

REQUEST FOR PROPOSAL (RFP)

Hiring Consulting Firm For

Market and Sub-Sector Assessment

To: Consultant/Firm

Date: November 26, 2020

Dear Sir/Madam:

We kindly request you to submit proposal for “**Market and Sub-Sector Assessment**”. Please be guided by the information attached below with annexures:

General RFP Guidelines and Instructions:

RFP Name:	Market and Sub-Sector Assessment
RFP Reference:	WVB-SCM-RFP-0003-02/21
Submission of Proposal:	<p>Separate Technical and Financial proposals shall be sent directly through email in PDF format to: wvb_scm@wvi.org</p> <p>Maximum file size: 15MB. If mail returned due to over file size, please split the file and send in separate email.</p> <p>Email Subject: “Market and Sub-Sector Assessment”. Shall be mentioned in subject line.</p>
Deadline for the submission of proposals:	Deadline for proposal submission is: <u>On or before 10 December, 2020 within 4.00 P.M</u>
Procurement Focal Point:	Md. Ziaul Islam, Sourcing Coordinator, World Vision Bangladesh. Email: Ziaul_Islam@wvi.org
WVB Contact regarding Technical Specification:	<ol style="list-style-type: none"> 1. Arunava Saha Interim Deputy Director-Integrated Technical Programme Development National Office World Vision Bangladesh, Email: Arunava_Saha@wvi.org 2. Erica S. Halder, Integrated Livelihood and Private Sector Engagement Coordinator, National Office World Vision Bangladesh, Email: Erica_halder@wvi.org 3. Md. Mushfequr Rahman, Deputy Technical Program Manager, Zone 02, World Vision Bangladesh, Email: MdMushfequr_Rahman@wvi.org
List of Annexures:	<p>Annexure-1: Instructions to Offeror</p> <p>Annexure-2: General and Particular Terms and Conditions</p> <p>Annexure-3: Terms of Reference (ToR)</p> <p>Annexure-4: Vendor’s Primary Information Collection Sheet</p> <p>Annexure-5: WV Supplier Code of Conduct</p>

WVB reserves the right to accept or reject any or all the proposals in full or part with or without assigning any reason whatsoever.

INSTRUCTIONS TO OFFEROR

Cost of proposal:	The Offeror shall bear all costs associated with the preparation and submission of the Proposal, the World Vision Bangladesh (WVB) will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the solicitation.
Contents of solicitation documents:	Proposals must offer services for the total requirement. Proposals offering only part of the requirement will be rejected. The Offeror is expected to examine all corresponding instructions, forms, terms and specifications contained in the Solicitation Documents. Failure to comply with these documents will be at the Offeror's risk and may affect the evaluation of the Proposal.
Clarification of solicitation documents:	A prospective Offeror requiring any clarification of the Solicitation Documents may notify the procuring WVB entity in writing at the organization's mailing address or fax number indicated in the RFP. The procuring WVB entity will respond in writing to any request for clarification of the Solicitation Documents that it receives earlier than one week prior to the deadline for the submission of Proposals. Written copies of the organization's response (including an explanation of the query but without identifying the source of inquiry) will be sent to all prospective Offerors that has received the Solicitation Documents.
Amendments of solicitation documents:	<p>At any time prior to the deadline for submission of Proposals, the procuring WVB entity may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Offeror, modify the Solicitation Documents by amendment.</p> <p>All prospective Offerors that have received the Solicitation Documents will be notified in writing of all amendments to the Solicitation Documents.</p> <p>In order to afford prospective Offerors reasonable time in which to take the amendments into account in preparing their offers, the procuring WVB entity may, at its discretion, extend the deadline for the submission of Proposals.</p>
Language of the proposal:	The Proposals prepared by the Offeror and all correspondence and documents relating to the Proposal exchanged by the Offeror and the procuring WVB entity shall be written in the English language. Any printed literature furnished by the Offeror may be written in another language so long as accompanied by an English translation of its pertinent passages in which case, for purposes of interpretation of the Proposal, the English translation shall govern.
Proposal currency	All prices shall be quoted in BDT.
Proposal prices	The Offeror shall indicate on an appropriate Price Schedule, an example of which is contained in these Solicitation Documents, the prices of services it proposes to supply under the contract.

Submission of proposals	<p>Separate Technical and Financial proposals shall be sent directly through email in PDF format to: wvb_scm@wvi.org</p> <p>Maximum file size: 15MB. If mail returned due to over file size, please split the file and send in separate email.</p> <p>Email Subject: “Market and Sub-Sector Assessment”. Shall be mentioned in subject line.</p>
Late Proposals	Any Proposal received by the WVB after the deadline for submission of proposals, pursuant to clause Deadline for the submission of proposals, will be rejected.
Modification and withdrawal of Proposals	The Offeror may withdraw its Proposal after the Proposal’s submission, provided that written notice of the withdrawal is received by WVB prior to the deadline prescribed for submission of Proposals. No Proposal may be modified subsequent to the deadline for submission of proposals. No Proposal may be withdrawn in the interval between the deadline for submission of proposals and the expiration of the period of proposal validity specified by the Offeror on the Proposal Submission Form.
Documents comprising the proposal	<p>The Proposal shall comprise the following components:</p> <ol style="list-style-type: none"> 1) Operational and technical part of the Proposal, including documentation to demonstrate that the Offeror meets all requirements; 2) Declaration on WV Supplier Code of conduct as per Annexure-5; 3) Vendor Information Sheet Annexure-4.
Clarification of proposal	To assist in the examination, evaluation and comparison of Proposals, the Purchaser may at its discretion, ask the Offeror for clarification of its Proposal. The request for clarification and the response shall be in writing and no change in price or substance of the Proposal shall be sought, offered or permitted.
Preliminary examination	<p>The Purchaser will examine the Proposals to determine whether they are complete, whether any computational errors have been made, whether the documents have been properly signed, and whether the Proposals are generally in order.</p> <p>Arithmetical errors will be rectified on the following basis: If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected. If the Offeror does not accept the correction of errors, its Proposal will be rejected. If there is a discrepancy between words and figures the amount in words will prevail.</p> <p>Prior to the detailed evaluation, the Purchaser will determine the substantial responsiveness of each Proposal to the Request for Proposals (RFP). For purposes of these Clauses, a substantially responsive Proposal is one which conforms to all the terms and conditions of the RFP without material deviations. The Purchaser’s determination of a Proposal’s responsiveness is based on the contents of the Proposal itself without recourse to extrinsic evidence. A</p>

	<p>Proposal determined as not substantially responsive will be rejected by the Purchaser and may not subsequently be made responsive by the Offeror by correction of the non-conformity.</p>
<p>Evaluation and comparison of proposals</p>	<p>A two-stage procedure is utilized in evaluating the proposals, with evaluation of the technical proposal being completed prior to any price proposal being opened and compared. The financial proposals will be opened only after the respective bidder has passed the minimum technical score of 60% of the obtainable score of 100 points in the evaluation of the technical proposals. The technical proposal is evaluated on the basis of its responsiveness to the Term of Reference (TOR).</p> <p>In the Second Stage, the financial proposal of all contractors, who have attained minimum 60% score in the technical evaluation, will be compared.</p> <p>The final evaluation shall be done applying quality and cost based selection (QCBS) procedure. Setting the total score of 100, 70% weight is given in Technical Proposal and 30% weight is given in Financial Proposal. In the case of QCBS, the lowest evaluated (Technical proposal obtained score 70% and higher) Financial Proposal will be given the maximum Financial Points of 100. The Financial Points of the other Financial Proposals will be computed accordingly.</p> <p>The point of financial proposal shall be computed using formula:</p> $F_p = \frac{100 \times F_m}{F}$ <p>Here: <i>F_p</i> = Financial Score of Offeror being evaluated <i>F_m</i> = Lowest Financial proposal among technically qualified Offerors <i>F</i> = Financial Proposal of Offeror being evaluated</p> <p>Combined score shall be calculated using formula mentioned below: <i>CS</i> = [<i>TS</i> * 0.7 + <i>F_p</i> * 0.3]</p> <p>Here: <i>CS</i> = Combined Score <i>TS</i> = Score obtained from Technical Proposal</p> <p>Contract shall be awarded to the highest combined (Technical and Financial) score obtained Offeror.</p>
<p>Technical Evaluation Criteria</p>	<ul style="list-style-type: none"> • Demonstrated experience conducting Market and Sub-Sector Assessment for livelihood sector focused on marginal and poor community • Demonstrated capacities in gender sensitive market analysis including understanding of gendered dynamics of the market system, gender-based constraints and practical strategies and

	<p>interventions to promote women’s economic empowerment (WEE)</p> <ul style="list-style-type: none"> • Lead consultant is preferred to have relevant educational qualifications with at least a Master’s or higher level degree in one or more of the following areas: gender, economic development, sociology, agriculture and livelihood, or any other social sciences appropriate for the analysis in question • Multi-disciplinary team composition is preferred • Verbal and written communication skills
Demonstration of Proposal	As a part of evaluation process, Offeror(s) may be asked for presentation of submitted proposal before Proposal Evaluation Committee.
Payment Terms	WVB shall effect payments to the Contractor after acceptance by WVB of the invoices submitted by the contractor, upon achievement of the corresponding milestones. Milestones period will be decided during the signing of the contract.

WVB reserves the right to accept or reject any or all the proposals in full or part with or without assigning any reason whatsoever.

GENERAL AND PARTICULAR TERMS AND CONDITIONS

A. General Terms and Conditions

1. Offerors have to submit technical and financial proposals separately through email wvb_scm@wvi.org
2. The offer shall remain valid for 90 days from the closing date of receiving of Proposal by WVB.
3. Payment shall be made through Straight to Bank (S2B).
4. All the columns/requirements in this form/ToR must be properly completed. Quote for each item separately, and in units as specified. Incomplete offers or offers which do not comply with any of our tender conditions/ToR will not be considered.
5. WVB reserves the right to accept the partial or whole or part of your offer. WVB authority reserves the right to impose penalty or cancel the entire or partial purchase order if vendor fails to maintain the quality, specification, and delivery date.
6. WVB authority reserves the right to accept or reject any or all the Proposals in part or full or alter any of the provisions as deemed necessary, without showing any reason whatsoever at any time and acceptance of any liability. WVB reserves the right to accept the whole or part of your offer.
7. Making a payment to any employee as an inducement or any canvassing to enable you win this bid will result in automatic disqualification participating in this tender or any other tenders. Any solicitation/influence/non-compliance of the Terms & Conditions of this Tender, will lead to disqualification of the submitted Tender/Bid and will be treated informal/rejected.
8. The Proposal must be placed through email **not later than 04:00 P.M.** on the closing date.
9. Descriptive literature or samples of the items offered has to be forwarded with Proposal. All descriptive literature must be in English language.
10. **Your financial offer should indicate final price, which includes all costs for delivery of final product at WVB, discount, Income Tax and VAT. All kind of charges including applicable Taxes/VAT will be deducted at source from the total bill as per Govt. Rules & Regulations.**
11. Proprietor or an authorized representative of the Offeror must sign this form, and all the documents accompanying this bid must be properly rubber-stamped and signed.
12. If you do not wish to quote, please endorse the reason on this form and return it, otherwise your name will be deleted from WV list of items listed here on.
13. Inspection (at buyer's expense or unless negotiated as seller's expense) may be applicable and will be advised at time of purchase order and arranged by WVB or the supplier.
14. After submitting the proposal result will be informed to successful Offeror(s) within thirty working days after the closing date of receiving proposal.
15. The work shall be completed in all respects within the completion date mentioned in the purchase order.
16. Any late submission of Proposal after the schedule date and time will be rejected.
17. Environmental policy: WVB's policy is to purchase products and services, which have the least negative impact on the environment. Environmental considerations covering manufacture, transport, packing, use and disposal of goods form part of WVB evaluation and selection criteria.
18. Terrorists: WVB will not do any business with any known terrorist group or company involved in any way with terrorists. WVB shall therefore not knowingly purchase goods or services from companies that are involved with terrorist groups in any form. If you submit a bid based on this request, it shall constitute a guarantee that neither your company nor any affiliate or any subsidiaries controlled by your company are not involved with any known terrorist group. A contract clause confirming this will be included in an eventual purchase order based on this request.
19. In all cases, the decision of the World Vision Management will be final.

- 20. The Offeror has to submit duly filled up Vendor’s Primary Information Collection Sheet (Annexure-4).
- 21. The Offeror has to agree to comply with WV Supplier Code of Conduct and will have to complete CPP Form (Annexure-5).

I/We hereby agree to execute the work specified in the above memorandum strictly and fully in accordance with all the terms and conditions of the contract (if awarded) described above and in the annexure hereafter and will abide by and fulfill all such Terms & Conditions.

Name & Signature of the Offeror: _____

Name of the Company: _____

Date with Seal of the Company: _____

Terms of Reference for Hiring External Consultant Market and Sub-Sector Assessment

World Vision Bangladesh

I. Introduction and background:

World Vision is an international humanitarian relief and development organization serving children, their families and communities to alleviate poverty in Bangladesh since 1972 primarily through Food Security and Economic Development (FSED), Education, Health and Nutrition programs, emergency relief and advocacy and campaign.

World Vision's vision is "Our vision for every child, life in all its fullness; our prayer for every heart, the will to make it so". World Vision Bangladesh is currently operating through 56 Sub-districts: Area Programs (APs) in 30 districts.

LEAP 3 (Learning through Evaluation, Accountability and Planning 3) second phase is a proven approach for World Vision Bangladesh, which seeks to connect National Office (NO) strategy and objectives with local level programming. The full implementation of LEAP 3 2nd phase within all NOs across the partnership started on 1 October 2020 (FY 21), and a core team has been established to manage this process within World Vision Bangladesh.

Presently World Vision Bangladesh is serving around 5 million children with Health, Nutrition, WASH, Education, Livelihoods, Child protection, Sponsorship and Community engagement under 66 Area Programs (Sub-districts) and 18 Grant funded projects in 27 administrative districts. The objective of this organization is 'To achieve sustainable well-being and build a brighter future for 5 million vulnerable children in Bangladesh by tackling causes and addressing effects of poverty, inequalities and injustices'.

The Market and Sub-Sector Assessment finding will be applied in 35 Sub-districts (Upazila) of 20 districts Bangladesh where Integrated Livelihood Technical program is being implemented. These market and sub-sector assessment key findings will specify the Ultra Poor Graduation (UPG) and Building Secure Livelihood (BSL) model's sub-sector/value chain focus along with other crucial market, gender and environmental dynamics. This study finding will fine tune the interventions focus and integrate with other Disaster Risk Reduction (DRR)/Climate Change Adaptation (CCA) issues, gender and social inclusion (GESI), including Women's Economic Empowerment (WEE). This is especially given the established linkages between WEE and child well-being outcomes, including nutrition, child labor and child marriage.

In partnership and collaboration with Government and other stakeholders, WVB works to ensure essential technical services, increased production and consumption of nutritious foods, strengthened governance, policy, and public engagement on Livelihood TP. Market and Sub-Sector Assessment findings

will be followed up while implementation of planned interventions contributing to the core output of LEAP3 second phase and widely applied at WVB's TPs implementing sub-districts.

World Vision Bangladesh thus seeks a consultant to conduct detailed 'Market and Sub-Sector Assessment' in 40 APs to identify potential Value Chain/Sub-sectors (both firm/non-firm) and identify gender inclusive market system develop specific gaps, challenges and opportunities which will be tapped by WVB's Integrated Livelihood Technical Program. This will seek to identify specific strategies for different sub-groups, with a strong emphasis on understanding gendered barriers for women compared to men. There should be further attention given to different barriers for women-led households/female headed households compared to male headed households.

- Marginal farming households (women/men): earning just near or over USD 1.9/per day/per person or BDT 2000/month/person
- Ultra-poor households (women/men): earning below USD 1.9/per day/per person or BDT 2000/month/person

The consultant requires conducting a through 'Market & Sub-Sector Assessment' at national level by working on the following criteria:

- Working on clear framework for analysis including selection criteria and sub-criteria (market demand, profitability, pro-poor potential (marginal farmer, ultra-poor graduation); opportunities for women's economic empowerment, quick win potential, opportunities for partnerships, climate change and environment);
- developing study inception plan planning, data collection tools;
- Provide short-list of potential value chains for targeted marginal poor community and list of potential livelihood options for extreme poor community people
- Identify and validate systemic constraints in the value chains that negatively affecting inclusion of targeted poor community
- Recommend 'Market System Development (MSD)' strategies for Livelihood Technical and program interventions with identified areas of potential partnership and collaboration with public and private sector along with other relevant market actors
- Provide a detailed report, which with analysis of how the value chain performs against the selection criteria
- Present the report at a workshop for WV stakeholders;
- Finalize the draft report following feedback from WV stakeholders.

I.2 Rational for conducting Nation-wide Market and Sub-Sector Assessment:

World Vision Bangladesh conducted a Rapid Market Assessment in April, 2020 to identify the feasibility of cash and in kind distribution based on local market functionality and access of the community in the market. The assessment was done under the COVID 19 Emergency Response program. Followed to this study, a Rapid Impact Assessment was also being conducted by World Vision Bangladesh in May, 2020 where a broader and deeper picture of COVID 19 impact and recommended relevant solutions for the community of WVB operational areas were explored. This Rapid Impact Assessment study findings stated due to change of income sources, around 95% household's income have been impacted and 79.7%

households have been fully or severely affected by the impact of COVID 19. This situation is almost similar in urban (87.3%) and rural (77.7%). This study highlighted the particular vulnerabilities of women, including women headed households.

In response to this Rapid Impact Assessment, findings WVB immediately adopted Building Secure Livelihoods (BSL) model and UPG model to be implemented in 40 Sub-districts of 18 districts of Bangladesh. This nationwide 'Market and Sub-Sector Assessment' conduction is thus mandatory not only to identify potential sub-sectors for extreme poor community and value chains for poor community but also to determine key market system dynamics, gender dynamics and environmental considerations (Climate Smart Agriculture, Disaster Risk Management,) to focus through Livelihood Technical Program in 16 districts.

In two target zones, there are some common characteristics like limited market & financial access for poor, distorted value chain due to COVID 19 crisis, limited shock resistance capacity, unidentified systemic constraints resulting in non-enabling business environment for the market to include the economic poor with distressed social position, and condition of both women and men. In Bangladesh, there gender dynamics influences market systems. Women tend to be in the lower-paid informal work compared to men.

This analysis will reveal up the inclusive business opportunities, challenges of market system, behavioral change in these particular areas (40 Upazilas), as well as gender based-constraints. Based on this, promotional interventions will be implemented with different relevant stakeholders at community level as well as national level.

As a child focus organization, the analysis will intentionally focus on strategies for Women's Economic Empowerment, given the global literature that women's empowerment strengthens the links between income and child well-being.¹ It will also find out the child protection issues related with Market and Sub-sector focus activities that greatly influence child development ultimately contributing to Child Well-being at community level. Overall, as organization, the Market and Sub-Sector Assessment report will reflect key intervention areas as per need of Livelihood TP based gender mainstreaming activities, role of the market system actors (public and private sector, development sector) and community, environment and WVB in adding value to promote gender inclusive business opportunity and bring market system change for targeted most vulnerable community.

2. Main Objective:

The overall objective of the market and sub-sector assessment is to examine the targeted locations' market dynamics (structure, potential sub-sectors, demand, supply, distribution channel, pricing, infrastructure, financial & other support services, business enabling and non-enabling environment (BEE) etc.) as well as related social and environmental issues impacting extreme & marginal poor community

¹ The importance of WEE as a pathway to child well-being

people's lives in Bangladesh and recommend some 'Pro-Poor' strategies to be integrated with Livelihood Program interventions to secure livelihood options.

2.1 This assessment's specific objectives are to:

Market system:

- Explore the overall market environment, potential value chains (market actors, income levels, horizontal and vertical linkages among value chain and market actors), support services (both inputs & output end)
- Examine value chains (sub-sectors) in detail against the selection criteria: prospective value chains
- Identify potential 'Livelihood Options' for targeted extreme poor community in working locations
- Identify systemic constraints in line with the market systems development approach, in the value chain and market system and how to address these constraints
- Assess the market size of the potential value chains/sub-sector and market potential of identified value chains along with annual growth rate trend of last five years
- Explore and map the market systems resilience including the current actors active in the markets, their roles in influencing economic behavior of the poor and the power dynamics in the relationships between the actors
- Analyze the current behavioral pattern related with Livelihood issues of target households (how take decision on farming technique)
- Explore saving practices, access to finance/Savings/, savings mechanism, local savings system of the targeted community
- Recommend Market System Development (Market 4 Poor) approach focused Pro-Poor strategies in 'Market and Sub-Sector Assessment' to be integrated with WVB's Livelihood Technical Program and behavioral session's thematic areas for community level facilitation

COVID Impact:

- Examine identified value chain's nutrition sensitivity impact due to this pandemic situation
- Explore the market's capacity to cope up with any post emergency situation (impact due to COVID 19 pandemic and distribution disrupted, increased lead time, unexpected price hike etc.)
- Analyze target household's food/non-food demand condition (purchasing power, access to local market actors, access to market information, minimum food/non-food item need at HH level etc.) in target areas

Gender in Market:

- Examine target household's economic condition/status and explore the opportunities for women's economic empowerment
- Assess the constraints on women, men (including gender based constraints) access to markets issues and investigate the different group's market needs along with detail analysis on gender roles in market (women, men,)
- Recommend an approach for livelihood zones that ensure both women and men can participate and benefit from the short-listed value chains, including a clear approach for women's economic empowerment

Climate Change and Environmental adaptation:

- Analyze Risk analysis and Post-shock recovery trend
- Recommend strategies for risk (both climatic and non-climatic e.g. manmade) prevention and mitigation to be integrated in Livelihood interventions

3. Scope of the Work:

- Explore overall market environment
- Gender sensitive Economic Analysis per VC, including how women and men experience markets differently
- Conduct geospatial analysis: Map market locations, infrastructure, market accessibility
- Assess 'Social/Religious' norms that influence economic activity
- Map market locations/places and identify core goods and services (access, availability and utilization) and
- Assess capacity of market like local demand and supply/ dependency on external source to meet up local need (both firm and non-firm)
- Provide a list of potential private sector actors, partners as per potential VCs in target locations
- Examine target community's market linkages/relationships with local supply system. (considering the differences for women and men)
- Explore and list out potential private sector actors, partners as per potential VCs
- Map critical value chains (where engagement of poor and extreme poor people was/is high, or there are opportunities suitable for the poor or/extreme/ultra-poor)
- Identify the current 'Improved agricultural practices', climate smart agricultural (CSA) practices in target areas and needs for further improved agricultural practices/CSA (context specific)
- Identify the constraints/hazards/risk/shock/stresses that livelihoods need to be considered per VC identified. (How do these differ for men, women, boys and girls)
- Examine how gender inter-relates with value chains and market systems (Gendered analysis) for both extreme poor and marginal poor

4. ANALYSIS METHODOLOGY

4.1 Sampling Design

World Vision Bangladesh desires to conduct the Market and Sub-Sector Assessment in 40 Upazilas of 18 districts through a professional consulting firm that has experience in conducting similar types of analysis. The consulting firm should lead the Study. The respondents would be purposively selected based on socio-economic condition, occupation, common geographical boundary and characteristic of population (ethnicity and caste).

4.2 Preferred Respondents:

Adult Men	Adult Women	Adolescent girls	Adolescent boys	Children	Elderly people
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Respondent Categories		
Villagers	UNOs	District level Women and Child Affairs focal
Producers/farmers	District Commissioners	National level Women and Child Affairs focal
Village committee members	Youth Forum	NGOs
Union Committee members	Public Service providers	INGOs
Village Development Committee members	Private sector	Gender forums (others initiatives)
Department of Agriculture	Department of Livestock	Women groups
Department of Education	Department of Youth Development	Girls group
Boys group	DG-Livestock/Livelihood	DAE Officer- Upazila level office
Market actors: e.g. input sellers, retailers, wholesalers, service providers, suppliers, policy makers etc.	Market management committee	Local Research/training Institutes

4.3 WVB Livelihood TP Working Area:

Sl.	Name of District	Name of Upazila	Name of APC	Name of AP
1	Dinajpur	Dajanpur Sadar	Dinajpur APC	Dinajpur AP
		Biral		Biral AP
		Kaharole		Kaharole AP
2	Dinajpur	Birganj	Nilpamari APC	Birganj AP
3	Nilphamari	Nilphamari Sadar		Nilphamari AP
		Kishoreganj		Kishoreganj AP
4	Thakurgaon	Thakurgaon		Thakurgaon AP
5	Rangpur	Mithapukur		Mithapukur AP
		Pirganj		Pirganj AP
6	Dinajpur	Ghoraghat		Ghoraghat AP
7	Naogaon	Dhamoirhat	Dhamoirhat AP	

8	Mymensingh	Fulbaria	Jamalpur APC	Fulbaria AP
		Muktagacha		Muktagacha AP
		Muktagacha South		Muktagacha South AP
09	Netrakona	Purbadhala	Nandail APC	Purbadhala AP
10	Mymensingh	Nandail		Nandail AP
11	Sylhet	Sylhet Sadar	Sylhet APC	Sylhet AP
		Gowainghat		Gowainghat AP
12	Sunamganj	Tahirpur		Tahirpur AP
		Sunamganj		Sunamganj AP
13	Bandarban	Bandarban Sadar	Chottogram APC	Bandarban Sadar AP
14	Comilla	Laksam		Laksam AP
15	Bagerhat	Rampal	Rampal APC	Rampal AP
		Kachua		Kachua AP
16	Satkhira	Debhata		Debhata AP (Partnership)
17	Barishal	Barishal	Barishal APC	Barishal AP
18	Pirojpur	Bhandaria		Bhandaria AP

Note: The sampling size would be determined by the selected consultant & WVB Working group at assessment design phase

5. Study Methodology:

The consultants will use a methodology considering technically sound and most appropriate to achieve the objectives outlined above. The methodology will be presented and agreed with WVB. Initial steps are outlined below for general guidance. The methodology should reflect the existing information sources, the need to create additional information as well the specific interventions. The study methodology should consist of both quantitative (questionnaire) and qualitative (participatory tools) methods for data/ information collection e.g. FGDs, KIs, Case Study and observation etc.

There should be particular methodology to look at gender responsive market assessment, such as female only focus groups for each of the key value chains explored to ensure that women are able to speak freely about their experiences, as well as the barriers and opportunities that they see.

World Vision International's Technical Support Organization focal person will review the Tools, methodology. Draft report and final report along with WVB's working group to finalize the analysis methodology.

5.1 Tasks and Deliverables

Consultant's roles:

To achieve the objectives of the study, the Market and Sub-Sector Assessment consultant is expected to do the following:

1. Design the study methodology, sampling technique and determination of sample sizes to cover the study objectives thus finalize with WVB's approval
2. All market dynamic analysis will be focused on identified value chain and livelihood options addressing WVB working locations/Sub-districts (APs) context and need
3. All sorts of report findings should be prepare/present sub-district (Upazilla) wise in the Market & Sub-Sector Assessment Report.
4. Number of FGD and KII with the respondents should be mentioned sub-district (Upazila): Village (PFA) wise
5. Inception report: describing the conceptual framework planned for undertaking the analysis. The consultant should effectively state the data collection methods, sources, sampling etc. This inception report must contain a work plan which indicates phases of the analysis, the timing, key deliverables and milestones. A timeline or work process flow chart can also be an effective way of communicating this information and keeping track of the analysis's progress
6. Suggest AP wise promising asset list (Attractiveness & priority matrix) for Ultra-poor graduation programme separately
7. List viable livelihood options for UPG programme
8. Primary data analysis will be conducted separately for the ultra-poor graduation (UPG participants) and the marginal poor (BSL participants). Primary data collection will include:
 - a. Qualitative data collection with the selected category of respondents
 - b. Quantitative analysis on household economic status
 - c. GESI analysis
 - d. Value Chain mapping

WVB's roles:

1. Review methodology, tools and process plan
2. Facilitate organizing FGDs at AP level program staffs in coordination with the consulting firm
3. Review inception report, analysis
4. Review draft and final report

The Market and Sub-Sector Assessment will clearly identify the potential Value Chains for targeted poor people and sub-sectors for extreme poor along with key market dynamics issues examined and Market System Development (MSD/M4P) strategies would be recommended to be integrated with planned interventions. This should include review of Market and Sub-Sector Assessment thus behavioral development initiatives, public services and private sector engagements in target areas and identification of best practices and programming challenges.

The schedule of deliverables for the livelihoods assessment will be as follows:

Task	Timeline
Integrated Livelihood TP Orientation meeting with Consultant	December 17, 2020
Conduct literature review and identify information gaps to be filled through field assessments	December 18 –22 , 2020

Develop a plan for conducting the Market and Sub-Sector Assessment & share with WVB's contact person Provide study protocols and data collection instruments Develop Quality Assurance protocol	December 23 - 27, 2020
Share data collection/logistics plan with WVB - Inception Report sharing with WVB (will be reviewed by TSO)	December 28, 2020
Data collection instruments review by WVB working group (WVB, TSO and WVA Review) and feedback consolidation	December 29 - January 03, 2020
Fine tuning data collection instruments	January 04-05, 2020
Conduct Enumerator/Facilitator training	January 06-07, 2021
Data collection	January 08- 22, 2021
Data Analysis and Reporting	January 23 – February 01, 2021
Draft report sharing with WVB, feedback incorporation at WVB level (TSO, WVA)	February 02- February 12 2021
Fine tuning draft report	February 13-18, 2021
Final draft report sharing and feedback consolidation	February 19-24, 2021
Final Report Sharing	February 25, 2021

5.2 Desired Qualifications:

- Demonstrated experience conducting Market and Sub-Sector Assessment preferably for specifying livelihood options for extreme poor and value chains/sub-sectors for marginal poor community focused interventions as per Livelihoods Technical Programme goals
- Demonstrated capacities in gender sensitive market analysis including understanding the gendered dynamics of the market system, gender-based constraints and practical strategies and interventions to promote women's economic empowerment (WEE)
- Demonstrated knowledge to explore Market dynamics, opportunities areas as well as promising asset for extreme poor community (Attractiveness & priority matrix) for Ultra-poor graduation programme separately
- Lead consultant is preferred to have relevant educational qualifications with at least a Master's or higher level degree in one or more of the following areas: gender, economic development, sociology, agriculture and livelihood, or any other social sciences appropriate for the analysis in question
- Multi-disciplinary team composition is preferred
- Excellent verbal and written communication skills

- Be highly dependable in meeting deliverables in a timely manner and be able to handle sensitive information with the highest degree of integrity and confidentiality

6. Tentative Timeframe

The whole process of Market & Sub-Sector Assessment must be completed within a period of 60 calendar days from date of signing work order/ MOU. No extension of time will be permitted under any circumstances. The time frame will be valid from date of signing of contract for the work.

7. Reporting guideline:

The consultant will provide updates to the contact person of the program on regular basis. The final report will be produced in **English as per the following content** and be submitted in the hard and soft form to World Vision Bangladesh.

7.1 Report format (Draft final/Final report):

- Executive summary
- Introduction
- Background
- Study objectives
- Methodology Limitations
- Overall Market Context
- Findings per working locations: Identified Value Chain/Sub-sector list along with detail analysis for Marginal poor (BSL) and Livelihood Options list for Extreme Poor (UPG): Sub-district wise
- Programming opportunities/recommendation: recommendation on 'Market System Development'/M4P focus Pro-Poor strategies to be aligned with Livelihood Technical Program Interventions (Outcomes: UPG & BSL)
- Lesson learn during assessment
- Conclusions
- Others (if any)
- Annexure including consolidated records/raw data from field, table presentation of all data collected and summary of qualitative data by project, data collection tools, Location/ Country Map

7.2 Survey Cost

The consulting firm is expected to cover all the cost related to accommodation, food and travel expenditures, FGDs refreshment costs both at field level and national level on its own **excluding APs**

(staff costs) food, travel and accommodation during training and data collection at Upazila level.

8. Market and Sub-Sector Assessment proposal:

The consulting firm should produce a proposal for Market & Sub-Sector Assessment based on this TOR and submit to the program authority at National Office of WVB. The proposal should be in two parts:

#.1 Technical Proposal that should demonstrate the firm's knowledge and understanding of the World Vision development approach, methodology what the firm is proposing Market & Sub-Sector Assessment methods and procedures of data collection as deemed relevant for the survey and certification of the firm and its key personnel including their experience and qualification relevant to such work.

#.2 Financial Proposal that should demonstrate statement of expenses in line with human resource mobilization, schedule of work program, salary and remuneration, costs for related tools. Head wise breakdown is expected in this regard.

Note that based on available proposal from the consulting firms, following the WVB purchase policy, Consulting firm will be engaged in this assessment.

9 Budget for Assessment:

The proposed budget will be based on outcomes of the analysis offers by both Livelihood TP management and purchase committee/Regional Purchase Committee, as per allocation of fund set-aside in the budget document at 40 APs/APCs/Zones on FY'21 Consulting firm/Consultant should have VAT registration number and TIN number. VAT and Tax would be deducted as per Government rules

10 Mode of payment:

Total quoted price for the consultancy service should be including VAT, TAX and all other service charges. 30 percent payment is to be made after submission of tools (Inception Report), 30 percent after submission of all tables, draft reports and draft summary finding sharing, and another 40 percent to be given after received of Final Report with necessary documents. VAT & TAX will be deducted as per GoB rules and regulations.

11 Roots of communication

In all respects relating to this assignment, the Interim Deputy Director- Technical Program should be the contact person for the survey work

11.1 Contact person:

1. Arunava Saha |Interim Deputy Director-Integrated Technical Programme Development | National Office | World Vision Bangladesh, Email: Arunava_Saha@wvi.org
2. Erica S. Halder, Integrated Livelihood and Private Sector Engagement Coordinator, | National Office | World Vision Bangladesh , Email: Erica_halder@wvi.org
3. Md. Mushfequr Rahman, Deputy Technical Program Manager, Zone 02, World Vision Bangladesh, Email: MdMushfequr_Rahman@wvi.org

Annexure-4

VENDOR'S PRIMARY INFORMATION COLLECTION SHEET

Organization/Vendor's Name :

SL#	Description of Requirements	Information to be Provided here
1	Name of Owners/Proprietor/CEO/ ED/ Head of Organization (Any One)	
2	NID of Owners/Proprietor/CEO/ ED/ Head of Organization	
3	Trade Licence No	
4	Tax Identification Number (TIN)	
5	VAT Registration Number	
6	Address of Business Center	
7	Contact Telephone Number	
8	Contact Mobile Number	
9	FAX Number (Optional)	
10	Email Address:	-
11	Webpage Address (Optional)	-
12	Contact Person's Name	
13	Vendor's Bank Name	
14	Name of Bank Branch	
15	Bank Sorting Code (Optional)	
16	Bank Account Name	
17	Bank Account Number	
18	Bank Routing Number/Swift Code	

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Information Submitted by:

Signature

Date:

Annexure-5 World Vision Supplier Code of Conduct

World Vision Supplier Code of Conduct

Last updated February 2020

World Vision is a Christian relief, development and advocacy organization dedicated to working with children, families and communities to overcome poverty and injustice. Inspired by our Christian values, we are dedicated to working with the world's most vulnerable people. We serve all people regardless of religion, race, ethnicity or gender.

World Vision is strongly committed to observe the highest ethical and moral standards in all its procurement activities including safeguarding of children and adults in our programmes. This Code of Conduct provides a set of principles and behaviours in our everyday conduct of business, ensuring internationally recognized procurement ethics are followed. Standard elements of good business practice should also be applied. The Code of Conduct is applicable to staff from all World Vision entities, and extends to suppliers, contractors, volunteers, and Board Members. To ensure World Vision is donor complaint, we will adhere to donor procurement requirements, where applicable. Suppliers and their sub- contractors must sign the Code of Conduct, acknowledging agreement to abide by the principles herein.

World Vision expects its suppliers to:

- 1) Improve value for money –
 - a) Actively seek to demonstrate and improve results, and reduce costs through the life of the Long Term Agreement, and/or Purchase Orders.
 - b) Price appropriately and honestly to reflect requirements and risks.
 - c) Proactively pursuing continuous improvement to reduce waste and improve efficiency across the organization and wider supply chain
 - d) Earn fair but not excessive rewards
- 2) Act with Professionalism and integrity –
 - a) Be honest and realistic about capacity and capability when bidding.
 - b) World Vision expects that its suppliers encourage and work with their own suppliers and subcontractors to ensure that they strive to meet the principles of this Code of Conduct, and be able to demonstrate this as and when required.
 - c) Work collaboratively to build professional business relationships, including with World Vision staff.
 - d) Act in a manner that supports the development of a mature and ethical business relationship with World Vision.
 - e) Demonstrate clear, active commitment to Corporate Social Responsibility.
 - f) Be cleared of any outstanding legal judgements filed within the past three years.
- 3) Be accountable –
 - a) Apply pricing structures that align payments to results and reflect a more balanced sharing of performance risk.
 - b) Expect to be held accountable for delivery and accept responsibility for their role, including being honest when things go wrong so that lessons can be learned.
- 4) Align with World Vision –
 - a) Apply a strong emphasis on building local capacity by seeking ways to develop local markets and institutions, and avoid the use of restrictive exclusivity agreements.
 - b) Be able to operate across all World Vision offices, including in fragile and conflict affected areas.
 - c) Share and transfer innovation and knowledge of best practices to maximize overall development impact.
 - d) Accept we work in challenging environments and act to manage uncertainty and change in a way which protects value for money.
 - e) Reflect World Visions international development goals and demonstrate their commitment to poverty reduction.

- 5) Agree to avoid any Conflict of Interest—
In order to avoid a conflict of interest, Suppliers or contractors agree to disclose the following to WV:
- a) whether the Supplier or Contractor, or a relative of the Supplier or Contractor, receive(s) financial benefits from WV/VF. (This would include such things as serving as an employee, agent or independent contractor of WV/VF).
 - b) whether the Supplier or Contractor has existing business dealings with WV/VF. (This would include such things as being a consultant, a service provider, or is a supplier for WV/VF)
 - c) whether the Supplier or Contractor has a family or business relationship (outside of WV/VF) with a member of the WVI or VFI board, or with a member of the WVI or VFI senior management team.
- In addition, the Supplier or Contractor confirm(s) that they have no relationship, business affiliation, involvement, association, position, financial interest, and haven't received any gift, loan, or have engaged in any other transaction requiring disclosure under the World Vision or VisionFund Conflict of Interest Policy.
- 6) Observe International Labour Conventions –
- a) World Vision expects its suppliers, and their sub-contractors to observe International Labour Conventions
 - b) Prohibit any use of forced, bonded, or indentured labour or involuntary detention labour
 - c) Prohibit the use of child labour
 - d) Prohibit any form of discrimination in hiring and employment practices on the ground of race, colour, religion, gender, ethnicity, age, physical disability
 - e) Comply with local law in terms, of wages, working hours, and freedom to association and right to organize and bargain collectively
 - f) Support and respect the protection of human rights and to ensure that they are not complicit in the abuse of human rights
 - g) Ensure that they operate a safe and healthy workplace or any other place where production or work is undertaken.
- 7) Comply with WV's Child and Adult Safeguarding Policy -
- a) Suppliers or Contractors engaged in situations where they—or their employees or subcontractors—may have access to children or adult beneficiaries in WV programmes or to personal data about such children or adult beneficiaries, must comply with the Safeguarding Behaviour Protocol (see page 4 below)
 - b) Any incidents of harm or risk of harm to children or to adult beneficiaries will be reported immediately to WV
 - c) Any individuals with access to children or adult beneficiaries, or to personal data about such persons, will have a current clean criminal background check for offenses against children or abuse of adults, to the extent permitted by law (evidence of which will be provided to WV upon request)
- 8) Have a strong Environmental Policy –
- a) World Vision expects its suppliers to have an effective environmental policy and comply with existing legislation and regulations to protect the environment.
 - b) Suppliers are expected to undertake initiatives to promote greater environmental responsibility and encourage the use of environmental friendly technologies.
 - c) Suppliers should obtain wherever possible, a certified quality management system.
- 9) Anti-corruption and Bribery –
- a) World Vision expects its suppliers to adhere to the highest standards of moral and ethical conduct, including extortion, fraud, and bribery.
 - b) Apply a zero tolerance approach to corruption and fraud, with top-quality risk management.
 - c) Disclose any situation that may appear as a conflict of interest. Complete disclosure form on page 3 below.

CONFLICT OF INTEREST DISCLOSURE LETTER

World Vision standard form, enhanced for Suppliers

--February 2020 version--

Having read the World Vision(WV) Code of Conduct and examined my(our) relationships with World Vision or Vision Fund (VF), and noting that if in doubt a relationship should be disclosed for further discussion, I have carefully reviewed each of the four statements below and marked either “yes” or “no” for each.

Note that “WV/VF” as used below refers to any World Vision or VisionFund entity, including affiliated microfinance institutions. “A relative” refers to any individual related by blood or marriage. Circle the appropriate answer for each statement below:

1. Yes / No I/my company/business (or a relative of mine) receive(s) financial benefits from WV/VF. (This would include such things as serving as a volunteer or a beneficiary of WV/VF). *[If answer yes, please provide details at the end of this form.]*
2. Yes / No I or a relative of mine is a current employee for WV/VF. *[If answer yes, please provide details at the end of this form.]*
3. Yes / No I/my company (or a relative of mine) has existing business dealings with WV/VF. (This would include such things as being a consultant, a service provider, or is a supplier for WV/VF) *[If answer yes, please provide details at the end of this form.]*
4. Yes / No I/my company has a family or business relationship (outside of WV/VF) with a member of the WVI or VFI board, or with a member of the WVI or VFI senior management team. *[If answer yes, please provide details at the end of this form.]*

Please describe below the details of any positive response for items 1 – 4 above, and/or any other potential conflicts of interest, or any comments you may wish to make on the matters disclosed above. If more space is needed, kindly attach an additional sheet.

Check this box if you agree to the statement: I hereby certify that my answers to statements 1 – 4 above are accurate. If I have indicated “no” for all of statements 1- 4, I confirm that I have no relationships, business affiliations, involvements, associations, positions, financial interests, gifts, loans or other transactions requiring disclosure under the World Vision or VisionFund Conflict of Interest Policy.

CHILD AND ADULT SAFEGUARDING BEHAVIOUR PROTOCOL

The protection of vulnerable children and adults in World Vision’s programs is essential to all aspects of our work. A core element of everything we do is our commitment of not harming beneficiary children and adults, respecting the beneficiaries’ rights and defending their best interests as a major consideration in any actions and decisions.

Therefore, Suppliers and/or Affiliates and their staff (i.e. World Vision partners, suppliers, contractors, consultants, and/or volunteers), shall behave in ways that protect children or adult beneficiaries, prevent sexual exploitation and abuse, and prevent any other intentional or unintentional harm to the people WV serves or works amongst.

All Suppliers and Affiliates abide by these protocols in their activities with WV, for all children anywhere and for all adult beneficiaries. In regards to safeguarding, WV uses a broad, working definition of ‘beneficiary’ to include not only direct beneficiaries of a particular project, but also any child or adult who might suffer harm caused by Suppliers or Affiliates as part of conducting business with WV where WV has programme presence.

Acceptable Behaviour – Suppliers and Affiliates (and their staff):

- a) create and maintain an environment which prevents sexual exploitation and abuse of children and adult beneficiaries and promotes the implementation of these Behaviour Protocols;
- b) are careful about perception and appearance in their language, actions and relationships with children and vulnerable beneficiaries. Their behaviour—including in person and on digital platforms, both online and offline—demonstrates a respect for children and adult beneficiaries and their rights;
- c) ensure that all physical and online contact with children and beneficiaries is appropriate in the local culture;
- d) use positive, non-violent methods to manage children’s behaviour;
- e) accept responsibility for personal behaviour and actions as a representative of the organisation;
- f) are always accountable for their response to a child’s behaviour, even if a child behaves in a sexually inappropriate manner; adults avoid being placed in a compromising or vulnerable position with children;
- g) where possible and practical, follow the ‘two-adult’ rule while conducting WV work, wherein two or more adults supervise all activities that involve children, and are visible and present at all times;
- i) comply with safeguarding related investigations (internal and external) and make available any documentary or other information necessary for the completion of the investigation;
- j) comply with applicable data privacy laws and with relevant WV data privacy and information security policies, including WV digital child safeguarding protocols, when handling any personal data about individual children or adult beneficiaries, noting in general that collecting or using such data must be limited to the minimum necessary, and that such data must be maintained and transferred in a secure, confidential manner;
- k) immediately report through established reporting mechanisms any known or suspected safeguarding incident or breach of this Policy by a WV employee or affiliate, or a humanitarian aid worker from any other agency. ‘Humanitarian aid worker’ includes all paid employees, volunteers, contractors, and other affiliates of organisations providing emergency relief or development aid. Such organisations include UN agencies, INGOs, LNGOs, and CBOs.

Unacceptable Behaviour – Suppliers and Affiliates (and their staff) do not:

- a) behave in an inappropriate physical manner, or develop a sexual relationship with a child (under 18 years old), regardless of the country specific legal age of consent or age of majority. This also includes consenting or condoning the above behaviour (including fostering or condoning child marriage (under 18 years old));
- b) develop or seek a sexual relationship with any beneficiary of any age; such relationships are not acceptable and will not be tolerated since they are based on inherently unequal power dynamics. Such relationships undermine the credibility and integrity of WV's humanitarian aid or development work;
- c) sexually exploit or abuse any beneficiary (adult or child); such behaviour constitutes an act of gross misconduct;
- d) exchange money, employment, goods, or services for sex (including sexual favours, other forms of humiliating, degrading, or exploitative behaviour, or hiring sex workers) or other exploitative demands is strictly prohibited. This includes exchange of assistance that is already due to beneficiaries;
- e) fondle, hold, kiss, hug or touch children or adult beneficiaries in an inappropriate or culturally insensitive way;
- f) use language, make suggestions or offer advice to a child or adult beneficiary which is inappropriate or abusive, including language that causes shame or humiliation, or is belittling or degrading;
- g) spend excessive or unnecessary time alone with a child or adult beneficiary, away from others or behind closed doors or in a secluded area;
- h) condone or participate in behaviour with children or adult beneficiaries which is illegal, unsafe or abusive; including harmful traditional practices, spiritual or ritualistic abuse;
- i) hire children in any form of child labour (including as "house help") unless it is within the best interest of the child and in alignment with local law and international standards ('Child labour' is work that is mentally, physically, socially or morally dangerous and harmful to children, or that interferes with their schooling. 'Child work' in contrast may be beneficial if permitted by International Labour Organisation (ILO) Conventions and puts the child's interests ahead of any benefits gained by adults.);
- j) hit or use other corporal punishment against a child while the child is in WV care or the WV employee or affiliate is conducting WV work;
- k) take a child alone in a vehicle for WV work, unless it is absolutely necessary, and with parental/guardian and managerial consent;
- l) misuse or be careless with personal data about individual children or adult beneficiaries;
- m) communicate with a child in WV's program areas via digital platforms (e.g. Facebook, Twitter), via mobile technology (e.g. texting, Whatsapp, Skype), or online without consent and knowledge of his/her parents. Further, WV employees or affiliates never communicate on mobile, digital or online platforms with children or adult beneficiaries in ways that are inappropriate or sexual;
- n) stay silent, cover up, or enable any known or suspected safeguarding incident or breach of Safeguarding Policy by a WV employee or affiliate.

Check this box if you agree to the statement: I have read, fully understand, and agree to comply with World Vision's Child and Adult Safeguarding Behaviour Protocols above.

WV Supplier Code of Conduct Statement of Acknowledgement

My signature below confirms that I/we/supplier, have read, fully understand and agree to WV's Supplier Code of Conduct principles set forth above and authorizes WV to conduct all background checks as applicable. I understand that any action inconsistent with this Supplier Code of Conduct, including failure to take action mandated by these protocols may result in termination of the business relationship with World Vision.

Print name and Title of Supplier Representative Signature

Company / Supplier Name Date

Print name and Title of Supplier Representative Signature

Company / Supplier Name Date