

MONITORING AND EVALUATION

GLOBAL FIELD MONITORING PROTOCOL FOR REEL AND REEL REGENERATIVE PROGRAMS





CottonConnect’s commitment to promoting sustainability and responsible agriculture is reinforced through our Monitoring Protocol. This document outlines data collection and auditing procedures, essential to determine and verify the implementation and impacts achieved by REEL and REEL Regenerative Programmes. The protocol directs and supports continuous monitoring of program performance. This ongoing assessment allows us to identify areas of improvement and make real-time adjustments to program implementation.

Program Summary

The REEL and Regenerative Programmes promote sustainable cotton farming practices across India, Pakistan, Bangladesh, China, and Turkey. With cotton farmers at its core, the REEL program focuses on enhancing their education and business practices, ultimately improving community livelihoods and reducing the environmental impact of cotton cultivation. Additionally, by addressing critical social and environmental challenges within cotton farming, the REEL, and REEL Regenerative programmes align with several United Nations Sustainable Development Goals, further underscoring their global significance.

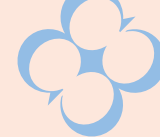


The Protocol



CottonConnect employs a rigorous three-level verification system—first-party, second-party, external third-party verification, and internal and external data validation processes. The activities outlined in this protocol are distinct and separate from those existing processes.

The programmes operate on a three-year cycle, and as it expands to encompass more farmers and broader geographical coverage, a systematic and rigorous monitoring process becomes increasingly vital. This protocol portrays our existing monitoring system, leveraging close collaboration between the dedicated CottonConnect farm teams, implementation partners, and the Monitoring, Evaluation, and Learning (MEL) team of CottonConnect. The protocol’s structured approach not only facilitates the identification of areas requiring improvement but also guides the development of corrective action plans to fortify the program’s implementation processes. In essence, this protocol is a critical driver in enhancing the effectiveness and impact of our program as it continues to evolve and expand.



The Fundamentals

ACTIVITIES TO MONITOR

Implementation requires careful monitoring to ensure the program’s fidelity to its design. Monitoring the implementation of intervention can help mitigate threats to internal validity. Multiple combinations of monitoring methods are to be used, such as quantitative and qualitative methodology, observations, and interviews, capable of being expressed in words and quantitative factors, to measure activity or avoided activity.



Documents/ Activity name	Frequency of verification on field
Baseline	During the first year of the programme
Need assessment	Once a year
PG template/ Farmer list	Every month – from May to Aug
Farmers’ Field Book (FFB)	Every month during the cropping season
Activity adoption	Every month during the cropping season
Farmer training register + demo register	Every month during the cropping season
Monthly Progress Report (MPR)	Every month during the cropping season
Cotton procurement /Gin uptake	Every month – from October to March

RESPONSIBILITY

Program monitoring will be carried out continuously at different phases of the program implementation. Monitoring will be undertaken by local partner personnel and CottonConnect farm and MEL team (field executives, project managers, or team leads. The CC Farm team will use a standard monitoring format. Upon completion of the visit, the filled form will be shared with the M&E team. The individual reports will be compiled, and a monthly statement will be prepared and shared with the leadership team in the following format. CC M&E team undertakes periodic field visits and provides feedback to the farm team.





Information gathering

ACCESSING INFORMATION

Implementation Partner and CottonConnect's Farm team personnel will act as full-time monitors and actively seek and collect information on program activities.

REVIEW OF FARMER FIELD BOOK

The data captured in the Farmer Field Book will be reviewed and used for monitoring. The data will be verified with actual farm activities and farmer testimonies. Documentary verification will also be carried out wherever feasible to validate the information.

INTERVIEW

Farmer and other stakeholder interviews will be carried out during the process to gather the necessary information an

OBSERVATION

The monitoring team will also capture field-level observations about program activities.

Data management

Collected data will be systematically organized for reporting purposes using customized monitoring templates. Data needs will be tailored to each country's unique requirements and context. The data management process encompasses the entire data lifecycle, from collection in the field to recording it in routine reports, subsequent analysis, and presentation for specific reports.

Reporting and Escalation

Monthly and quarterly reporting will be vital for monitoring trends, reporting on remedial actions and identified gaps, and assessing progress and challenges in addressing conclusions from previous reporting cycles. In compiling data for the reports, prior reports will be used as a point of reference. The analysis will examine alterations and advancements since the last report and expand upon previous recommendations.