**Terms of reference (ToR) for**

**Market Assessment and Agriculture Value Chain Analysis**

**USAID’s Youth Empowerment for Social Cohesion (YESC) in Cox’s Bazar**

## About VSO

Voluntary Service Overseas (VSO) is a not-for-profit international development organization delivering high impact development programs in 24 countries in Africa, Asia, and the Pacific. For over 60 years, VSO has provided technical assistance in education, health, livelihoods to host country governments, communities, and local nongovernmental organizations through a network of global staff and highly skilled specialized volunteers in over 90 countries. Our unique relational volunteering model provides the essential pre-conditions for systemic and sustainable change by fostering trust to create equitable, resilient and inclusive locally driven solutions. VSO’s approach promotes different relationship dynamics between volunteers and partners that empower the poorest and most marginalized people to actively lead in their own development.

VSO has been working in Bangladesh since 1974 to ensure that marginalized women and men in some of the poorest districts can participate in, contribute to, and benefit from the country’s economic and social development.

## Background

Cox’s Bazaar in Bangladesh is facing a major humanitarian crisis following the influx of people

of the Rohingya community after their mass exodus from Myanmar in August 2017. Recent

studies have shown that tension between the host community and Rohingya population in Cox’s

Bazar is increasing. Key drivers of tension identified includes a perception that all support given

by international agencies is going to the refugee population, the reduction of agricultural and

fishing opportunities, an increase in resource prices, greater competition for jobs, particularly

low paid laboring work, and the pressure put on government services by the substantial increase

in the population in the area.

Recent assessment reports emphasize that the stress resulting from such a huge influx has created additional need for focus on the host communities. This project, therefore, aims at addressing the drivers of conflict with an integrated, multi-sector approach to addressing concerns of tension and social cohesion in the host community. The multi-sectoral approach offers a different modality to many interventions, ensuring a holistic response to the multi- faceted drivers of conflict and social cohesion.

The YESC project aligns with USAID’s policy on private sector engagement and supports the journey to self-reliance through engaging local private sector actors to work with community governance structures to ensure equitable access to the agricultural value chain. Overall, the project aligns with USAID’s Policy on Youth; which will be a key guiding instrument to ensure meaningful participation of youth in decision making process and enhancing social inclusion and cohesion in their communities.

## Theory of Change

The theory behind the project is that IF USAID YESC can address some of the underlying causes of the tension, through engaging marginal groups such as youth including EMGs in community governance, ensure family units are not breaking down, and creating access to services and livelihoods, THEN feelings of resentment will be reduced, community cohesion and resilience will be increased, and ultimately that will reduce the risks for conflict.

AND IF we can engage local businesses and government to ensure communities are able to access the value chain AND IF we can ensure that individual families-particularly the most vulnerable such as EMGs, are able to become self-reliant and access rights and services, THEN this will help improve the community’s resilience. By building self-esteem and confidence and linking youth, women and EMGs to the work in the other results, we will be able to ensure these groups engage in advocacy and citizen dialogue with community leaders leading to their active participation in community governance. Once participating in community governance, the skills the youth, women and EMGs have developed in conflict mitigation will contribute to reducing of tension within the community.

In order to progress through USAID YESC’s theory of change, USAID YESC activities will be structured around following objective:

**Objective:** Host communities affected by Rohingya crisis in Cox’s Bazar have their lives protected and peace, dignity, good health, opportunity and prosperity fostered.

**Impact**: Reduced risk of conflict and increased social cohesion in the communities of Raja Palong and Rotna Palong unions in Ukhia, Cox’s Bazar.

For the objective, one or more Intermediate Results (IRs) and Sub-Intermediate Results (Sub-IRs) define key activities are mentioned below:

* **IR 1. Improved meaningful participation of youth including women in community level decision making processes;**
* Sub-IR 1.1. Youth clubs formed and capacitated to address issues of social conflict and contribute towards enhanced social cohesion;
* Sub-IR 1.2. Youth are engaged in sports and cultural activities for enhanced social inclusion and cohesion;
* Sub-IR 1.3. Community changemakers including youth, Faith based leaders, elected representatives, civil society members are engaged as leaders in community governance;
* **IR 2: Increased family stability and resilience competencies for vulnerable and marginalized groups, especially early married girls;**
* Sub-IR 2.1. Early Married Girl (EMG) groups, spouse forum and family club formed to support EMGs;
* Sub-IR 2.2. EMGs linked to public and private sector livelihood opportunities and other services in the community;
* **IR 3: Improved access of vulnerable and marginalized community members to agricultural value chains through engagement with the private sector and government authorities;**
* Sub-IR 3.1. Self-selected and self- organized farmers’ (G&D inclusive) group formed, trained and capacitated on Good Agriculture Practice (GAP);
* Sub-IR 3.2. Strengthened capacity of entrepreneurs and outlet owners to provide inputs and market linkage support to farmers, especially women;
* Sub-IR 3.3. Entrepreneurship developed for youth and women.

## Why Value Chain

The intervention of this project will enable community engagement at three different level: at the community level, at the family level and at the private sector level. The project will ensure private level community engagement through ensuring poor and marginalized subsistence farmers and fishermen, especially women are able to access the agricultural value chain through working with the private sector and government authorities; thereby enhancing their livelihood opportunities and economic stability. This result will be achieved through Self-selected and self-organized farmers’ group formed, trained and capacitated on Good Agriculture Practice (GAP), Strengthened capacity of entrepreneurs and outlet owners to provide inputs and market linkage support and Business/Entrepreneurship developed in the community, ensuring inclusion of women in agriculture initiatives.

## The Scope of the Study

The YESC project will develop agri-based value chain having the objectives mentioned above in the area of crop, horticulture, livestock and fish culture. In order to develop prospective value chain, both input and output market and relevant stakeholders will be analyzed. As for example, the input market stakeholders are seed, fertilizer, pesticides, feed and medicine companies while the output market stakeholders will be local level collector, traders, large buyers, hotel and restaurants.

In addition to that intervention wise technical supports will be provided by GOB and private sector-based experts. GOB also provided policy and regulatory support as essential. Despite, YESC will work with community-based women, men and youths, the extent of value chain actors will be ranging from community(para) to district level as appropriate. Focus Group Discussion (FGD), questionnaire survey and other appropriate tools will be used for data collection. The total samples will be statistically significant. The collected data will be processed, analyzed and final report will be prepared accordingly. The geographical locations of YESC project are 2 unions of Ukhia, Cox's Bazar. These unions are Rajapalong and Ratnapalong.

1. **Specific Objectives of this Study**

The specific objectives of this market assessment and value chain analysis are:

* To Improve efficiencies in production and marketing and thereby ensuring profitability for all the value chain actors in agricultural value chain.
* To analyse the existing value chain and find out potential bottlenecks at different stages of production and marketing by the vulnerable and marginalized community members (women and early married girls) in agricultural value chain.
* To analyse the access of vulnerable and marginalized community members (women and early married girls) to agricultural value chains, such as producer, wage earner and entrepreneurs. Identify opportunities to manage risk and promote social inclusivity and equity under different agricultural products, market actors and agriculture value chains.
* Determine and analyze the current (real and perceived) issues of social inclusivity and equity in the vulnerable communities (women, youth, early married girls, small and landless farmers) under agriculture value chains
* To identify the potential socio economic and environmental impact on selected agricultural value chain.
* To build effective linkages with the GOB and private sector enterprises based on gaps found for its further improvement.
* To analyse the immersing possibilities where youths can have better access and skills for prospective business. Example- mobile and internet skills to share market information.
* To analyse and find out possible roots where YESC can develop better linkages between youth people of host and Rohingya communities.
* To generate findings and recommendations on the likelihoods of other possibilities for future action and continuation of YESC initiative.
1. **Methodology**

The value chain describes the full range of activities which are required to bring a product or service from conception, through the different phases of production and delivery to final consumers. Value-chain analysis looks at every step a business goes through, from raw materials to the eventual end-user. The goal is to deliver maximum value for the least possible total cost. Market chain analysis aims to provide information on profitability for the various agents along the market chain.

Keeping the above in view the following methodological approaches for the value chain study were the followed:

* Studying project documents related to the study
* Key Informant Interview (KII)
* Interviewing YESC project consortium members and primary producers
* Interviewing value chain actors
* Field visits and Observations
1. **Covid-19 Pandemic:**

It is expected that the organization will maintain the social distancing and other health advices while conducting this research during this pandemic. Interested organizations will assess the situation and will submit their proposal accordingly reflecting these health measures.

1. **Timeline and locations:**

The duration of this assignment is one (1) month and it will take place in Ukhia, Cox’s Bazar.

1. **Contract and reporting**

The Consultant will be contracted through VSO. The Office space, equipment and other logistical arrangements will not be provided to the Consultant during the period of work from home but will be provided during missions in Cox’s bazar. The Consultant will report to the Technical Lead-Agri based Value Chain Expert of YESC.

1. **Ethics:**

The study will be intentional to ensure ethics and data protection. Therefore, consent will be taken for data collected and use of data. Later once a participant/group representative signed the document, only then enumerator/relevant persons will start the interview/discussion process.

## Expected outputs:

An inception and final report will be developed and need to be submitted based on the following guidelines:

|  |  |
| --- | --- |
| Typical project milestones /outputs for deliverables | Deadlines |
| Inception Report* Overall and specific objectives of the study
* Activities implemented during inception phase
* Proposed approach and methodology
* Organization and management of the study
 | **Within 1 Week of starting the assignment** |
| Final Report* Executive Summary (short, succinct summary of the report)
* Introduction and brief summary of the study
* Scope and purpose of the research
* Detail methodology
* Findings (Detail analysis, table, graph, relational model etc.)
* Recommendations and way forward
* Conclusion
* Annexes, photographs (questionnaires)
 | **Within 4 weeks of starting the assignment** |

## Further use of study:

Findings of the study will be shared with primary actors, donors, partners, and all relevant key stakeholders.

## Expertise required

The proposed consultant should include the technical expertise and practical experience required to deliver the scope of work and research outputs with regards to:

* The Consultancy team must be multidisciplinary (one of the key consultants should have Agribusiness background). The other core team members should have Master degree in Agricultural Economics or Agricultural Development or Social Science especially in Economics, Development Economics.
* More than ten (10) years of experience in the fields of agriculture and rural development and enterprise development
* Proven experience of effective interaction with local and national institutions, government departments, and business service providers
* Experience of value chain analysis in Cox’s Bazar is preferred
* Familiarity with current business models and practice around the agricultural sub-sector.
* Proven record of programme or project development experience
* Through knowledge of the geographical areas of the study
* Excellent written and oral English

## Proposal Submission and Selection Process

Interested consultant(s) should e-mail technical proposal and financial proposal (professional fees and estimated direct costs) to the following e-mail address by **5:00 pm** of **22 October 2020**

Mahjabeen.iqbal@vsoint.org with copy to

Abu.Elias@vsoint.org

The proposal should be a maximum of 10 pages (excluding Annex) and should include the following:

* Understanding of the study; Detailed approach and methodology; Work plan, team formation and information about previous similar work experience in last five (5) years
* Approach and Methodology including understanding of the study
* Team formation and Qualification of Proposed Key Expert(s)
* Relevant track record
* Work Plan
* Personnel schedule
* Covid-19 health measures
* Detailed costing for the study
* CV’s of the proposed team should be included as an annex to the proposal.

The consulting/research organization will be selected based on the following points allocation:

|  |  |
| --- | --- |
| Criteria | Points |
| Understanding of the study | 10 |
| Approach and methodology | 30 |
| Qualifications of the proposed team | 40 |
| Detailed costing for the study | 20 (The lowest evaluated Financial Proposal (Fm) is given the maximum financial score (Sf) of 20. The formula for determining the financial scores (Sf) of all other Proposals is calculated as follows: Sf = 20 x Fm/F, in which “Sf” is the financial score, “Fm” is the lowest Evaluated Total Price and “F” is the proposed price |
| The proposal will need to receive minimum 60 out of 80 for technical qualification and financial proposal will only be opened after this minimum technical score  |

## Payment:

The consultant/consulting farm will be paid through A/C payee Cheque/online bank transfer in the name of bid winner (individual or firm). Applicable tax and VAT will be deducted at source during the payment made. Please mention the bank information in your proposal as appropriate. Payment will be processed only based on satisfaction of the final report. Mode of payment will be paid after final submission of inception as 40% (1st instalment), and 2nd instalment 60% will be paid after submission and approval of the final report.

## Policy and practice:

Any document, information or data entrusted to or produced by VSO in connection with this study shall strictly remain confidential and cannot be used by other service provider for any other purpose. This ToR will be followed VSO corruption policy, data protection policy and child protection policy. This provision shall re