

## *Rural Microenterprise Transformation Project (RMTP)*

Dear Applicant,

Greetings from SDS !

This is to inform that SDS have been implementing a sub-project named **Production and Marketing of Safe Fish & Fish products** Under this sub-project a baseline study will be conducted. In this regard, SDS is calling for EOI from the potential applicants. Interested applicants are requested to submit EOI/CV as per attached format within 25 September 2023 (14 days) via email, courier or physically to the following address: (Please include office address as well as email address. For your convenience, Terms of Reference (ToR) is enclosed herewith.

Please feel free to contact if required.

Thank you.

Regards,  
Mohammad Saiful Islam  
Co-ordinator (Agri)  
SDS (Shariatpur Development Society)  
01730-825630,01791554001  
Email: saifulsds2302@gmail.com

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### **Terms of Reference (TOR) for selection of Individual Consultant for conducting a baseline study on “Production and Marketing of Safe fish & fish products”.**

#### **1. About the organization**

Palli Karma-Sahayak Foundation (PKSF) is working more than two hundred Non-Government Organizations (NGOs) across the country. Since the inception, these organizations take development as a positive change in the Socio-Economic aspects of human life. These organizations empower the powerless through concretization and alternative institution-building for the liberation of the majority of people from prejudices and exploitative mechanisms of the society that breeds poverty and injustices through implementing agricultural development, healthcare, education, climate change, and disaster management, sanitation, natural resources management, environmental protection, human resource development, and credit assistance among entrepreneurs of different categories. Among the partner organizations (POs), SDS, CCDA, IDF & SOPIRET are implementing a project titled “Production and marketing of Safe Fish and Fish Products” under financial and technical support from the RMTP project of Palli Karma-Sahayak Foundation (PKSF). A total of 19,000 Fish producers, entrepreneurs & other market actors of fourteen (14) upazilas under the working district (**details in annexure-1**) are receiving various technical, technological and marketing supports under this value chain sub-project. As a Lead of the POs, ‘SDS’ has taken an initiative to conduct a baseline study through a competent consultant/consulting firm to provide a reference of the start point, which will be compared with the results of the completed assessments.

#### **2. About the Sub-project**

The sub-project titled ‘Production and Marketing of Safe Fish Products’ jointly financed by Palli Karma-Sahayak Foundation (PKSF) and the International Fund for Agricultural Development (IFAD), will be implemented at working district by the partner organizations (**please see annexure-1**). The sub-project will work to increase income, ensure food security and improve family nutrition of marginal and small farmers and aquaculture related backward and forward market entrepreneurs. The sub-project will also work on value addition at various levels, expansion of financial services for enterprise development, and strengthening of the institutional framework for the development of Safe fish, ‘Ready to Cook’ and ‘Ready to Eat’ fish products of the value chain. Efforts will be made to scale up and expansion of enterprises through efficient production methods and strong market linkages of marginal and small farmers. If the sub-project is implemented, the income of 70 percent of the entrepreneurs will increase by at least 30 percent and 30 percent of the project members will be able to add nutritious food to their regular diet.

The feasibility study of the sub-sector has been undertaken while taking up the sub-project. The study found several constraints to the development of the fisheries sub-sector, the problems in the project area are- quality concern & high cost of commercial feed and import dependency on feed ingredients and aqua-medicine; less or no demand of probiotics, tea seed-cake etc. in local market; quality concern of supplied fry/fingerlings/PL; lack of knowledge about permitted and restricted inputs, safe dose and withdrawal periods for different chemicals; lack of knowledge on

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Good Aquaculture Practices (GAqP); tendency to use low quality & low-cost inputs and habituated to use banned chemical pesticides in culture pond; lack/ weak linkages among the producers, input suppliers, service providers and traders; lack of entrepreneurship for producing value added fish products and marketing; no formal market system for safe fish supply; unstructured market of value added fish products; lack of technology and technical knowledge of entrepreneurs; no idea of creating brand image of products, packaging and certification of products; lack of ICT & financial services and so on.

Working to solve the problems mentioned in the project area will increase the sales of safe fish & diversified fish products by at least 30 percent and increase net profit by at least 20 percent of 34 percent of the entrepreneurs.

### **3. The Project results**

The consultant should follow the project's logical framework to get a clear understanding of the project, cross-section of the logical framework is necessary to carry out the baseline as it is a prime requirement of this assignment. The following are the project results-

- 3.1. Goal:** To increase the income, food security, and nutrition of farmers and service providers across poultry value chains.
- 3.2. Development Objective:** The sustainable growth of aquaculture value chains with comparative advantage, market demand, growth potential, and backward & forward linkages to small farmers and micro-entrepreneurs.
- 3.3. Outcome:** The outcomes are- a) The 60% project participants will use quality inputs and adopt improved production methods/technologies, b) 10% producer groups will establish sustainable market linkages, c) 40% project participants incorporated nutritious food in their diet, and d) 40% entrepreneurs will adopt environment friendly and climate smart production technologies or culture practices.
- 3.4. Output:** The relevant outputs are:
  - 3.4.1. Increased farm mechanization and information technology on farms and improved farm management practices will result in a 10 percent increase in overall fish/shrimp production and a 10 percent reduction in production costs.
  - 3.4.2. The linkage of institutional and non-institutional buyers will increase sales of safe fish & fishery products by 25 percent and prices by 10 percent.
  - 3.4.3. A total of 31,000 rural producers that are members of a rural producers' organization received training on 'Good Aquaculture Practice (GAqP) for safe fish production.
  - 3.4.4. 60% households provided with targeted support (information regarding nutrition, nutrient dense fish supply, cultivate vegetables/fruits/poultry in homestead etc.) to improve their nutrition.
  - 3.4.5. Required number of Master Trainers received training on GAqP & HACCP and required number local service providers (LSPs) are developed.

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- 3.4.6. About 60% micro-enterprises received business development services from public or private entities.
- 3.4.7. The backward and forward market linkages with the fish producers will gradually increase, wages increase by 10 percent and an additional 10 percent of employment opportunities will be created.

### **4. The objectives of the study**

The baseline study will be conducted with a view to obtaining a snapshot assessment of the current economic and social conditions of the Fish farmer and related market actors who are likely to participate in the project activities so that the changes related to the project interventions and their correlation can be evaluated after the project period. Moreover, the study will establish the baseline situation on a significant number of variables relevant to production, sales, profit, employment, asset creation, nutrition etc. that will be used to direct and guide the implementation of the project.

### **5. Scope of the work**

The consultant will conduct this study among 19,000 entrepreneurs in working upazilas and districts. Farming practices, technology adoption, production trends, the sale value of their product, income from the enterprise, farm record keeping, forward and backward market linkages, problems, and challenges faced by producers, cost-benefit analysis, SWOT analysis for the Fish/Shrimp/Prawn supply chain, possible value addition interventions, etc. should study intensively by the consultant. For this purpose, the consultant/consulting firm will have to collect primary data from the participants of the value chain sub-project areas. The consultant/consulting firm should interview fish farmers, faria/aratdar, service providers, input sellers, output market actors, and other actors of the sub-sector to collect the necessary information. Key fisheries related government officials, officials of private organizations, value chain officials, and concerned officials of partner organizations (POs) should be interviewed for collecting value chain-related information. To understand the overall sub-sector, the consulting firm should review secondary information from different sources as well. In line with the objectives set forth, the study will cover the evaluation needs at impact and outcome levels. The consultant will use the indicators applicable to the sub-project and the project's log frame indicators to study the households/individual micro-enterprises.

### **6. Specific Tasks**

The task of the individual consultants/consulting firm is envisioned to include but not limited to the following areas-

- Prepare a value chain existing map and make a profile of the fish value chain in the respective district.
- Make a profile of available private sector actors related to fry/PL, feed and other aquaculture inputs in the working areas
- Conduct an end-to-end assessment of input, service, value chain products, and different buyers (formal and informal) and provide a detailed analysis of the value chain and provide recommendations on how the selected target group can be engaged in the value

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chain in different roles (Supplier of input, producer, processor, transporter, traders and so on).

- Assess the selected market system supporting environment (services, policies and rules regulations, infrastructure) & supporting functions and point out the market constraints.
- Assess the ongoing business of the different market actors, their present situation, role, and finally figure out the areas of intervention in the value chain for the actors including youth, persons with disability, older men & women.
- Describe skills training needs of VC actors related to their potential roles in the fish value chain and overall recommendations from the study learnings.

### **7. Approach and Methodology**

The baseline survey is to be carried out in **14** upazilas of **Shariatpur, Narsingdhi, Chottogram, Noakhali, Chandpur & Laxmipur** districts by an independent consultant/consulting firm using a mixed (quantitative and qualitative) method. The lead consultant will draw a statistically valid sample size and will develop a sampling frame. The consultant/consulting firm is required to elaborate a detailed baseline study design and methodology as part of their work plan. The baseline study design document should include a series of data collection instruments. The sub-sector assessment used primary data combined with some secondary data, mainly fisheries statistics from the Department of Fisheries (DoF). The collection of primary data involved consecutive mixed methods: Focus Group Discussion (FGD), Individual Interview (II) and Key Informant Interview (KII). The sub-sector assessment followed the collection of a high level of quantitative information collected from the Individual Interview backed up by some qualitative information collected from the relevant stakeholders.

### **8. Deliverables**

All written documents are to be submitted in English using Microsoft Word in both soft and hard copy. The main body of all reports should be written in simple, non-technical language (i.e., plain English), with any technical material to be presented in annexes. All primary data collection and analysis conducted for the baseline will remain the property of PKSF/Partner Organization and must be submitted electronically and in a clear and comprehensible format in Microsoft Excel and Word. The consultant will provide the following deliverables to the Partner NGO within the timeframe stated

#### **a) Inception Report:**

The consultant will have to submit an inception report with a detailed work plan and time schedule in line with the time limit mentioned in this ToR **within 7 days from the date of signing the agreement**. The baseline study tools will also be submitted along with the inception report. All the detailed instruments for interviews should be agreed upon by 'SDS'. The inception report should elaborate and finalize the proposed schedule of tasks, activities, and deliverables. The inception report will also contain a sample size with details methodology.

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### **b) Draft Baseline Report:**

The consultant should provide a draft report of the baseline study containing an analysis of the data and findings to ‘SDS’ within **21 days** and a presentation on the draft report should be given at ‘SDS’ **within 28 days** after signing the agreement. The draft report should be included specific learning, challenges, and recommendations that will suggest what to do in the future. He/she will have to give a presentation at ‘SDS’ on the draft report highlighting major findings and recommendations regarding the achievement of the target of the log frame. Data should be presented and discussed through statistical analysis and graphical presentation; a study area map (including a GIS map) needs to present for a better understanding of the geographical information. However, the reports required summaries of the overall status of the project log frame.

### **c) Final Baseline Report:**

The final report of the study has to submit within **07 days** from the date of the presentation given on the draft report and **within 45 days from the date of signing the agreement**. The report should be written in plain English and in such a way that it is accessible to a non-specialist. The final report should have reflections on the comments made in the draft report presentation. Consultants have to provide a brief of the findings corresponding to the object of the study in plain language that can be widely circulated. The brief of the study could be expressed within three pages. The consultant will provide 05 copies of the final report (color copy) and a soft copy with data files on a CD/DVD must be submitted to ‘SDS’. The baseline report shall include the following:

- a. Executive Summary (3 pages)
- b. Background;
- c. Introduction;
- d. Methodology;
- e. Findings;
- f. Recommendations;
- g. Conclusions (1 -2 pages)

Annexes, including:

- a. Results according to the log frame indicators
- b. Scope of Work
- c. Data collection tools
- d. Key data sets, including interview transcripts
- e. List of key informants with their contact details

### **9. Contract Period**

The total duration of the Baseline study is 60 days from the date of signing of the agreement.

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### **10. Institutional arrangement**

The consultant will report to the 'Project Focal' and/or his/her designated person regarding their scope of services, deliverables and other assignment related issues.

### **11. Client's input and counterpart personnel**

➤ **Facilities provided by client**

The client will provide relevant documents, any equipment, work station and other related facilities to perform the job.

➤ **Counterpart personnel**

The client will engage an official to support the consultant to implement the assignment.

### **12. Qualification and Experience of Individual Consultant**

The Consultant should have previous working experience in providing such kinds of services and have expertise in the area of the said Sub-Sector/s, Environment, and micro-enterprise. The enumerators of this study will be hired by the consultant. The expected qualifications and experiences of the consultant are given below:

- a) **Education:** The consultant will have at least a Master's degree in any of the following subjects i) Aquaculture/Fisheries Management/ Fish Genetics & Biotechnology/ Fisheries Technology and ii) Marine Science.
- b) **Experience:** The consultants to be engaged for this study must have a total of five years of experience in the value chain approach. Experience in evaluating any projects/sectoral study funded by IFAD/World Bank/ADB/DANIDA and/or any other UN agencies will preferable.
- c) **Training & Publication:** The consultant should have the necessary training and publications related to this study.
- d) **Familiarity:** Familiarity with the following areas: a) Environment & Climate Change, b) Micro and small Enterprise, c) Market development, d) Livelihoods, e) Employment generation, f) Pro-poor development, g) Gender and Nutrition.
- e) **Language:** Excellent writing and oral communication in English is required.
- f) **Computer Literacy and data analysis:** MS Word, Excel, PowerPoint, SPSS/Strata.

### **13. Consultant (National) Selection Process**

The consultant will be selected conforming to the Individual Consultant Selection (ICS) method guided by the Public Procurement Rules-2008. The type of contract is lump-sum. The point distribution is given below:

| <b>Sl.</b>   | <b>Criteria</b>                     | <b>Point</b> |
|--------------|-------------------------------------|--------------|
| 1            | Education                           | 15           |
| 2            | Experience                          | 50           |
| 3            | Training & Publication              | 5            |
| 4            | Familiarity                         | 10           |
| 5            | Language                            | 5            |
| 6            | Computer Literacy and data analysis | 15           |
| <b>Total</b> |                                     | <b>100</b>   |

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### **14. Mode of Payment**

Payment to the consultant will be based on the invoice submitted to the organization. The payment under this contract will be made by A/c Payee cheque to the consultant. The mode of payment will be as follows:

- a) 1<sup>st</sup> Payment (40% of the total contract value): The 1st Payment will be made upon submission and acceptance of the inception report by SDS.
- b) 2<sup>nd</sup> and final Payment (60% of the total contract value): The 2nd and final Payment will be made upon submission and acceptance of the final report by SDS.

### **15. Proposal submission**

Interested consultants are invited to submit their proposal in two sets (1 Original & 1 duplicate) along with supporting documents in a sealed covered envelope at the *SDS Head Office, Sadar Road, Shariatpur-8000, directly or by courier/mail and be clearly marked on the envelope. You can also Email us at [rmtpfish.sds@gmail.com](mailto:rmtpfish.sds@gmail.com)*

### **16. Documents Required**

- Submission letter
- CVs of Consultant with photographs.
- **Other information as per format**

**17. Proposal Closing Date & Time: 25 September' 2023; 4:00 pm (14 days' time after invitation)**

### **Annexure-1: The POs and their working area & participants to be supported**

| Sl. #        | Name of POs   | Working Areas                 |  | Participant   |
|--------------|---|-------------------------------|--|---------------|
|              |   | District                      | Upazila  |               |
| 1.           | SDS (Shariatpur Development Society)  | Shariatpur                    | Shariatpur Sadar, Naria & Bhedargonj             | 5000          |
| 2.           | Centre for Community Development Assistance (CCDA)                          | Narsingdhi                    | Shibpur, Raipura & Monohardi                     | 5000          |
| 3.           | Integrated Development Foundation (IDF)                                     | Chottogram                    | Hathazari, Raozan, Boalkhali & Fatikchari        | 5000          |
| 4.           | Society for Project Implementation Research Evaluation & Training (SOPIRET) | Noakhali, Chandpur & Laxmipur | Subarnachar, Faridgonj, Laxmipur Sadar & Ramgonj | 4000          |
| <b>Total</b> |   | <b>06</b>                     | <b>14</b>  | <b>19,000</b> |

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**Form A. Application Submission**

Date: ...../...../.....

To:

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[Name]

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[Address of Client]

Dear Sirs:

I am hereby submitting my Application to provide the consulting Services for [Insert title of assignment] in strict accordance with your Request for Application dated [dd/mm/yy].

I declare that I was not associated, nor have been associated in the past, directly or indirectly, with a Consultant or any other entity that has prepared the design, specifications and others documents in accordance with Clause 5.

I further declare that I have not been declared ineligible by the Government of Bangladesh on charges of engaging in corrupt, fraudulent, collusive or coercive practices in accordance with Clause 4.

I undertake, if I am selected, to commence the consulting Services for the assignment not later than the date indicated in Clause 12.1.

I understand that you are not bound to accept any Application that you may receive.

I remain,

Yours sincerely

Signature

Name :

Address :

email :

Mobile :



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EXPERIENCE

10 EMPLOYMENT RECORD

*[starting with present position list in reverse order*

**[every employment held and state the start and end dates of each employment]**

*[The Applicant should clearly distinguish whether as an “employee” of the firm or as a “Consultant” or “Advisor” of the firm].*

*[The Applicant should clearly indicate the Position held and **give a brief description of the duties** in which the Applicant was involved].*

EMPLOYER 1 :

:

EMPLOYER 3 :

EMPLOYER 4 :

EMPLOYER 5 :

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|    |  |  |
|----|--|--|
| 11 | WORK UNDERTAKEN<br>THAT BEST<br>ILLUSTRATES THE<br>CAPABILITY TO HANDLE<br>THIS ASSIGNMENT | : <i>[give an outline of experience and training most pertinent to tasks on this assignment, with degree of responsibility held. Use about half of a page A4].</i> |
| 12 | COMPUTER SKILL   | :  |

### CERTIFICATION

I, the undersigned, certify that (i) I was not a former employee of the Client immediately before the submission of this proposal, and (ii) to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience. I understand that any wilful misstatement described herein may lead to my disqualification or dismissal, if engaged.

|                 |  |  |  |
|-----------------|--|--|--|
| Signature       |  |  |  |
| Print name      |  |  |  |
| Date of Signing |  |  |  |
| dd / mm / yyyy  |  |  |  |

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### **Form C. Indicative Remuneration & Expenses**

The Consultant should provide an indication of the remuneration as per the format shown below. This will not be used for evaluation of the Consultant's Application but solely for the purposes of Application Negotiations to be held as stated in Clause 9.1 .

(1) **Remuneration**

| Rate*<br>(per month) | Staff Time | Total (Tk) |
|----------------------|------------|------------|
|                      |            |            |

(2) **Reimbursable**

(As per DPP provision)

|   | Rate per unit | Total unit | Total Amount (Tk) |
|---|---------------|------------|-------------------|
| (a) Per Diem Allowance                                      |               |            |                   |
| (b) Air Travel Costs  |               |            |                   |
| (c) Other Travel Costs<br>C.N.G. (Auto-rickshaw + taxi cab) |               |            |                   |
| (d) Communication charges                                   |               |            |                   |
| (e) Reproduction of Reports                                 |               |            |                   |
| (f) Other Expenses ( <i>to be listed if needed</i> )        |               |            |                   |
| Medical Expenses  |               |            |                   |
| Sub-total (10% of total remuneration)                       |               |            |                   |

|                            |  |
|----------------------------|--|
| CONTRACT CEILING (1) + (2) |  |
|----------------------------|--|