

Terms of Reference

Market Analysis for Youth Employment

1. Organizational Background

iDE is an international NGO with over 37 years of experience in designing and delivering market-based anti-poverty programs in 14 countries. We are a world leader in making markets work for the poor as well as the longest established market development specialist NGO in Bangladesh. iDE believes that markets can be a powerful force for improving smallholder prosperity by creating income and livelihood opportunities for poor rural households. iDE Bangladesh currently has eight projects in agricultural markets, water, sanitation and hygiene (WASH), and access to finance with a focus on women's economic empowerment and climate-smart technologies.

2. Project Background

Uddokta - empowering entrepreneurs - is a three-year (2020-2022) project co-funded by Chevron and the Swiss Agency for Development and Cooperation (SDC) and implemented by iDE. Under Chevron's Bangladesh Partnership Initiative (BPI) and SDC's COVID-19 Relief Emergency Grant, Uddokta seeks to improve income and livelihoods, and promote inclusive and non-discriminative society and employment opportunities of the poor and disadvantaged people through enterprise development and strengthening market systems in the Sylhet Division (Northeast of Bangladesh). The first objective of the project is to increase the income of 1,100 micro, small and medium enterprises (MSMEs) and 110 local cooperatives by 35% in Chevron catchment through improved access to goods, services, technology and information as well as Chevron's engagement and positive impact in the community. The second objective is to ensure 1,500 out-of-job youths who have been affected by COVID-19 (at least 30% are women) have full-time equivalent (FTE) jobs in high-growth sectors and increase their household income by 50%. Approximately 30,000 households are anticipated to benefit from increased incomes as a result of improved social and economic wellbeing including access to goods, services, and employment triggered through systemic market changes catalyzed by Uddokta. Uddokta is being implemented in 4 districts in the Sylhet division: Sylhet, Moulvibazar, Habiganj, and Sunamganj.

3. Objectives of the Assignment

The study will be designed and executed with **three** major objectives:

- To assess the labor market (especially youth and women) and the potential of the sectors/markets particularly the climate-smart sector in the project location in view of generating business and employment opportunities for the out-of-job youth population.
- To map out market actors of the climate-smart sector and the value chains that are associated with it.

- To identify the opportunities for inclusion of lead firms/private sector partners in the identified growth sectors and its potential to strengthen the markets of the selected regions.
- To identify the opportunities for linkage between existing incubator/accelerator programs (particular access to finance) and its efficacy and success rate.

4. About the Assignment

iDE is looking to hire a qualified firm to conduct a market analysis study for youth employment. The market analysis will give insight to the labor market (especially youth and women), climate-smart sector as well as identify high growth sectors/markets in the project location. The research areas where Uddokta is aiming to understand in order to employ 1,500 youths are:

i) Youth Labour Market Dynamic in Sylhet Division:

- Current landscape of labour market for youth (specially for women) in Sylhet division: age pyramid, education, minimum wage for youths, full time or part time etc.
- Potential growth sectors for youth (specially for women) employment in Sylhet division: demand- supply situations, constraints and opportunities, bottlenecks for inclusion of youth etc.
- Potential public and private sector partners for the Uddokta project for youth employment.
- Potential incubator/accelerator programs (particular access to finance).
- Flow of the local youth labor force: movements of the youth population in terms of employment.
- Current initiatives from other development projects and Government for youth employment in Sylhet

ii) Youth Employment in Climate-Smart Sector:

- Clean and Renewable Energy sector:
 - Current landscape and market in Sylhet division
 - Employment opportunities, bottlenecks and risks
 - Necessary employability skills: essential skills or personal qualities
 - Current Market Actors, Potential Private Sector Actors
 - Business models and detailed Value Chain
 - Current initiatives from other development projects and Government.
- Sustainable Waste Management (household, industrial and agricultural waste):
 - Current landscape and market in Sylhet division
 - Employment opportunities, bottlenecks and risks
 - Necessary employability skills: essential skills or personal qualities
 - Current Market Actors, Potential Private Sector Actors
 - Business models and detailed Value Chain
 - Current initiatives from other development projects and Government.
- Climate-smart activities/technologies in agriculture, agricultural mechanization, aquaculture, livestock, poultry, WASH, and Household Consumer Goods:
 - Current landscape and market in Sylhet division
 - Types of integration, opportunities and constraints
 - Products and services, private sector partners
 - Current initiatives from other development projects and Government.
- Potential green jobs/businesses for youth engagement:
 - Current landscape and market in Sylhet division
 - Green employment opportunities, bottlenecks and risk
 - Necessary employability skills: essential skills or personal qualities
 - Business Models and private sector partners for the project
 - Current initiatives from other development projects and Government.

This study will be conducted in the 4 districts of the Sylhet division; Sylhet, Sunamganj, Moulvibazar, and Habiganj.

5. Suggested Approach or Methodology

The study should include both primary and secondary data. The study will include a desk review of the secondary literature of the sector-specific documents, policies, websites, reports, national and international journals, book documents, etc. The consultancy firm/consultant will collect primary data using both qualitative and quantitative research methods such as: semi-structured interviews, key Informant Interviews (KII), focus group discussions (FGD), and observation from each level of key growth sectors and relevant stakeholders. Here, primary and secondary data analysis is equally important. Participatory tools, techniques, and methodologies will be applied in data collection and verification of the available information. The technical proposal should include the following methodology in detail:

- Literature review and review of secondary information;
- Develop study methodology and data collection plan;
- Required number of focused group discussions and interviews with Key Informants/Growth Sector actors;
- Participatory field observations, interviews, and consultations at the major market points and with relevant stakeholders to collect required information;
- Methods and tools are not necessarily limited to and can be finalized on the mutual agreement prior to commencing the study

The above-mentioned list is not limited and the consultancy firms/consultants may submit a proposal with additional methodology in line with industry standards.

6. Major responsibilities of Consultancy Firms/Consultants

The major responsibilities of the consultant or Firm are as follows:

Phase	Responsibilities
Phase-1: Inception Phase	<ul style="list-style-type: none"> ● Develop a brief report and a work plan after initial briefing with iDE ● Desk review of secondary literature ● Develop tools and Table of Content of the final report ● Arrange weekly meeting throughout the assignment period to share progress updates
Phase-2: Deep-Dive/ Field research	<ul style="list-style-type: none"> ● Conduct market analysis research (or deep-dive) and collect qualitative and quantitative information. ● Control the data quality following a data quality control protocol and ensure proper referencing system where applied ● Store all the data sources and raw data files and share with the project team time to time and with the final report as annexes ● Present initial findings to the iDE team along with a revised Table of Content of the final report
Phase-3: Reporting	<ul style="list-style-type: none"> ● Submit a draft of this report to iDE for review and feedback. The consultant should expect at least two rounds of feedback. Depending upon the quality of the report, additional rounds of review may be required ● Submit a final report, case studies, data set and other required deliverables to iDE

7. Major responsibilities of iDE

iDE will provide the consultancy firms/consultants with the necessary support to undertake and implement the assignment and execute the objective of this ToR. Such responsibilities include the following:

- a) Provide initial briefing and existing work overview;
- b) Provide relevant documents and technical support;
- c) Support to finalize the methodology of the study;
- d) Provide feedback and approve data collection tools;
- e) Provide feedback on the draft report;
- f) Approve the final report; and,
- g) Disburse payment as per the agreed schedule.

8. Key Deliverables

The consultancy firm/consultant is expected to deliver the following listed deliverables:

Deliverable	Timeline
Deliverable 1: Detailed work plan and study tools: Subsequent to signing the contract, the consultant will present iDE with a brief report demonstrating its understanding of this assignment, the proposed methodology of carrying out the assignment, a work plan with an implementation schedule, and a detailed outline of the final report. The Inception report will be reviewed by iDE, resulting in a final agreement on the strategy that guides the consultancy firms/consultants.	30 September 2021
Deliverable 2: Presentation of initial findings: The consultancy firms/ consultants will present initial findings to the iDE Team. The feedback from iDE during this session will help shape the final report, especially the areas of focus for analysis and recommendations.	21 October 2021
Deliverable 3: Draft Report and Presentation: The consultancy will prepare a draft report. The feedback from iDE will be incorporated before finalizing. Following the feedback incorporation, consultancy firms/ consultants will be responsible for presenting the draft report to the Uddokta team.	28 October 2021
Deliverable 4: Final Report: The final report will be shared with iDE for review and feedback. The consultancy firms/consultants should expect at least two rounds of feedback. Depending upon the quality of the report, additional rounds of review may be required.	11 November 2021

9. Tentative Work Schedule

Uddokta requires the assignment to be completed by 5 September 2021. The following table gives the deliverables along with the deadlines. The deadlines can be adjusted upon mutual consent. Based on unavoidable circumstances, the period for conducting the assignment might change. The consultant/firm is expected to be able to accommodate these changes without additional cost. A final detailed work schedule will be determined during the kick-off meeting.

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S.N.	Activities	Sept '21		Oct '21				Nov'21	
		W4	W5	W1	W2	W3	W4	W1	W2
1.	Contract signed								
2.	Work plan and methodology submitted and approved								
3.	Prepare, review and approve data collection tools								
4.	Data collection								
5.	Data analysis and presentation of findings								
6.	Submission of the draft report								
7.	Feedback incorporation and submission of the final report								

10. Deliverables and Schedule of Payment

The financial proposal should include expert and data enumerator's fees and expenses (including travel costs, accommodation & food expenses, etc.). The payment will be made in three installments as follows:

S.N.	Deliverables	Installment Value
1.	Inception Report comprises work-plan, tools etc.	20% of the Total Contract Value
2.	Data analysis and presentation of preliminary findings	40% of the Total Contract Value
3.	Draft Market Analysis Report and Presentation	40% of the Total Contract Value
4.	Final Market Analysis Report	

Note: Government VAT and tax regulation will be applied, and these costs must be included in the financial proposal.

The following terms and conditions will apply:

- The payment will be made through account payee cheque/ wire transfer (account name, number, type, bank name, and branch name is required for wire transfer);
- As per Government of Bangladesh VAT and tax regulation; International consultants are taxed at 15% VAT (on contract amount) and 20% tax (on contract amount +VAT); National consultants are taxed at 15% VAT and 10% tax;

- *Government VAT and tax regulation will be applied and iDE Bangladesh will deduct all relevant VAT and Tax at source as per GoB rule;*
- *VAT Registration Certificate, TIN and Trade License (if applicable) must be submitted before the agreement is signed;*
- *In case of failure to deliver the final product in due time, iDE Bangladesh will deduct .05% of the total agreement amount for each day of delay in submitting the report beyond the closing date of the agreement;*
- *The selected consultant/firm will abide by other terms and conditions of iDE Bangladesh.*

11. Proprietary Rights

Any document, information or data entrusted to or produced by iDE in connection with this assignment shall be strictly confidential and cannot be used by the contract employee for any other purpose without the written consent of iDE. This provision shall remain valid even after the completion of this assignment. iDE reserves the right to terminate this agreement at any time with the consultation of the contracted individual/firm.

12. Pre-Bid Meeting

Before the proposal submission deadline, iDE will arrange a Bid Submission Q&A Session for all the interested farms. In a single meeting, all the farms will attend and ask their questions relevant to the assignment. The call will occur in Google Meet platform and any farms can join the call following the below Google Meet link and scheduled time.

- **Zoom link:** [Pre-Bid Meeting - Uddokta Market Analysis](#) (ID: 947 0932 4985, Pass: ideuddokta)
- **Schedule of the Call:** Sep 9, 2021 | 02:30 PM Bangladesh Time

13. Guidelines for submission of the proposal

These guidelines shall ensure uniformity of proposals submitted by all applicants and transparency of the evaluation process.

a) Eligibility Criteria

Eligible applicants are research organizations with an appropriate setup (fully equipped with physical facilities and competent team members) to conduct this task. The applicant must meet the following criteria:

- The consultant or firm must have significant experience in undertaking conducting market research/ market analysis and survey/monitoring of bi-lateral and multilateral organization with report submission as a proof;
- Must demonstrate experience with market system research/study/survey/impact assessment, especially focusing on Market Systems Development (MSD) approach;
- Must have proven experience of conducting project progress tracking studies with special focus on the young male and female beneficiaries, and market-based interventions in a rural setting.

b) Evaluation Criteria

Consultant will be evaluated based on following criteria. The key factors stated below will be taken in consideration during the evaluation process:

- Previous work experience
- Methodological/technical aspects of carrying out the study
- Financial aspects (consultant fees, breakdown of activity costs etc)

c) Bid Submission

All proposals should include:

- Cover letter (maximum one page);
- Technical Proposal (maximum 5 pages) which should include:
 - Understanding of the assignment and a detailed work-plan
 - Track record of earlier similar studies (the title of study and few lines to the nature of the study, the date of the study was conducted, the name of the client). Recommendations resulting from such work may be included in the Annex.
 - Team composition and abbreviated CVs of core members of the study team
 - Description of understanding of the task at hand
 - Proposed methodology to undertake the study to fulfill the objective
 - Timeline/milestones to conduct the assessment in a Gantt Chart
- Financial Proposal (maximum one page): breakdown of cost estimates. This should include, but not be limited to accommodation and travel costs (from one district to another), food expenses, and other items needed for the consultancy. **(See Annex 1)**
- The budget must be structured as follows:
 - Personnel days with professional fees for each staff assigned
 - Support services (materials, communications, etc.)
 - Travel, Accommodation
 - VAT and TAX Person-days as per Government rules
- If applicable, please also include:
 - Company profile
 - VAT Registration Certificate
 - TIN Certificate
 - Joint Stock Company Registration Certificate
 - Trade License Certificate
- Annexes may be included for further clarification. However, for evaluation, only the main part of the proposal will be taken.

Interested firms are asked to submit their Technical and Financial Proposal to bangladesh.procurement@ideglobal.org. Please write **"Uddokta Market Analysis Consultancy"** in the subject line. The proposals should be submitted by **11.59 pm BDT on Tuesday, 14 September 2021**. We are only able to consider electronic submissions. Only shortlisted firms will be contacted and invited for a technical discussion.

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Annex 1: The Content of the financial proposal

Financial Proposal						
Name of the Organization					Date:	
Address						
SL	Items	No. of Persons	Unit(Day)	BDT per day or unit	Total Amount (BDT)	Remarks
A Remuneration						
A1	Team Leader					
A2	Study Coordinator					
A3						
A4						
Sub Total						
B Travel and Accommodation						
B1	Two-way travel					
B2	Accommodation					
B3						
B4						
Sub Total						
C Support Services						
C1	Training venue					
C2	Training food					
C3	Print and stationery					
C4						
Sub Total						
	VAT (15%)					
Grand Total						
In Words						