

MONITORING AND EVALUATION STRATEGY

The proposed monitoring, evaluation and learning (MEL) plan will be designed to produce accurate, valid and timely information that would inform the key project outputs and results; to track progress and make mid-course corrective actions where necessary. The MEL plan will also provide relevant information needed to assess and report progress towards the expected project impact of improved rural livelihoods and food security. The MEL plan will also clearly identify the common indicators to be reported by partners involved in the implementation of the project. The Logframe Matrix identifies the key performance indicators and their corresponding data sources, methods of data collection and the means of verification needed to obtain and report performance data that will inform progress achieved for measuring the stated results. Baseline data for the proposed performance indicators will be collected within 3-6 months after the start of the project. This will be followed by setting of realistic targets in line with the established baseline figures. The overall MEL plan will entail use of mixed methods (quantitative and qualitative) data collection approaches.

These consist of the following:

- i. **Performance monitoring:** This relates to implementation monitoring comprising of tracking of milestones and outputs by using several data collection methods such as reviewing project and training records, collecting quantitative data from beneficiaries, and conducting special studies. Some of these studies are meant to address issues not informed by routine monitoring. The special studies will also be used to inform key learning questions identified for the project, and/or testing of the critical assumptions implied in the Theory of Change (TOC).
- ii. **Conduct of the baseline and other relevant Surveys:** Here, a desk survey of relevant information on production, adoption, market, household and value-chain will be conducted at the beginning of the project in project locations (interventions) and some adjacent communities (non-interventions) to determine the benchmark values of the key performance outcome indicators.
- iii. **Conduct of an endline survey:** This will be done during the last quarter of the project in the same communities where baseline information was collected to allow measuring of changes in key performance indicators in both project intervention sites and non-intervention ones.