

# Terms of Reference

## Market Systems Technical Advisor Consultancy

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### 1. Background

iDE is an international NGO with over 35 years of experience in designing and delivering market-based anti-poverty programs in 11 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

The Women's Economic Empowerment through Strengthening Market Systems (WEESMS) programme is a five-year (2016-2021) initiative funded by the Embassy of Sweden, designed to increase women's participation in the labour market in rural and peri-urban Bangladesh, with a significant focus on reducing gender inequality in the country's entrepreneurship ecosystem. The programme is being implemented through a partnership of iDE Bangladesh and The Asia Foundation across nine districts under the Khulna and Rangpur divisions of Bangladesh. During its inception phase, the programme conducted thorough market research to narrow down its focus from over hundreds of industries to specifically the sub-sectors of home textiles and jute diversified products, and, processed and packaged foods as an entry point.

The three outcomes of the WEESMS programme are:

*Outcome 1:* Increased number of women entrepreneurs and the growth of women-oriented/ led businesses (SMEs) in target sectors

*Outcome 2:* Improved women's access to formal and informal productive employment opportunities in target sectors

*Outcome 3:* Increased retention rates of women in the labour market in target sectors

### 3. Objectives of the Assignment

iDE is looking for a short-term consultant who is a seasoned M4P (Making Markets work for the Poor) practitioner and can provide technical leadership and support to the project team in primarily three areas. The consultant will redesign the employment creation strategy using M4P principles and will also be responsible for validating the current access to finance (A2F) strategy and interventions and ensuring they are aligned with the overall strategic project outcomes. Following the validation, the consultant will play a key role in finalizing the strategic partnerships for A2F including finalizing the collaborative activities with the partner, Joint Venture Agreement (JVA) or Collaboration Agreement. The consultant will also be responsible to review the sector strategy documents and revisit the systemic changes and constraint tree for each sector, The

specific objectives of this consultancy are as follows:

1. Assist the WEESMS Project Leadership team to (re) design a smart, practical, results-oriented and logically sound employment creation strategic plan that is aligned with the WEESMS goals based upon a high-level review of appropriate project documents and in-depth discussions with key project stakeholders;
2. Review the current Access to Finance Intervention Strategy for women-led/owned and women-oriented SMEs of WEESMS and their employees and finalizing the strategic partnerships including detailing collaborative activities and develop the JVA/Collaboration Agreement.
3. Assist the WEESMS Project Leadership team to revisit the systemic changes envisioned and constraint tree for each of the sectors.
4. Review of the existing two priority Sector Strategy Documents (SSDs) for Jute Diversified Products and Home Textiles, and Processed and Packaged Foods and update to the current context.

#### 4. Key Deliverables of the Consultant

The consultant is expected to deliver the following listed deliverables:

- **Deliverable-1:** WEESMS Employment Intervention Strategy Review and Recommendations: One short, concise and analytical report (minimum of 30 pages and not exceeding 50 pages each) that synthesizes the outcomes of the meetings, review, workshops, and field visits into practical recommendations (both strategic and tactical) to (re) design the interventions. Clearly written inputs and suggestions for the WEESMS Project Leadership team to (re) design employment linkage interventions.
- **Deliverable-2:** WEESMS Access to Finance (A2F) Strategy Review and Recommendations: One short, concise and analytical report (minimum of 30 pages and not exceeding 50 pages each) that synthesizes the outcomes of the meetings, review, workshops, and field visits into practical recommendations (both strategic and tactical) to (re) design the interventions. Clearly written inputs and suggestions for the WEESMS Project Leadership team to (re) design access to finance interventions. This will also include the development of the Joint Venture Agreement/ Collaboration Agreement with the A2F partner.
- **Deliverable-3:** Systemic Changes and Constraint Tree: The consultant will prepare a report on systemic changes and constraint tree for each sector.
- **Deliverable-4** Revised Sector Strategy Document (SSDs): The consultant will prepare the revised Sector Strategy Documents (SSDs) for the current two priority sectors. The feedback from iDE will be incorporated in the final SSDs.
- **Deliverable-5** Final Presentation of the Strategies: The consultant will prepare and submit a final presentation and orient the project team on the new strategies.

## **5. Major responsibilities of the Consultant**

The consultant will work with the WEESMS project team in a collaborative manner to develop strategies and complete the assignment. The major responsibilities of the consultant are:

- Collect relevant programme documents from WEESMS, clarify ToR and prepare a work plan with a timeline;
- Desk review of critical information of the project- Inception Report, Project Document, Intervention Concept Notes, Sector Strategy Documents (SSDs), etc.;
- Submit the preliminary draft reports for discussion with the WEESMS Team;
- Incorporate valid suggestions and comments from the team to prepare final high-quality reports ;
- Present the final presentation and orient the project team on the new strategies and reports for the sign-off;
- Submit final reports to iDE- Bangladesh.

## **6. Major responsibilities of iDE**

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

- Provide initial briefing and existing work overview;
- Provide relevant documents and technical support;
- Provide relevant branding and communications support;
- Monitor regularly, and provide feedback and ensure the effectiveness of the contract; and,
- Disburse payment as per the agreed schedule

## **7. Tentative Work Schedule**

The consultant is expected to start work on or around 10 July 2019. This assignment is for a total of 30 days of work between 10 July and 30 October 2019 which includes completion of all tasks in the assignment along with the submission of the deliverables as detailed in Section 4. Based on unavoidable circumstances, the period for conducting the assignment might change. The consultant 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.

## **8. 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 completion of this assignment. iDE-B reserves the right to terminate this agreement at any time with the consultation of contracted individual.

## 9. Deliverables and Schedule of Payment

The financial proposal should include the consultant's daily consulting fee rate (including VAT and TAX). All travel to field locations (outside of Dhaka) will be covered by the project for this contract (travel expenses as per iDE's current policies). The consulting fees payment will be made in four installments as follows:

S.N.	Deliverables	Installment Value
1.	Deliverable-1: WEESMS Employment Intervention Strategy Review and Recommendations	30% of the Total Contract Value
2.	Deliverable-2: WEESMS Access to Finance Strategy Review and Recommendations	20% of the Total Contract Value
3.	Deliverable-3: Systemic Changes and Constraint Tree	30% of the Total Contract Value
4.	Deliverable-4: Revised Sector Strategy Document (SSDs)	
5	Deliverable-5: Final Presentation of the Strategies	20% of the Total Contract Value

**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 will abide by other terms and conditions of iDE Bangladesh.

## 10. Eligibility Criteria

General experience and expertise required for the consultant applying:

- Minimum of Master's degree in Development Studies, Economics, or other relevant specialties;
- Demonstrable experience of at least 7 years in market systems development (MSD/ M4P);
- Strong capacity in strategic planning and prior experience in intervention design for large-scale MSD/ M4P projects;
- Strong understanding of private sector-led approaches in intervention design;
- Detailed understanding of the role of value chains and SMEs particularly in the rural context;
- Excellent verbal and written English communication skills;
- Ability to work with the context of the existing traditional skills and resources of the community, developing strong links to traditional and cultural aspects of the community;
- Experience in working with projects that aim to empower women / close the gender gap in the economy. Strong understanding of women's economic empowerment principles is desirable.

## 11. Bid Submission

All proposals should include:

- **Cover letter (maximum one page);**
- **Technical Proposal (maximum 3-4 pages)** which should include:
  - o Understanding of the assignment;
  - o Relevant experience of the consultant and;
  - o Resume/CV of the consultant (maximum two pages with reference to the required eligibility criteria above)
- **Financial Proposal (maximum one-page):** breakdown of cost estimates for services rendered which includes daily consultancy fees and include applicable TAX and VAT.

Interested and qualified consultants are asked to submit the estimates for Technical and Financial Proposal to [bangladesh.procurement@ideglobal.org](mailto:bangladesh.procurement@ideglobal.org). Please write "**Market Systems Technical Advisor**" in the subject line. The proposals should be submitted by **5 pm BST on Saturday 29 June 2019**. We are only able to consider electronic submissions. Only shortlisted consultant will be contacted and invited for a technical discussion.

**Deadline:** June 29, 2019 COB (5 pm BST)