

- Extensive and demonstrated experience in designing, facilitating, and coordinating mid-term/evaluations in the development sector by non-governmental and donor (bi-lateral and multilateral agencies).
- Extensive and demonstrated experience in the use of mixed methods approaches (integrating quantitative and qualitative data), statistical analysis and interpretation of results.
- Experience using digital data collection methods, for example, ODK, KoBo toolbox.
- Significant experience in conducting project evaluations, with specific knowledge and experience in Outcome Mapping and Outcome Harvesting approaches.
- Strong organizational, analytical, reporting and presentation skills, attention detail and proficiency in data analysis software and tools.
- Team members comprising market systems development practitioners, agricultural economists, youth experts, policy and gender experts who possess more than 10+ of experience with Masters' and above level education, lead consultant with PhD level education.
- Have a well-versed understanding and extensive knowledge of the target counties geographically, in terms of the terrain, local population, and other details of the counties, and has carried some related or similar work in the lake region.

Timelines

This consultancy will take place in the months of **August 2025**. **The assessment will take a period of 30 days with the final approved Mid-Term report submitted end of September 2025.** Final work plan duration shall be agreed with the selected consultant before signing of the agreement.

Activity	Deliverable	Number of days allocated
Inception meeting with the PA team (initial briefing)	Evaluation plan	6 days
Development of the evaluation design methodology, data collection tools and work plan		
Field visits for data collection - KIIs, FGDs, KIIs, Outcome Harvesting, Success Stories, Observation etc.	Raw data set	14 days
Data Analysis	Mid-term evaluation data-qualitative and quantitative	3 days
Data analysis, debriefing and presentation of draft evaluation report	Draft evaluation report	7 days
Preparation and leading Validation Workshop	Validation workshop	3 days
Finalization of evaluation report incorporating feedback from the PA team	Final evaluation report	7 days

Terms of Engagement

Payment for the study shall be done in three tranches as indicated below

- Tranche 1 (40% of the total cost): Upon successful submission of an acceptable inception report.
- Tranche 2 (30% of the total cost): submission and acceptance of the of 1st draft of the report
- Tranche 3 (30% of the total cost): submission and acceptance of the final report

Note that the payments will be done subject to the consulting entity meeting quality and timely delivery of stated tasks.