RDRS Bangladesh

Rural Microenterprise Transformation Project (RMTP)

Terms of Reference (TOR) for conducting abaselinestudy

on

Market System development of safe poultry and poultry products.

1. **About the organization:**

RDRS Bangladesh having its registered office at House 43, Road 10, Sector 06, Uttara, Dhaka, Bangladesh (rdrsbangladesh.org). It has another regional office named RDRS Guest House, a subsidiary of RDRS Bangladesh, with an experience of providing quality service for more than two decades. It has also a registered office at Radhaballav, Rangpur-Dinajpur Highway, Rangpur 5400, and Bangladesh. RDRS came into being at the time of Bangladesh's War of Independence in 1971. Set up by the Lutheran World Federation (LWF), Geneva to help refugees fleeing conflict across the border, it returned with them after liberation to carry out much-needed rehabilitation in the devastated and long-neglected northwest– greater Rangpur and Dinajpur Districts. In 1976, a sectorial development programme was launched to assist the poorest in agriculture, community development, health and women's economic activities. RDRS was the leading non-governmental organization in the northwest, (hereinafter called "RDRS")

2. **About the Project:**

Theproject titled 'Market System development of safe poultry and poultry products'jointly financed by Palli Karma-Sahayak Foundation (PKSF) and the International Fund for Agricultural Development (IFAD),will be implemented in RangpurSadar, Kaunia, Pirgachha, Rajarhat and SundhorgonjUpazilas of Rangpur,Kurigram and Gaibandhadistrict by the organization RDRS- Bangladesh.The project will be working to increase income, ensure food security and improvefamily nutrition of marginal and small farmers and poultry relatedbackward and forward market entrepreneurs. The sub-project will also work on valueaddition at various levels, expansion of financial services for enterprisedevelopment, and strengthening of the institutional framework for the development of safe eggs, meat and meat products of the value chain. Efforts will be made to scaleup and expansion of enterprises through efficient production methods and strong market linkages of marginal and small farmers. If the sub-project isimplemented, the income of 70 percent of the entrepreneurs will increase by at least 50 percent and 30 percent of the project members will be able to add nutritiousfood to their regular diet.

The value chain analysis of the sub-sector has beenundertaken while taking up the sub-project. The study found several constraintsto the development of the livestock sub-sector, the problems in the project area are - inadequate supply of purebred chicks & quality feeds, conventional farming management, poor farm biosecurity, lack ofquality livestock services, untrustworthy poultry & egg production, poor processing facilities, lack of ICT & financialservices, improper use of farm waste and poor market linkages for safe egg and meat production and so on. Besides, it is not possible to sell locally produced animal products at competitive prices. There are 9.5/19 thousand farmers underthe sub-project and 0.5/1 thousand service providers in strengthening backward and forward markets. Working to solve the problems mentioned in the project area will increase the sales of safe eggs, meat and meat products by at least 30 percent and increase net profit by at least 20 percent of 80percent 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 poultry 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 project participants will adopt improved production methods and establish sustainable market linkages, and b) Theenterprises will have access to sustainable financial services.

3.4. Immediate result: Increased use of information technology on farms and improved farm management practices will result in a 10 percent reduction in overall poultry mortality, gain in body weight as per the growth chart, and a 10 percent reduction in production costs. The linkage of institutional and non-institutional buyers will increase

sales of poultry and poultry products (including waste) by 25 percent and prices by 10 percent. Local-level processing plants will be set up, 10 percent of the total poultry production will be processed in local plants, frozen meat will be sold locally and nationally through sub-contracting, the establishment of commercial compost production plants using farm/kitchen market waste and make a linkage with big buyers to sell poultry products/by-products following the cross-cutting (gender, nutrition, climate change & environment) issues. The backward and forward market's linkage with the poultry farmers will gradually increase, wagesincrease by 10 percent and an additional 15 percent of employment opportunities will be created.

4. Purpose of the Baseline Study:

The baseline study is intended to provide social, economic, and environmental data at the beginning of the project. The study acts as an accompaniment to the quantitative and qualitative data that is also recommended when implementing a project for the first time at the beginning of the project. This should help to identify any major issues and provide some insights into the opinions of thecommunity concerning the poultry value chains. The baseline results willpoint to how best the project will be rolled out and set priorities for the project sometimes providing information that acts as a benchmark for measuring project success or failure. The study must produceinformation that will be used to direct and guide the implementation of the projectand to measure the present condition of the project indicators, participants' knowledge attitude and practice.The task of the individual consultants is not limited to the following areas-

- Prepare a value chain existing map and make a profile of the Poultry value chain in the respective district.
- 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 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 related to potential roles in the value chain.

5. Approach and Methodology

The baseline study is to be carried out in Rangpur,Kurigram and Gaibandha District by an independent consultant/consulting firm using a combination of qualitative and quantitative methods. All data, qualitative and quantitative will be collected through the assessment and must be disaggregated by age, sex,poverty, and Birds types (poultry) as per project design. Finally, the consultant is expected to propose a suitable methodology for carrying out the work and fulfilling the objectives of the study. The methodology should follow the standard statistical method. The consultant is free and encouraged to be as creative as possible in arriving at a suitable methodology that will ensure that the objectives of the study are fully met in a timely and efficient way.The consultant is required to elaborate a detailed baseline design and methodology as part of their Work plan. The baseline study will be conducted in the project areas following appropriate, applicable statistical sampling procedures. However, the sample size could be finalized after discussion with the project professionals. A detailed approach and methodology to conduct the baseline study should be suggested by the consultant in compliance with the, goal, objective and log-frame of sub-project.The baseline design document should include a series of data collection instruments.The sub-sector assessment used primary data combined with some secondary data, mainly livestock statistics from the Department of Livestock Service (DLS). The collection of primary data involved consecutive mixed methods: Focus Group Discussion (FGD), Individual Interview (II), Key Informant Interview (KII), and Data Validation Workshop (VW). The sub-sector assessment followed the collection of a high level of qualitative information backed up by some quantitative information collected from the Individual Interview.

6. Duration of the study and schedule of the reports

The total duration of the assignment will be 90 days. A detail implementation plan will be agreed upon in consultation with the RDRS Bangladesh , however, it is anticipated that the inception report should be submitted

within 10 days upon signing the contract. The draft report of the study should be submitted by the consultant within 65 days, and a presentation on the draft report should be given to RDRS Bangladeshwithin 75 days after signing the agreement.

7. Quality and Ethical Standards

The consultant hired should take all reasonable steps to ensure that the baseline study is designed and conducted to respect and protect the rights and welfare of people and the communities of which they are members, and to ensure that the baseline study is technically accurate, reliable, and legitimate, conducted in a transparent and impartial manner, and contributes to organizational learning and accountability.

a) Utility: The Baseline Study must be useful and will be used by RDRS Bangladesh/PKSF.
b) Feasibility: The Baseline Study must be realistic, and managed in a cost-effective manner.
c) Ethics & Legality: The Baseline Study must be conducted in an ethical and legal manner, with particular regard for the welfare of those involved.
d) Impartiality & Independence:The Baseline Study should be impartial, providing a comprehensive and unbiased assessment that considers the views of all stakeholders.
e) Transparency: The Baseline Study activities should reflect an attitude of openness and transparency.
f) Accuracy: The Baseline Study should be technical accurate, providing sufficient information about the data collection, analysis, and interpretation methods so that its worth or merit can be determined.
g) Participation: Stakeholders should be consulted and meaningfully involved in the evaluation process when feasible and appropriate.
h) Collaboration: Collaboration between key operating partners in the evaluation process improves the legitimacy and utility of the evaluation.

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 RDRS Bangladesh /PKSF 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 theRDRS Bangladesh /PKSF within the timeframe stated

a) **Inception Report:**by 10 working days after signing the contract, a detailed report on the consultant's proposed final baseline design and methodology will be submitted toRDRS Bangladesh /PKSF 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. Any draft questionnaires or interview forms will also be submitted for review at this stage.
b) A detailed determination of sample size and sampling frame using statistical tools and formula.
c) Baseline survey questionnaire (for the quantitative part) and Checklist (for the qualitative part) to capture all required data and information of the study.
d) **Interview Notes and List of Resource Documents:** The Consultant shall provide summaries of all key meetings, and discussions conducted during the baseline and copies of any relevant documents and reports gathered during the baseline by (timeline).
e) **Summary Presentation of Findings:** The Consultant shall present initial findings to RDRS Bangladesh for review, comment, and feedback by (timeline). A PowerPoint presentation and handout (maximum of two pages) shall be prepared for the presentation through a workshop to the project stakeholders preferably via an online platform. The Consultant shall considerRDRS Bangladesh and stakeholder comments and revise the draft report as appropriate.
f) **Findings brief:**The Consultantshould provide a brief of the findings corresponding to the objectives of the study that can be widely circulated. The brief of the study could be within three pages.
g) **Indicator Table with Value:**The Consultantshould provide an indicator table including the values which got in the baseline study.

h) Final Database: The consultant should review, recheck and finalize the data set before starting the final analysis. The final database should be handed over to RDRS Bangladesh management along with the final report.

i) Final Report will sketch with the following headings: The final report will contain a short executive summary (not more than 1,000 words) and a main body of the report (not more than 10,000 words) covering the background of the intervention evaluated, a description of the evaluation methods and limitations, findings, conclusions, lessons learned, recommendations and action points related to these.

a) Acknowledgements
b) Acronyms
c) Glossary
d) Executive Summary
e) Introduction/Background
f) Rationale and Objectives of the Baseline Study
g) Scope of the Baseline Study
h) Methodology
i) Findings and Discussion
j) Recommendations
k) Conclusion and lessons learned
l) References

Annexes, including:

a. Scope of Work
b. Data collection tools
c. Key data sets, including interview transcripts
d. List of key informants

9. Consultant requirements

The Consultant should have previous working experience in providing such kinds of services. Should 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/consulting firm. The expected qualifications of the independent consultant aregiven below:

a) Education (20 marks): He/she should have a minimum Master'sDegree in Poultry Science/Agriculture; PhD will be the additional advantage. Global GAP assurer/trainer will get preferences to conduct the baseline as food safety is the main concern of RMTP.

b) Experience (30 marks): The consultant should have 10 years of working experience in research including 5 years of experience in the value chain approach. Research experience in environmental sustainability, economic viability, micro-enterprise development, nutrition,sectoral policy review/analysis, and value chain development will add additional value. Experience in evaluating any projects/sectoral study funded by IFAD/World Bank/ADB/DANIDA and/or any other UN agencies will preferable.

c) Publication (20 marks): The consultant should have at least 3 publications in an international/national journal. However, poultry-related sectoral publications will be given high preference for the selection of the consultant.

d) Familiarity (10 marks): Familiarity with the following areas: a) Environment& Climate Change, b) Micro and small enterprise, c) livelihoods d) employment, e) pro-poor development, f) gender and nutrition.

e) Language (10 marks): Excellent writing and oral communication in English is required.

f) Computer Literacy (10 marks): MS Word, Excel, PowerPoint, SPSS/Strata**.**

10. Proposal submission:

The proposal should include the following below six items.

i. **Cover letter:**Clearly summarizing Consultant experience and competency as it pertains to this assignment
ii. **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.

iii. **Financial proposal:**Itemizing estimated costs for services rendered (daily consultancy fees), accommodation and living costs, transport costs, stationery costs, and any other related supplies or services required for the review in BDT and modality of payment. Please also attach a TIN/Registration Certificate.
iv. **Detailed CVs**of all professionals who will work on the process. CVs of proposed study team (will add additional value), please attach a table describing the level of effort (in number of days) of each team member in each of the Baseline activities.
v. **Professional references**are needed to provide two or three references from your previous clients.
vi. **A short example from previous Baseline study**report (value chain preferred) that is relevant to this work (5-7 pages)

(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.)

Application Procedure: Send the application with necessary documents in below mail:

mostafa.reza@rdrsbangladesh.org

Deadline for Application: The application deadline is **21th December 2022**

Interestedindividuals will provide a technical proposal. The total budget is BDT 3.0 lakh taka, which includes consultancy fees, field data collection, and other necessary costs.The VAT and Tax will be deducted at source as per the government rules. Interested consultants are invited to submit their technical proposal along with a detailed CV and one page of coverletter by (timeline). The RDRS Bangladeshwill form a review committee to analyze the applications, shortlisting, and interview, select the firm/individual and execute the deed of contract.

11. Payment

The RDRS Bangladeshwill pay the cost of the study to the assigned firm subject to the completion of all deliverables and reports acceptance of RDRS Bangladesh 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 (30% of total contract value): The 1st payment will be made upon submission and acceptance of the inception report by RDRS Bangladesh.
b) 2nd Payment (30% of total contract value): The 2nd payment will be made upon submission and acceptance of the draft report by RDRS Bangladesh.
c) Final Payment (40% of total contract value): The final payment will be made upon acceptance of the final report by RDRS Bangladesh.

12. Timeframe

The study shall be conducted expectedly in three months from start of the study, and is scheduled to preferably start in the (1st January 2023). The consultant will submit the final report latest by (30th March2023). The timeline will be finalized as agreed by the consultant and RDRS Bangladesh.

13. Disclaimer

The RDRS Bangladesh reserves the right to amend the terms of reference at any time as required upon mutual discussion with the consultant. The RDRS Bangladesh reserves the right to terminate the contract at its sole discretion in case of non-compliance of the terms and conditions that will be finally agreed. The consultant will never be used this Baseline Study information for his/her own needs. If it requires, the consultant must take prior permission from the RDRS Bangladesh.