

## **Monitoring of Fairtrade coffee value chains committed to improving shade-grown coffee to favour a sustainable agriculture in India**

### **Background**

The project mainly focuses on planting of shade trees in Coffee plots in Kerala, India and implemented in three Producer Organizations. Year 1 of the project has been completed with initial planting of seedlings. As the project transitions into Year 2, the focus shifts to full-scale implementation, performance tracking, and system strengthening.

The project requires an M&E Consultant to operationalize and refine the existing system, ensuring accurate monitoring of planting, survival rates, shade development, and farmer-level outcomes. For additional information, please have a look at [LFA](#).

### **Objective of the Assignment**

To implement, refine, and manage the M&E system during Year 2, ensuring high-quality data collection, analysis, and reporting to support adaptive project management.

### **Specific Objectives**

- Operationalize the M&E framework and tools
- Monitor planting, survival, and maintenance of seedlings
- Strengthen data quality, reporting systems, and field-level capacity
- Generate evidence-based insights for improving implementation

### **Scope of Work**

- Identify gaps and refine indicators, tools, and processes where necessary
- Review project document
- Develop or refine M&E framework
- Design data collection tools and methodologies
- Design sampling strategy and sample size
- Baseline data collection
- Continuous monitoring
- Data collection, quality assurance, and analysis
- Upload project indicators and create dashboard on TolaData
- Produce M&E reports (quarterly, annually – as applicable)
- Facilitate learning workshops or presentations

## **Monitoring of Activities**

- Procurement and planting of 100,000 seedlings
- Survival rates of Year 1 and Year 2 plantings
- Maintenance activities (weeding, pruning, input application)
- Adoption of shade-grown practices by farmers
- Monitor input use (fertilizers, mulch, irrigation, pest control)

## **Eligibility / Preferences**

- Proven experience in conducting monitoring and baseline and endline evaluations
- Experience with donor-funded development projects
- Technical skills (data analysis software, evaluation methods)
- Strong quantitative and qualitative research expertise
- Capacity to manage large-scale data collection

## **Timeline**

April 2026 – March 2027

## **Budget**

The budget for year 2 monitoring is 1500 Euros.

## **Ethical Standards**

- Vendors must ensure informed consent, confidentiality, secure data storage, adherence to safeguarding principles, and no unauthorized data sharing
- Any dissemination of findings must be pre-approved by Fairtrade NAPP

## **Proposal Submission Requirements**

- Technical proposal outlining methodology and workplan and plan for baseline
- Financial proposal with cost breakdown
- Company profile and relevant experience
- CVs of proposed team members
- Proposals must be submitted to: [gideon.balasingam@fairtradenapp.org](mailto:gideon.balasingam@fairtradenapp.org) and [shobana@fairtradenapp.org](mailto:shobana@fairtradenapp.org) Subject: Darboven Project – Year 2 Baseline and Monitoring
- Deadline – 30 April 2026