



International Organization for Migration (IOM)

The UN Migration Agency

Poverty Reduction through e-Commerce Platform in Remote Rural Community

Terms of Reference

For

Improving local capacity in producing organic products and managing seed fund of the entrepreneurs

1. Background:

IOM, Korea Telecom (KT) and the Government of Bangladesh (GoB) are jointly implementing a “Digital Island” project in Moheshkhali to enhance public services on the island, including education, health care, public safety, and access to information, by installing high speed internet under KT’s Creative Shared Value (CSV) strategy. The project enjoys strong support from the ICT Ministry of GoB along with various private and government stakeholders. The Digital Island project was officially launched via a video link in Korea and Bangladesh on 27 April 2017, after one and half years of project preparation and infrastructure installation.

Moheshkhali Island has a total population of 321,218 and an average literacy rate amongst the population of 30 percent, which is well below the national average of around 50 percent. On the Island, 62% of the total population are living under the poverty line and most of the people highly depend on agriculture and the fisheries sector for their livelihoods. Due to its geographical remoteness, one of the main obstacles for economic growth for the community is the poor infrastructure and lack of market accessibility. Furthermore, the conservative social environment limits women’s engagement in social and economic activities. Although the participation of women in economic activities is slowly increasing, the limited educational and vocational training opportunities for women is leaving them behind.

The main agriculture products on the island are cash crops and plant food are hardly cover the entire island due to salinity intrusion as a result of the rising sea level. Therefore, the community has adapted alternative ways to generate income, including betel leaf, fish, dry fish, and salt. However, farmers/producers do not have proper information on the price retail shops sell to customers in main cities, sales channels or the wholesale/retail process. Many of the farmers depend on middlemen for access to markets, without their own information on the retail prices, and thus, often underprice themselves.

This project aims to alleviate poverty through increasing the price the producers can hope to get for their crops and increasing inclusive business opportunities for a vulnerable population in remote areas through an innovative E-commerce business model based on Information and Communications Technology (ICT) infrastructure, and high-speed internet.

The project engaged one e-commerce platform provider, Amar Desh Amar Gram, to facilitate e-commerce channel to sale Moheshkhali products.

Moreover, the project already developed a Marketing Strategy to sale Moheshkhali based products. The project is promoting organic cultivation among the community farmers so that the supply of good quality products can be ensured in the e-commerce platform. To this end, the project is planning to partnering with implementing partner to improve the local capacity in producing organic products and to distribute, manage and monitor the utilization of the seed fund among the selected entrepreneurs.

2. The scope of Work:

To achieve this, IOM will create partnership with an implementing partner who has a strong presence in the Moheshkhali island and will be responsible for implementing various activity such as 1) capacity development for farmers to produce hygienic and organic products, 2) installation of dried fish processing net and distributing organic product processing kits among the farmers 3) managing the seed fund to be distributed among the 11 selected entrepreneurs under the project. The implementing partner will further responsible to prepare training content, organize training, workshop and meetings in consultation with IOM project team.

a) Administrative:

The implementing partner will appoint adequate and necessary numbers of programme staff for the Moheshkhali island, and the number shall be subjected to IOM's prior approval. In addition, the partner will identify key resource persons to provide trainings on organic way of processing dry fish for the selected fishermen group.

b) Programmatic:

Under the following Outputs, the implementing partner will carry out the following programmatic activities:

3. Responsibilities of Implementing Partner:

Planning and Implementation (concrete deliverables are listed below)

- 3.1 *Submit implementation plan in line with the approved proposal of IOM project, including:*
 - 3.1.1: *detailed breakdown of the activities and approaches.*
 - 3.1.2: *detailed methodology and approaches on the management of seed fund.*
 - 3.1.3: *detailed breakdown of the location and timeline of each activity, including the responsible member of implementing partner who in charge of the activity, and overall management and implementation structure.*
- 3.2 *Organize two separate orientation sessions with selected fishermen (number will be confirmed later but around 30- 40 in each orientation) to make them understand on the benefits of using healthy organic dry fish processing kits (dryer and net) and buy-in their interest to create ownership to adopt the organic process.*
- 3.3 *Hire and engage an quality control expert who will be based in e-business center in Moheshkhali to validate the quality of various products such as dried fish, sea fish and other agriculture products before processing for packaging and selling through online. Also, the consultant is expected to develop and deliver the trainings on using less preservatives and pesticides for betel leaf, live fish and salt for producers. The Terms of Reference of the consultant has to be agreed and approved by IOM.*

- 3.4 Organize 10 training sessions (3 per month) for the selected beneficiaries on healthy and organic production of cash crops of Moheshkhali including organic dried fish processing, using fish net (macha) and fish drier, packaging and how to sell their products through e-commerce platform., Ensure 20 participants for each training session. Prepare post and pre-assessment test questionnaires and conduct proper evaluation of the training by the participants. This result has to be reflected into the monthly and final report.
- 3.5 Organize and demonstrate learning video documentary or visualized materials on the healthy and organic way of dry fish processing for a better understanding among the selected farmers.
- 3.6 Identify 4 to 6 key locations in Moheshkhali Island in consultation with dried fish producers and relevant local authorities for installing dry fish processing net.
- 3.7 Procure the most appropriate fish drier and fish net for the installation and monitor to ensure its proper utilization by the beneficiary group.
- 3.8 Support the selected 11 entrepreneurs by distributing seed fund to buy and stock products to run both offline and online business and closely monitor the fund utilization and protect the fund from any sorts of misused by the entrepreneurs.
- 3.9 Prepare and disseminate promotional materials through the training sessions and video documentary.
- 3.10 Provide support to IOM to collect monthly beneficiary income tracking data during the activity implementation period.
- 3.11 Formulate Committee or Unions lead by community members to make decisions on usage and maintenance of dry fish processing nets such as selecting locations, use rules and cycle.
- 3.12 Prepare a sustainability plan in consultation with IOM on the management of seed fund and organic fish processing facility to be sustained beyond the project period.
- 3.13 Coordinate and maintain close relations with other IOM partner organizations of this project regarding the implementation process of project activities.

Monitoring and Evaluation

- 3.14 Share the regular field monitoring plan to monitor effectiveness of organic dried fish processing facilities such as fish drier, fish net.
- 3.15 Monitor the utilization of seed fund to be distributed among the 11 selected entrepreneurs.
- 3.16 Record monthly sale report to be able to track the income changes of entrepreneurs and beneficiaries.

Reporting

- 3.17 Submit monthly activity reports to IOM by the end of each month, no later than the 7th day of the next month
- 3.18 Prepare details report on sustainability plan.
- 3.19 Prepare a descriptive final completion report on the project results, activities, objectives, follow-up and recommendations.

Financial Report

- 3.20 Execute the budget based on donor requirement as attached Annex 1. and submit all the relevant evidence documents supporting budget expenditures. IOM and KOICA (donor) may ask Implementing Partner to submit appropriate supplementing documents in case expenditures do

not match with donor financial guideline. These financial documents are requested to submit in each instalment to be reviewed by IOM.

Inputs from IOM

- 4.1 Allocate funds in installment for performing the project activities.
- 4.2 Monitor progress of the program and provide supportive supervision to NGO for effective implementation of the project activities.
- 4.3 Provide technical assistance to ensure quality on overall implementation process.
- 4.4 Necessary coordination with other IOM partners for smooth intervention.

5 Expected outputs/results from the tasks of Implementing Partner

- 5.1. Produced 4 Learning videos (no.of videos will be decided once partnership is made) for demonstrating the methods of healthy and organic dry fish processing, using elevated fish net platform/fish drier etc.
- 5.2 A total of 50 dry fish producers (no.of producers will be decided once partnership is made) are provided with extensive and series training on healthy and organic dry fish processing, packaging, and its overall supply chain. At least 30 producers are expected to adapt the organic production.
- 5.3 A total of 11 selected entrepreneurs are provided with the seed fund to buy and stock products from the producers and sell it through e-commerce platform. Project aims to generate the monthly income of each entrepreneur, who will avail the facility of the seed fund, should be BDT 20,000.
- 5.4 Successfully installed minimum 4 fish driers and distribute 35 dry fish net (no.of facilities will be decided once partnership is made) among the producers. It is expected that the facility will be fully utilized by the beneficiary group.

6. Deliverables:

SL	Activities	Unit	Total Quantity	No of Participants	June	July	August
1	Organize two orientation meetings with the producers	Workshop/ Meeting	2	50 ¹	X		
2	Organize a series of training sessions on dry fish processing, organic method, packaging and e-commerce platform	Persons	10	20 ²	X		
3	Develop 4 awareness and learning video documentary	Videos	4		X	X	
4	Development of training module	Module	1		X		
5	Distribute and monitor seed fund among the 11 selected entrepreneurs	Persons	11	11	X	X	X
6	Hire and engage quality control expert	person	1		X	X	X

¹ Selected producers and entrepreneurs will be the target participants.

² Per training.

7	Site selection and Installation of fish driers and net in Moheshkhali Island	Pcs	4				X
8	Distribution of organic dried fish processing net	Pcs	35				X
9	Learning and awareness Video show	Video show	10	200 ³		X	X
10	Development of sustainability plan	Report	1				
11	Monthly Report				X	X	X
12	Final Report						

7. Timeline:

The timeframe for this project is four months in total (1 June to 31 August 2019), the actual timeframe is subject to starting date of the activity.

8. Mode of Payment:

The 1st installment of the payment will be due after signing the contract agreement. The 2nd installment of the contract will be due by 15 of July 2019 upon completion of the deliverables (1-6) mentioned in article 6. The 3rd and final installment will be due by the 7 September 2019 subjected to the completion of deliverables (7-12) mentioned in article 6.

Each partial payment will be made through account bank transfer upon receiving each corresponding deliverable with an invoice. Any VAT/TAX incurred from this assignment must be deducted at source as per government rule and Policy.

9. Eligibility Criteria:

The following eligibility criteria to be used for selecting the potential proposals:

- Must have minimum of 3 years of overall experience in the field of dried fish processing and seed fund management in S&M enterprise model.
- Business Licenses – Registration Papers, Tax Payment Certification, etc.
- NGO bureau registration.

10. Application Process:

- A detailed proposal based on the ToR provided that includes a clear description of the intended scope and methods to be used, work plan, potential risks, M&E plan and a detailed timeline;
- Detailed budget for the assignment which must be inclusive of VAT.
- Description of the tendering party highlighting relevant experience in undertaking similar studies;
- Assign dedicated and experienced staff for the proposed activity.

³ 20+ participants (dry fish producers/ entrepreneurs) for each show in 4 locations covering all unions.

11. Apply instruction:

Interested Bidders are invited to submit documents stated below by **16th May 2019** through e-mail to faahmed@iom.int and CC: nafza@iom.int; mentioning the ***CE/CXB-829/2019/010: Improving local capacity in producing organic products and managing seed fund of the entrepreneurs*** in the subject line.

Please keep the attachment size under **9MB**.

Or, you may submit directly hard copy of your proposal at IOM, Country Office, House# 13/A, Road# 136, Gulshan-1, Dhaka by mentioning ***CE/CXB-829/2019/010: Improving local capacity in producing organic products and managing seed fund of the entrepreneurs*** on the top of the sealed envelope.

For any queries please write to schae@iom.int

12. General Terms and Conditions:

- IOM reserves the right to accept or reject any proposal without giving any verbal and/or written rationale.
- All reports and documents prepared during the assignment will be treated as IOM Project's property.
- The reports/documents or any part, therefore, cannot be sold, used and reproduced in any manner without the prior written approval of IOM.