

Terms of Reference:

To assess the Demand 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 conduct a market feasibility assessment in setting up WCS in selected rural areas by the CBO members of WEE project

Scope of Assignment:

- **Select suitable geographical locations** for setting up WCS as per local trade needs.
- **Conduct a consumer survey** to identify the consumption behaviour of the rural consumers in the selected areas. The analysis may include the purchase behaviour of the rural consumers, their ability, preference in purchase, particulars about purchase decision and previous trends and future projections in procurement of different household commodities.
- **Conduct a competitor analysis** in the selected areas for identification of potential competitors of the WCS in present and near future situation and development of a profile for them so that appropriate strategy could be adopted for the promotion of the WCS.
- **Support in development of 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.
- **Prepare a 3D Architectural design of Model shops** including all specification for development of WCS
 - Understanding optimum size and shape for shop
 - Shelf and Product placement and maximize space utilization
 - Understand rural context and available material to build model shop
 - Establish WCS Brand recognition through the model
 - Ensure traditional and creative design concept for shop design

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
Finalize tools for CSO assessment, Market feasibility assessment and suitable geographic location selection for 100 WCS	30 June 2022
Conduct field assessment (1 st round) and share findings	31 July 2022
Conduct field assessment (2 nd round) and share findings	17 August 2022
Draft Report on market assessment, geographic mapping of 100 WCS, evaluation of 500 WCS along with list of recommended 100 potential business owners	29 September 2022
3D Model shop design of WCS	29 October 2022
Final Report	15 November 2022

Deliverables:

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

- An inception report
- A report on consumer profile in the selected locations
- A report on the competitor profile in the selected locations
- Alternative shop designs with architectural drawings
- Project completion report

Coordination:

The assignment will run in parallel to a supply 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. Coordination is particularly required in development of the business models for the shops. 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 market assessment, geographic mapping of 100 WCS, evaluation of 500 WCS along with list of recommended 100 potential business owners
- 20% upon completion of the 3D Model shop design of WCS
- 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 **“Demand 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.