

Consultant – Solar Water Pump End User Incentives in India

Background

CLASP serves at the epicenter of collaborative, ambitious efforts to mitigate climate change and in the global movement for clean energy access, through appliance energy efficiency. Our mission is to improve the energy and environmental performance of the appliances & equipment we use every day, accelerating our transition to a more sustainable world. We work hand-in-hand with governments, experts, industry, consumers, donor organizations, and others to propel policies and markets toward the highest quality, lowest resource-intensive appliances possible.

CLASP has worked in more than 100 countries since its inception in 1999. CLASP is headquartered in Washington, DC, with teams in Europe, Kenya, India, and Indonesia. We are [mission-driven](#) and committed to a culture of diversity, transparency, collaboration, and impactful work. See our [Team Page](#) learn more about us.

Introduction

Agriculture is the primary source of livelihood for approximately 58% of India's population. However, only 50% of cultivated land is irrigated, leaving the rest dependent on rainfall. Access to irrigation is disproportionately lower for smaller farms, making them more vulnerable to erratic weather and rainfall patterns, which are worsening due to climate change.

Largescale deployment of Solar Water Pumps (SWP) has the potential to provide India a sustainable alternative pathway to agricultural productivity and income growth through improved irrigation. A key target of the Government of India under the "Indian Agriculture Towards 2030" aims to double farmers' income by increasing irrigated land by at least 20% which through the deployment of SWP has the potential to expand the market for SWPs significantly.

CLASP, with financial support from the IKEA Foundation, is implementing a two-year program to increase the deployment of SWPs in India. A key objective of our intervention is to address farmers' uncertainty about productivity gains and income growth from SWP irrigation, primarily through the design and deployment of an innovative end-user-focused incentive scheme.

Scope of Work

CLASP is seeking to hire a consultant to support the design of an incentive scheme that will:

1. Increase uptake and utilization of small-scale solar water pumps (SWPs) for irrigation by small-hold farmers,
2. Ensure that these pumps increase agricultural productivity, and
3. Reward farmers who demonstrate improvements in water efficiency.

The primary beneficiaries of the incentive scheme will be SWP end-users.



CLASP will launch an initial pilot of the incentive scheme with a small (currently expecting at least 50) sample of small-hold farmers prior to scaling the effort across a larger geographic scope (e.g., multi-state within India and potentially in additional national markets). Over the long term, CLASP's objective is to evolve the SWP end-user incentive scheme into a novel and highly scalable social impact credit mechanism.

The consultant will be responsible for:

- Identifying relevant best practices and examples of similar end-user-focused incentive programs that support 1) the development of nascent commercial markets, and 2) the achievement of additional user-based development outcomes (e.g., higher incomes, increased water efficiency).
- Describing a potential pathway to transform the incentive scheme into a scalable social impact credit mechanism, which will include a clear definition of the metric use to estimate use and social impact, how it will be measured and how it will be validated
- Informing the overall approach of the incentive pilot. This includes identification of an appropriate geographic focus area, design of the incentive mechanism itself (i.e., incentive amounts, disbursement process), participant selection, and guidance on supporting materials to help ensure compliance with program rules by participants, among other elements.
- Developing a survey tool and other M&E protocols/approaches as needed that will allow CLASP to understand and quantify impacts, as well as document lessons learned that can improve the design and administration of the incentive scheme.
 - The M&E protocols must also include a monitoring system that is attached to the solar water pump system. The consultant will identify the monitoring, the data acquisition method, and data analytics methods for calculating the incentive payout.
- Support the implementation of the pilot to ensure that the mechanisms described/recommended by the consultant are deployed correctly (to be clear, the consultant does not have the responsibility of implementing the pilot).

Reporting and Deliverables

The consultant will be expected to work closely with the CLASP team to develop the following:

1. A literature review that summarizes existing best practices and examples of similar end-user-focused incentive programs and social impact credit mechanisms.
2. An incentive framework that includes key aspects of a proposed design for the incentive scheme pilot (e.g., disbursement process, incentive amounts).
3. A summary of suggested M&E protocols and draft impact survey.
4. A final report that describes an implementable pathway to transform the incentive scheme into a large-scale social impact credit mechanism.

Key Qualifications

- Familiarity with market-based and/or end-user-focused incentive programs (e.g., results-based financing programs, renewable energy credits) for relevant international organizations and nonprofit organizations.
- Strong knowledge of the off-grid solar and SWP system particularly on monitoring systems, communication protocols, remote data management systems, evaluation methods, and



smallholding agricultural sectors in India. Demonstrated understanding of issues related to the efficient use of groundwater for irrigation purposes in India is an advantage.

Timeline

The project work will start in April 2022, and CLASP expects to launch the pilot by June 2022. All work must be completed by August 2022.

Proposal Submission

Interested parties are required to submit two separate proposals: A Technical Proposal and a Financial Proposal. The files should be named as per the following example: “[Contractor Name] _ [Technical/Financial] Proposal [Name].

The Technical Proposal should not exceed 20 pages in length and must include the following elements:

- A detailed approach and methodology for implementation and management of the project. [3 to 6 pages]
- A summary of qualifications of key personnel that will be engaged in the assignment. [2 to 5 pages]
- A summary of related experience. [2 to 4 pages]
- A project timeline. [1-2 pages]

The Financial Proposal must include the following elements:

- Detailed budget estimate (in US Dollars) outlining fees and expected expenses for the duration of the project. The detailed budget should include all direct and indirect cost estimates for executing the project and include a breakdown (in days) of the level of effort associated and daily billing rate for each task.

The CLASP team will evaluate proposals received from respondents. The selection of the candidate will be based upon the following criteria:

- Robustness of proposed methodology
- Relevant qualifications, including working knowledge of the small hold agricultural and off-grid energy sectors, experience in relevant market and technology characterization and mapping.
- Total cost and value for money.

CLASP will hold a pre-bid webinar with the prospective bidders for technical discussions/clarifications. The pre-bid webinar will be held on 7th March 2022. Please join the pre-bid webinar on **7th March 2022 at 11:30 AM**. Link for joining the pre-bid webinar: <https://clasp.zoom.us/j/94080819676>

The deadline for submission is **21 March 2022**. Proposals should be submitted electronically to Wendy Hado at whado@clasp.ngo

All interested parties must [register as a CLASP Implementing Partner](#) and [fill out the PQQ](#). The PQQ is a thorough due diligence screening aimed at gathering legal and financial information on prospective partners/vendors. If questions are not applicable, please type “N/A” and go to the next question. While



the form can be saved, we recommend completing it in one sitting to avoid potential complications. We will be notified once you submit the PQQ.

Applicants that have already completed the PQQ do not need to complete it again unless the structure of the business has changed. If you are unsure, please email Andrea Testa (atesta@clasp.ngo) to determine next steps.

CLASP is an equal opportunity employer that celebrates diversity and are committed to creating an inclusive environment for all employees. CLASP's goal is to be a diverse workforce that is representative, at all job levels, of the citizens we serve. CLASP complies with all federal, state and local employment law in the countries we operate and is committed to providing equal opportunity for all employees and applicants without regard to race, color, religion, national origin, sex, age, marital status, sexual orientation, gender identity or expression, pregnancy, disability, political affiliation, personal appearance, family responsibilities, matriculation, genetic information, military or protected veteran status, credit information or any other characteristic protected under federal, state or local law.

Each person is evaluated based on personal skill and merit. CLASP's policy regarding equal employment opportunity applies to all aspects of employment, including recruitment, hiring, job assignments, promotions, working conditions, scheduling, benefits, wage and salary administration, disciplinary action, termination, and social, educational, and recreational programs.