

OXFAM IN BANGLADESH
TERMS OF REFERENCES (TOR)

STUDY ON MARKET ASSESSMENT OF MILK SECTOR IN CHAR AREAS OF BANGLADESH
“RESILIENCE THROUGH ECONOMIC EMPOWERMENT, CLIMATE ADAPTATION,
LEADERSHIP AND LEARNING (REE-CALL 2021)”

1. Rational & Background:

The Resilience through Economic Empowerment, Climate Adaptation, Leadership and Learning (REE-CALL) program of Oxfam in Bangladesh has been an innovative response to the needs of climate-vulnerable communities in char, haor and coastal areas, with emphasis on economic empowerment, gender and women’s leadership, climate change adaptation, disaster risk reduction and rights and entitlement. It is being implemented in 24 Upazilas/sub-districts of 14 districts from October 2010 to June 2017. REE-CALL was selected as one of Oxfam GB’s Flagship Programs around the world. A second phase of the program, REE-CALL 2021 (Bangladesh would celebrate 50 years of her independence in 2021 and REE-CALL second phase would also end in 2021) is currently being designed with input from community stakeholders, local partners, researchers, academicians, scholars, Government policymakers and private sector actors, considering evidence from program experience and learning in the previous phase and changes in the local, regional and global contexts. The project aim of this project is **“By 2021 vulnerable women, men and institutions are more resilient to social, economic and climatic shock and stress”**. The project will be implemented by Oxfam GB through 13 national partner NGO in 13th district.

“Improving the dairy sector and sustainable energy promotion in Bangladesh through accessible commercial financing and increased market linkage” called Business Partnership Platform (BPP) .BPP is a significant components of Oxfam in Bangladesh flagship programme REECALL 2021 framework led by the private sector organization Bangladesh SME corporation Limited (BSCL) and Oxfam in Bangladesh through its five partner organization in the areas of Rangpur, Gaibandha, Niphamari, Kurigram, Jamalpur district in Bangladesh. Through this project, the partners aim to strengthen the capacity of the smallholder dairy sector and provide access to clean, sustainable energy in a large number of beneficiary households. Further, the project will establish the BSCL service delivery network allowing the partners to jointly target other northern value chains in the future. Oxfam has built the initial capacity of 3,000 mini-dairies in the target region. To achieve selfsustenance through capacity expansion and to clean energy, BSCL will facilitate formal financing from banks for these dairies through its i-SME Platform and network of partner banks. Formal financing from banks differs from microfinance and informal channels in its low cost, longer payment frequency and longer tenor. Our Project will drive large social and environmental gains. On one hand, increased milk production capacity will be a primary driver of income enhancement. Our past experience suggests that part of the increase in production will also be consumed internally – thus leading to an increase in the household calorie intake. On the other hand, installation of bio-digesters will provide access to clean energy at the household-level. This will drive a large reduction in carbon emissions by displacing firewood burning as the main source of energy for cooking and heating. Further, dung produced by existing cows of the minidairies will no longer be left to freely dissipate as methane into the atmosphere since they will be used as a bio-digester input.

2. Study objectives:

The overall purpose of the study is to assess and analyse the existing and potential market size of raw milk produced and its associated inputs and services for the sector in the project area. It will further assess the distribution mechanism of raw milk, through both formal and informal channels, to identify and address the challenges for market expansion.

Scope of the Study:

- Assess the present and potential market size (identifying the number of forward markets actors for both formal and informal markets) for the raw milk produced in the project areas for both national and local consumptions.
- Assess the raw milk production capacity of the dairy producers in the project areas and scope of enhancing the yield to cater the untapped market.
- Identify the existing input market actors and local service providers (Veterinary services, Artificial Insemination (AI), vaccination etc.) and assess their capacity to fulfil the needs of the dairy producers.
- Understanding on the capacity and effectiveness of available public support services for the efficient dairy production in the project areas.
- Identify gaps, challenges or barriers for raw milk market access, fair price and opportunities to explore new business options.
- Commercial viability of the small scale dairy enterprises in the present input and output market situation in the project location based on income/job opportunities, access to finance, linkage with market and responsible business, decision making structures etc.
- Recommendation on how to improve the raw milk market, knowledge, skills, awareness and decision making process, access to local resources and services, and action.

3. Methodology of the study:

The study should cover both qualitative and quantitative research approaches. The quantitative data collection will be undertaken by using structural questionnaire. The qualitative data will be captured from literature review, determination of sample size, , Focus Group Discussions (FGDs), Key Informant Interview (KII) etc. , .

Technical proposals with new and innovative frameworks, methods and techniques to measure market demand and supply, factors hindering formal milk marketing and financial access barrier will be given preference.

3.1 Geographic Focus of the project and local implementation partners:

Agro-ecological zone	Name of the PNGO	District	Working Upazila	Name of the working union
Char (river Island Area)	GUK	Kurigram	Rowmari & Rajibpur	Rowmari: Rowmari, Bondober, Jadurchar Rajibpur: Rajibpur Sadar, Kodalkathi
	RDRS	Rangpur	Kawnia Pirgacha	Balapara, Haragach, Shoidbagh, Tapamodhupur, Soula
	SKS	Gaibandha	Fulchari, Shaghata,	Shaghata, Holdia, Fulchari, Gozaria
	Pollisree	Nilphamari	Dimla, Nilphamari	Khogakhoribari, Purbo Chatnai, Poshchim Chatnai, Tepakhoribari, Khalisha Chachani
	Unnayan Sangha	Jamalpur	Bakshiganj & Dewanganj	Bakshiganj: Merurchar, Sadhurpara, Nelokhiea Dewanganj: Tekajani, Hativanga

4. Expected deliverables and timeframe

The required outputs of this consultancy will be as follows:

1. An inception report including work plan describing how the consultant will implement the study within the research framework and timeframe outlined by OXFAM. This work plan shall be submitted for review and approval by Oxfam two (2) days after the signature of the contract and before commencement of the study.
2. Submission of enumerator's contract to Oxfam for review.
3. Presentation on early findings to and facilitation of joint analysis with Oxfam, the project's partner organizations and other stakeholders.
4. The first draft of the report based on the feedback from the presentation of early finding, which shall be submitted within seven (7) days after the presentation. Final draft of the study report shall be submitted within 8 weeks after signing contact with raw data set and databases.
5. All raw data and analysis frameworks.

Confidentiality of information: all documents and data collected will be treated as confidential and used solely to facilitate analysis. Interviewees will not be quoted in the reports without their permission.

5. Consultancy duration

The entire period of this consultancy will be for Eight (8) weeks starting in the 1st week of May 2019.

6. Evaluation process

The selection committee will evaluate both the technical and financial proposal of the consultants/ firms based on set out evaluation criteria as follows. A cumulative weighted-scoring method will be applied to evaluate the proposal. The award of the contract will be made to the consultant/ consulting firm whose offer has been evaluated and determined as responsive/ compliant/ acceptable with reference to this TOR.

Evaluation criteria

Criteria	Weight
Technical	75
1. Expertise of the consultants/ consulting firm/ organization	
Understanding of the TOR	20
Experience in conducting similar research	20
2. Methodology	
Appropriateness of methodology in response of the indicators	20
3. Management structure and qualifications of key personnel	
Team composition	15
Financial	25
Total	100

7. Eligibility

- The applicant must be an individual or an institution holding necessary legal status to work in Bangladesh;
- The applicant needs to have enough qualified human resources, i.e. research associates, data processors etc and other necessary logistics i.e. office space, accounts and administrative assistance and stationeries (if required) to do the assignment;
- The applicant should have experiences of conducting Value Chain analysis and Market assessments. ;
- The study lead is preferable to be a business graduate and her/his research associates engaged in the assignments essentially need to have relevant academic background i.e. livestock studies veterinary or animal husbandry, agricultural studies , agribusiness ,dairy marketing etc.
- The study lead and her/his associates engaged in the assignment essentially need to have strong analytical ability in general and excellent writing, documentation and communication skills in English and Bangla languages specifically;
- The study team should be gender balanced.

How to apply

The individual/ firm must submit the following documents along with Technical & Financial Proposal (including VAT and TAX) separately:

For Consultancy Firm

- Maximum 2 page Firm profile highlighting related assignment completed with client name, contract person and contact number
- Lead Consultant's (who will lead the assignment) Maximum 2 page CV highlighting related assignment completed, role in the completed assignment
- Other Team members (who will be involved in the assignment) one paragraph short CV highlighting related assignment completed and role
- Firm's Certificate, TIN and VAT registration

For Individual Consultant

- Maximum 2-page profile highlighting related assignment completed with client name, contract person and contact number along with detailed CV
- TIN certificate and any other relevant document (if necessary)

8. The General Terms and Conditions:

- All soft and hard copy of the assignment will be treated as the property of Oxfam
- In any circumstances consultant shall have no opportunity to alter the timeline and planning of data collection and submission of first draft and final report.
- The consultant/consulting organization must maintain the standard quality in data collection, processing and reporting
- The consultant shall have the responsibility to rewrite the report, modification of sections until the satisfaction of quality required by Oxfam.
- In case of any deviation, Oxfam shall have the right to terminate the agreement at any point of the project.
- Consultant/consulting organization shall be bound to pay back the full money to Oxfam given as advance of payment in case of any deviation, dissatisfaction of quality and other point mentioned in the agreement.
- Oxfam GB will deduct withholding tax from the consultancy fees which will be in conformity with the prevailing government rates.