

SDS (Shariatpur Development Society)

Rural Microenterprise Transformation Project (RMTP)

Under

‘Market system development of Safe Poultry and Poultry Products’ (Sub-Project)

Request for Application (RFA)

(Selection of Individual Consultant: National)

A. Basic Information (Procuring Entity, Assignment, Procurement Method, Source of Fund, etc) for the Consultant:		
1	Name of the Organization	SDS (Shariatpur Development Society)
2	Procuring Entity Name & Designation	Chairperson Procurement Committee, SDS.
3	Package Name	Selection of An Individual Consultant for Preparing and conducting on ‘Study to formulate low-cost indigenous chicken ration/feed with locally available feed ingredients’ of Rural Microenterprise Transformation Project (RMTP) of PKSF
4	Ref. No.	SHARI/SDS/12/02/2025
5	Package No.	SDS/RMTP(Poultry) (2024-25)/SD-2
6	Application Publishing Date	10 February 2025
7	Procurement Method	Individual Consultant Selection (ICS)
8	Source of Fund	PKSF, and International Fund for Agricultural Development (IFAD), and DANIDA
9	Development Partner	Palli Karma-Sahayak Foundation (PKSF)
10	Project Name	Rural Microenterprise Transformation Project (RMTP)
12	Sub-Project	Market System Development of Poultry and Poultry products
13	Application submission closing date, time, and place	Date: 25 February 2025; Time: 3:00 PM; Sadar Road, Shariatpur, Post Code-8000, Bangladesh.
B. Key Information for the Consultant:		
14	Brief description of the assignment	The detailed Request for Application (RFA) documents including Terms of Reference (ToR) are obtainable from the office of the undersigned during office hours: 9:30 am to 4:30 pm at free of cost. It will be also available at SDS website https://www.sdsbd.org/notice/tender-notice/ . Interested eligible consultants are requested to submit their applications along
15	Experience, resource, and delivery capacity required of the Consultant	

16	Other Details	with all necessary documents in sealed envelope to the office of the undersigned directly or by courier by 2:00 PM on or before 25 February 2025 .
C. Procurement Entity Details:		
17	Name of the Official Inviting Application	Chairperson
18	Designation of Official Inviting Application	Procurement Committee
19	Address of the Official Inviting Application	SDS (Shariatpur Development Society) Sadar Road, Shariatpur, Post Code-8000, Bangladesh.
20	Contact Details of Official Inviting Application	Telephone: ; 02478815406 Mobile: 01759056567, 01717948777 e-mail: recruitmentsds@gmail.com sdsrmtppoultry@gmail.com
The Procurement Entity reserves all the rights to accept or reject all applications.		

Rural Microenterprise Transformation Project (RMTP)

Under

‘Market system development of Safe Poultry and Poultry Products’ (Sub-Project)

Terms of Reference (ToR) for Selection of Individual Consultant for conducting a “Study to formulate low-cost indigenous chicken rations/feed with locally available feed ingredients”

About the Organization:

SDS was established in 1991 as a non-profit, non-political, and non-governmental voluntary organization. It was founded by dedicated individuals engaged in social service activities to support disaster-affected communities in the Shariatpur district of Bangladesh. Following the devastating flood of 1988, SDS was initiated in collaboration with like-minded Red Cross workers to aid disadvantaged people. The organization formally began operations on September 1, 1991, and expanded its scope to child health and family planning upon obtaining registration from the Social Welfare Department in 1992.

Recognizing the challenges faced by women in family planning and their socio-economic marginalization, SDS initiated awareness programs and women’s rights advocacy. Over time, SDS has expanded its focus areas to include Disaster Management, Climate Change Adaptation,

Poverty Alleviation, Training, Education, Agriculture, Health & Nutrition, Advocacy, Legal Support, Environment, Water & Sanitation (WATSAN), HIV/AIDS, Microfinance, and Women and Child Rights.

About the Project:

The “Safe Poultry and Poultry Products Market Development” sub project is jointly financed by Palli Karma-Sahayak Foundation (PKSF), International Fund for Agricultural Development (IFAD) and DANIDA. This sub project is implementing in four Upazilas of the Shariatpur and Madaripur districts by Shariatpur Development Society (SDS). The sub project goal as below-

The project aims to:

- Increase income and food security for marginal and small farmers.
- Improve family nutrition through safe poultry and poultry products.
- Enhance value addition at various production stages.
- Expand financial services for enterprise development.
- Strengthen institutional frameworks to promote safe egg and meat production.

Through this initiative, 70% of entrepreneurs are expected to increase their income by at least 50%, while 30% of project participants will improve their nutritional intake. The study identified key challenges such as inadequate supply of purebred chicks, poor-quality feed, conventional farming methods, and weak market linkages. Addressing these issues will lead to a projected 30% increase in safe egg and meat sales and a 20% rise in net profits for 80% of entrepreneurs.

Objectives:

- Low-cost feed formulation by locally available feed ingredients for indigenous chicken.
- Evaluate the feed intake, growth performance, productivity and disease surveillance in between low-cost formulated ration/feed with available commercial poultry feed.
- Cost benefit analysis in between low-cost formulated rations/feed with available commercial poultry feed.

Scope of Work:

Indigenous chickens are raised for both egg and meat production in various parts of the country irrespective of climate, traditions, life standard, or religions. They provide an essential source of protein as egg and meat for rural poor farmers and also the income when needed for family needs. It has various merits, as they are cheaply reared as scavenging flocks feeding on local available material, household waste, need small shelter for night and their meat and egg tastes are preferred over those of exotic chickens. The most important aspect of indigenous chicken is their ability to

adopt harsh conditions, including disease resistance and ability to survive in adverse climate. However, they exhibit slow growth rate and lower production of eggs. They have smaller body size and lay smaller eggs as compared to improved poultry strains but are popular for good broodiness and mothering ability.

The performance of poultry is highly dependent on the quality and balance of their feed. Cereal grains, a major component of poultry diets, provide the bulk of the energy required for their growth and productivity. Starch, the primary energy source in cereal grains, must be efficiently digested to meet their metabolic needs. Feed costs, which constitute 60-70% of total production expenses, represent the most significant challenge in poultry farming. This makes the selection of cost-effective and high-quality feed ingredients crucial for sustainable poultry production.

Rural farmers and small-scale poultry entrepreneurs even in recent times rear indigenous chickens as backyard and intensive farming which is important source of their cash generation. They are feeding commercial feed and also using different locally available feed materials like maize, wheat, rice, oilseed cakes, pulses etc. without efficient nutritive balance of ingredients as per chicken requirements. So, their chickens are getting an unbalanced diet hence giving poor growth performance. That causes great influence on cost of production and economic return. So, this study will do to obtain a better combination of locally available feed ingredients to be fed for comparatively better growth performance and to reduce the cost of production of indigenous chicken.

The consultant will have to collect locally available feed ingredients information for formulating three different ration/feed for indigenous chicken. The information of locally available feed ingredients could be collected by the project field staffs and/or project participants of the value chain sub-project. There is a scope to interact with different farmers and local service providers from the backward and forward market private entities. The consultant may engage in the following activities for ensuring in producing high quality of report.

- Collect locally available feed ingredients information including their production scenario and seasonal variation which could be used to formulate low-cost indigenous chicken ration.
- Develop a detailed work plan, strategy and relevant details for developing and submitting the final report.
- The consultant would visit the selected sub-project areas to collect the first-hand data/information from project participants and different stakeholders before development of the report.
- Collaborate with PKSf's Project Management Unit (PMU) to develop the report.
- Use PKSf, IFAD, DANIDA and SDS logo on cover page of the final report.
- The consultant could not be published any data/information of this study without taking prior approval from PKSf, this report has sole property of PKSf.

The consultant will do the following tasks:

- i) Formulate three different rations for indigenous chicken with locally available low-cost feed ingredients.
- ii) Prepare chemical analysis reports of the formulated feed as well as control feed.
- iii) Conduct 90 days field trial with three replications of formulated ration along with control ration (market available commercial feed).
- iv) Flock size is 100 birds per plot (indigenous chicken sale as roaster)
- v) Prepare cost benefit analysis, feed intake, growth performance and disease surveillance data for each ration.
- vi) Recommendation suitable low-cost feed for indigenous chicken and provide justification.

Duration and Schedule:

The assignment will last 110 days. The consultant must submit:

- **Inception Report:** within 7 days of contract signing.
- **Draft Report & Presentation:** within 100 days
- **Draft Report Presentation:** within 105 days.
- **Final Report:** within 110 days

Quality and Ethical Standards:

The research must adhere to high ethical and technical standards, ensuring:

- **Utility:** Findings must be actionable and beneficial to SDS.

- **Feasibility:** The study should be practical and cost-effective.
- **Ethics & Legality:** The research must comply with ethical and legal standards.
- **Impartiality & Independence:** The assessment should be unbiased and comprehensive.
- **Transparency:** The research process should be open and accountable.
- **Accuracy:** Data collection and analysis must be rigorous and well-documented.
- **Participation & Collaboration:** Stakeholders should be meaningfully involved in the research process.

Deliverables:

All reports should be in English and submitted in both hard and soft copies. Data should be provided in Microsoft Word and Excel formats. Deliverables include:

1. **Inception Report:** by 7 days after signing the contract, a detailed report on the consultant's proposed final research design and methodology will be submitted to SDS for approval. This will provide preliminary understandings based on document review, rationale, and a detailed description of the methodology and tools, analytical methods, and detailed work plan for the entire exercise.

Draft Report includes the following:

2. **Methodology Report:** Research design, data collection methods, and analysis techniques.
3. **Research Findings:** Presentation of quantitative data (tables, graphs) and qualitative insights.
4. **Discussion Section:** Interpretation of findings, implications for farmers, and economic impact.
5. **Limitations:** Identification of research constraints and potential biases.
6. **Conclusion & Recommendations:** Summary of key findings and suggested actions for stakeholders.
7. **Practical Guidelines/Manual:** A user-friendly manual detailing feed preparation, feeding schedules, and best practices.

The Final Report will sketch with the following headings:

- a. Acknowledgements
- b. Acronyms
- c. Glossary
- d. Executive Summary
- e. Indicator Table with Value (Nutrition and other values)
- f. Introduction/Background
- g. Rationale and Objectives of the study
- h. Scope of work

- i. Methodology
- j. Findings and Discussion
- k. Recommendations
- l. Conclusion and lessons learned
- m. References
 - a. Annex (including a copy of the ToR, cited resources or bibliography/reference, test result, certificates, acknowledgement and any other relevant materials etc.).

Annexes, including:

- a. Case Study/Success Stories
- b. Scope of Work
- c. Data collection tools
- d. Key data sets, including interview transcripts
- e. List of key informants

Here's the adapted qualification criteria for the consultant in your study on low-cost poultry feed production:

Qualifications and Experience of Individual Consultant

The Consultant should have previous working experience in conducting similar research/trials particularly in the poultry feed/ration formulation. The consultant will also be responsible for hiring research assistants as needed. The expected qualifications of the independent consultant are given below:

a) Education:

- Bachelor's degree (Honors) in Animal Husbandry, or Veterinary Medicine (DVM).
- Master's degree in Animal Science/Poultry Science/Poultry Production/Livestock Production & Management/Animal Nutrition/Poultry Nutrition.
- A PhD in a Animal Nutrition/Poultry Nutrition will be an added advantage.

b) Experience:

- At least 5 years of research experience, including a minimum of 3 years of experience in poultry feed formulation, and trials.

- Demonstrated expertise in feed ingredient analysis, cost-effective feed formulation, and value chain approaches in the poultry sector.
- Research experience in economic viability, environmental sustainability, micro-enterprise development, sectoral policy analysis, and feed regulatory standards will be an asset.

c) Publications:

- A minimum of 3 publications in national or international peer-reviewed journals.
- Research publications specifically focused on poultry feed, animal nutrition, or farming techniques will be given high preference.

d) Familiarity with Key Areas:

- Environment & Climate Change in livestock feed production
- Small and micro-enterprise development in the poultry sector
- Livelihoods and employment generation in rural settings
- Pro-poor development approaches
- Gender and nutrition considerations in poultry farming

e) Language:

- Excellent written and oral communication skills in English are required.

f) Computer Literacy:

- Proficiency in MS Word, Excel, and PowerPoint.
- Experience with statistical software such as SPSS or Stata for research analysis.

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.

Client's input and counterpart personnel

➤ **Facilities provided by client**

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

➤ **Counterpart personnel**

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

Service and facilities to be provided by the consultant:

The Consultant will provide the deliverables within the mentioned period using their own office space and other necessary logistics. The firm will provide the final report along with the draft report and collected all raw data/information in email/Pen drive/DVD.

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:

Sl.	Criteria	Point
1	Education	20
2	Experience	50
3	Publication	5
4	Familiarity	5
5	Language	5
6	Computer Literacy and data analysis	10
Total		95

Note: Above mentioned criteria will be used to shortlist the applicants. Subsequently, Interview will be taken from the shortlisted applicants by Proposal Evaluation Committee (PEC). In this regard, 05 point will be allocated for Interview stage of procurement process.

Proposal submission:

The proposal should include the following:

- i. **Cover letter:** Clearly summarizing Consultant experience and competency within 01 page as it pertains to this assignment
- I. **Technical proposal:** Not exceeding eight (08) pages expressing an understanding and interpretation of the ToR, the proposed methodology, relevant experience and time and activity schedule.
- II. **Detailed CVs** as per attached format in Request for Application (RFA) document. please attach a table describing the level of effort (in number of days) of individual consultant along with his/her support team if have.
- III. **Professional references** are needed to provide two or three references from your previous clients.
- IV. **A short example from previous Research** report that is relevant to this work (5-7 pages)

Applications should be sent to recruitmentsds@gmail.com or sdsrmtppoultry@gmail.com by **February 25, 2025**

(Application materials are non-returnable, and we thank you in advance for understanding that only short-listed candidates will be contacted for the next step in the application process and the

selection panel does not have the ability to respond to any requests for application feedback. Please take note that expressions of interest that do not cover these requirements will not be considered.)

Payment

The PO will pay the cost of the study to the assigned firm subject to the completion of all deliverables and reports acceptance of “PO name” by deducting VAT and TAX at source as per the Government rules. Payments will be made based on the following percentages and milestones:

- a) 1st Payment (50% of total contract value): The 1st payment will be made upon submission and acceptance of the inception report by **SDS**
- b) Final Payment (50% of total contract value): The final payment will be made upon acceptance of the final report by **SDS**.

Timeframe:

The study is expected to begin on **March 1, 2025**, with the final report due by **June 20, 2025**. The timeline may be adjusted by mutual agreement between the consultant and SDS.

Disclaimer:

SDS reserves the right to modify the terms of reference upon mutual agreement. The contract may be terminated in case of non-compliance. The consultant may not use research data for personal purposes without prior permission from SDS.