

Terms of Reference:

To assess the supply side market feasibility of Women Community Shop (WCS) in light of sustainability, profitability, self-governance & management and private sector engagement of “Empowering Women’s CSO to Ensure Good Governance (WEE)” project

Introduction:

Project Name	Empowering Women’s CSOs to Ensure Good Governance (WEE)” Project
Project Location	Faridpur Sadar, Bhanga and Boalmari at Faridpur district, Manirampur, Jashore Sadar and Jhikorgacha at Jashore district, Dacope at Khulna District, Baliadangi at Thakurgaon district and Panchagarh Sadar at Panchagarh district
Project duration	42 months from 02 February 2021 to 31 July 2024
Co-Donor	European Union
Implementing agency and partners	Led by Traidcraft Exchange and co-implemented by Ulashi Sreejoni Sangha (USS) and Bikash Bangladesh

Empowering Women’s CSOs to Ensure Good Governance (WEE) Project” is led by Traidcraft Exchange and coimplemented by Ulashi Sreejoni Sangha (USS) and Bikash Bangladesh. The project is underway in 09 sub-district Faridpur Sadar, Bhanga and Boalmari under Faridpur district, Manirampur, Jashore Sadar and Jhikorgacha under Jashore district, Dacope under Khulna District, Baliadangi under Thakurgaon district and Panchagarh Sadar under Panchagarh district. The European Union is providing financial support with an aim to build capacity of women’s grassroots CSOs to contribute to the advancement of gender equality, women's empowerment and participation of marginalised women in local governance. Targeted women in the project areas’ are suffering from poverty despite long hours of work, both as agricultural producers and labourers and as the primary caregivers in their households. The project is implementing in rural areas of 5 districts where poverty is high: Faridpur, Jessore and Khulna in the south, Panchagarh and Thakurgaon in the north. Faridpur, Jessore and Khulna report extreme poverty rates above the national average: 20%, 18%, 21% respectively (World Bank 2016). Whilst rates of extreme poverty are lower in Panchagarh and Thakurgaon (12% & 14%), these rates still represent over 300,000 extremely poor individuals and livelihoods are more volatile because of the heavy reliance on agriculture and therefore increased susceptibility to climate patterns.

The project therefore is working along four core strategies. Firstly, strengthening women CSOs as independent, well-governed and financially sustainable institutions. Secondly, seeking to improve local democratic governance by cultivating an enabling environment that supports the inclusion of representative women’s organisations on key decision-making fora. Thirdly, acknowledging the centrality of the family unit to rural life and working constructively with this institution as the nucleus within which gender roles are cultivated and then propagated in wider society. Fourthly, by ensuring women’s economic rights and access to decent work in the informal and formal sectors, thus promoting inclusive development. The project target 15,000 rural women and their 61,650.

Family members in 9 Upazilas across the 5 target districts. The project is also working with 540 local government officials working in target communities to help them increase knowledge and commitment towards empowering women CSOs.

Organizational overview:

Traidcraft Exchange is a British Charity have been working in Bangladesh since 2005. Traidcraft Exchange bring people together, to fight injustice in trade. Over the last 16 years, Traidcraft has worked directly with over 28,000 vulnerable and socially excluded rural households: developing democratically-run village-based groups and associations and nurturing their links to duty-bearers and private sector players. Traidcraft Exchange exists to do two things:

- To support people to harness the benefits of trade
- To fight against injustice in global trade

Ulashi Sreejony Sangha (USS) is a non-profit, non-partisan, non-governmental voluntary organization and started its activities from 10th January 1984. It has decades of experience in managing socioeconomic projects and have experience working with marginalised communities in the target districts focusing on gender discrimination and women empowerment.

Bikash Bangladesh is a Bangladeshi NGO working with poor communities (especially women) in Panchagarh. Bikash brings the experience, capacity and infrastructure to implement this project through staff based in target areas in the North and support from their head office in Panchagarh. Bikash is one of the few organisations in the target areas to do this type of work with vulnerable people and communities and other relevant stakeholders in such an efficient and cost-effective way

Purpose:

The purpose of this TOR is to call proposals/EOI from competent consultants to measure the capacity of the grassroot CBOs of WEE project in setting up, own, and manage Women Community Stores (WCS) and explore private sector engagement to ensure operability and sustainability of the WCS.

Scope of Assignment:

- **Private Sector Engagement:**
 - Identify potential private sector companies (e.g. FMCG, Consumer Electronics, Fashion Accessories, Household Commodities, etc.) that can have potential relationship (directly or through their distributors/dealers) with the WCS in the interest of expansion of their market share in the rural areas and in the bottom-of-the-pyramid (BoP) market
 - Gather insights on their current business modus operandi in rural areas and modify research model to incorporate their remarks as per their requirement onto the feasibility analysis.
 - Obtain their Insights on conversion from unhygienic substitutes to local and multinational corporations' renowned brands.
 - Assess their views in terms of considering WCS as last mile shop and run by women led cooperatives, private sector led suggestions for listing products & services to optimize its product basket,
 - Analyze sustainability practices for all present and non-present organizations in the round table discussion and present TX's alignment with their plans.
- **General Guideline & Go to Model on Partnership Approach to Private Sector:**
 - Understand and identification of current CSR partnership organizations, ongoing projects and their impact and execution model.

- Develop a strategy for inclusion of private sector as a CSR or Value Chain Finance partner for establishment, operation and sustenance of the WCSs.
- **Training Needs Assessment of WCS:**
 - With the support of Traidcraft Bangladesh management and WEE project staff, identify a group of potential CBOs that have the willingness, interest and financial capacity (e.g. group savings) to initiate a group business in the form of WCS
 - Identify the capacity of the members of the selected CBOs in establishment, management and operation of the WCS through a Training Needs Assessment (TNA). The TNA may include the following:
 - Financial capacity of the CBOs
 - Capacity to recruit and manage staff for the WCS
 - Capacity to identify and manage the legal and administrative issues for setting up the WCS
 - Financial literacy and accounting/financial management skills
 - Communication skills to negotiate and interact with private sector actors
 - Other relevant capacities for operation and management of the WCS
- **Training of WEE CBO members** on the issues identified in the TNA. The training should be different for different group of people associated with the WCS, e.g. shareholders, shop managers, floor workers, communication people, marketing staff, sales staff, etc.
- **Develop business models** customised to cater the ability and need of the CBOs in operating WCS. There can be five/six alternative versions of the models and the consultant have to explicitly mention regarding which model would fit the CBOs of a particular area or profile.
- **Technical Backstopping for Partner NGOs for setting up the WCS:** Develop appropriate manuals and SOPs for management of the WCS, getting licenses from appropriate authorities, developing manuals for financial management and audit, developing profit-loss statement template, and other template for accounting and financial management.

Duration of the assignment and Timescale:

The assignment should be completed during June to December 2022. There is a tight timeframe for the assignment and the consultant would need to work around the following major tasks.

Activity	Deadlines
Closing date for receipt of proposals	26 May 2022
Hiring consultant/firm (TX office call may on a meeting) and complete contracting formalities	02 June 2022
Identified private companies, their commitments, and a strategy to partner them with the WCS	17 July 2022
A TNA report with specific areas for which training of the WEE CBO members are required	31 July 2022
Training manuals for capacity development of the CBO members	17 August 2022
Training completion report	31 October 2022
Report on business model for the WCS	15 November 2022
Project completion report	30 November 2022

Deliverables:

The consultant/firm/agency is expected to produce the following deliverables:

- An inception report
- A supply side assessment report with identified private companies, their commitments, and a strategy to partner them with the WCS
- A TNA report with specific areas for which training of the WEE CBO members are required
- Training manuals for capacity development of the CBO members
- Training completion report
- Report on business model for the WCS
- Project completion report

Coordination:

The assignment will run in parallel to a demand side assessment of WCS under the same project. The consultants of both these assessments need to coordinate, and in relevant cases, collaborate to effectively deliver respective deliverables. Traidcraft Bangladesh office will support in such coordination.

Consultant/Organization requirements:

Consultant/Organization needs to have the following competences:

- Professional experience on similar assignment and program,
- Understand Rural market and informal economy context to develop Women Entrepreneurship, Cooperative Business and Management
- Professional experience and capacity on Private Sector Engagement, Inclusive Business development and FMCG Supply Chain Management
- Have proper understanding on Cooperative Governance and CSO
- Have skilled and experienced team for market assessment and training conduction,
- Capacity to mentor WCS for their business development
- Ability to meet deadlines

Budget and Mode of payment:

The consultant should develop and propose a competitive budget for completing the tasks as outlined in this ToR. Any tax/VAT arising from this assignment will be deducted at source. The disbursement will be made as per following schedule:

- 30% upon submission of the inception report
- 30% upon submission of the TNA report and training modules
- 20% upon completion of the trainings
- 20% upon submission of all remaining deliverables

The payment would be made in crossed cheque by the name of the consultant.

Application Process:

If you are interested in applying for this contract, please submit a written Expression of Interest (EOI) including the following:

- Technical proposal
- Financial proposal
- Two references

The Expression of Interest should be sent to:

TX_Bangladesh@traidcraft.org with cc to Nabila.Nusrat@traidcraft.org with the subject line **“Supply Side Market Assessment of Women Community Store (WCS) of WEE project”**. Shortlisted applicants will be invited for an interview. Interested agency/firm/ individuals are requested to submit their Expression of Interest (EOI) electronically on or before 26 May 2022.