

Poribar Unnayan Songstha (FDA)

Charfasson, Bhola.

Date: 31.03.2022

Terms of Reference (TOR) of a Baseline Survey on “ Ecology Friendly Safe Vegetable Cultivation and Marketing” – A Value Chain Sub-Project

Background

Poribar Unnayan Songstha (FDA) is implementing a project titled “ Ecology Friendly Safe Vegetable Cultivation and Marketing” A value chain Project under RMTP (Rural Microenterprises Transformation Project) funded by PKSF in Bhola District (Charfasson and Lalmohon Upazila). FDA has been implementing the project since February, 2022 targeting 5000 household of Vegetable farmers.

Project Goal: The goal of the project is to sustainably increase the income, food security and nutrition of marginal and small farmers and micro-entrepreneurs across selected value chains.

Project Objectives:

1. To increase income by creating technically sound farmers and small entrepreneurs of vegetables and related procured product;
2. To increase the number of entrepreneurs who can produce and do the marketing of processed vegetables;
3. To do the marketing of newly introduced safe vegetables and employment generation in related field;
4. To generate employment and create a sustainable sector by expanding local market of vegetables;
5. To develop production and marketing process by considering environment, safety, nutrition and climate change;
6. To increase the involvement of women in agro-business.

Objective of the Assessment

The project has planned to provide support to farmer to Ecological framing training, technical support, demonstration and linkage with DAE, input retailer/ Buyer/ company and before that they should be trained on those areas for proper using of modern technology, knowledge , income & livelihood Considering the requirement the objectives of the farmer status . These are:

- To find and calculate existing households' assets and present livelihood status of selected Vegetable farmer under the project.
- To assess the needs and identify the knowledge gaps on the High Value and Ecology friendly Safe vegetable cultivation.
- To understand the public and private sector policies, program and supply chain structures related to the selected farmer.

- To mention the production area, Income and livelihood status.
- To assess the present situation or identify the household profile of the beneficiaries of year round High Value and Ecology friendly safe vegetable production, processing and marketing in a sustainable manner.
- To assess the land profile, income, expenditure & savings, relationship with other service providing institutions and market actors.
- To create a baseline for assessing impact of the project.

Scope of works:

In order to achieve the above objectives, the consultants are expected to carry out the followings main tasks:

- Conduct baseline assessment on Ecology Friendly safe vegetable production in Bhola District (Charfasson and Lalmohon Upazila). Work closely with the project and stakeholder to select the potential farmers and prepare a report.
- Work closely with the project and company to facilitate the establishment of Ecology friendly vegetable producer groups in the targeted areas.
- Provide recommendation as well as Public Private Dialog that lead FDA for providing support.

1. Assessment of effectiveness of present High Value Spices cultivator

The present situation of Vegetable cultivators and supported from others organization such as experience in Vegetable cultivation, land size and cultivable High Value and safe vegetable, amount of vegetable production, using technologies and technical knowledge, labor opportunity during production cycle, linkage with input seller and buyer, annual income, annual household cost, net income, market demand, market barriers, product quality, constant and overcome the constant etc.

2. Assessment and selection of potential farmer

In a second step - based on the results of the first step – an assessment of potential farmer shall be conducted considering the production and income.

3. Assessment of Market potential for Vegetable production

Achieving the main target of improving overall livelihoods of vegetable cultivar increasing their income. The assessment is supported to give direction about market potentials the following questions for potential product that considering- possible/potential product, price and constraints, skills / counseling support / training support, financial supports, quality control, processing, Packaging/finishing for the product, potential markets and different players, its opportunities and constraints, buyers/consumers, production and supply chain management, Transport, limitation to market and possible solutions, risk factors and possible reduction , both women and men involvement of the product.

Qualifications of the Consultant

In order to conduct the assessment, FDA is seeking development professional/institution having the following academic competencies and experience-

1. Master's degree in social science /Development studies /Agriculture/ Agricultural Economics/ Statistic with business and market background
2. At least 5 years of experience in working in the marketing field connected with NGO activities in Bangladesh

3. Having practical experience in working closely with the disadvantage peoples including- indigenous, differently able, extreme poor women, hard to reach communities
4. Having experience in conducting surveys, research, evaluations, writing books, journal, and articles on value chain/market related issues

Process/Methodology and task to be done

- Initial sharing meeting FDA management along with concerned project staff team
- Desk work for document (project proposal)
- Determine survey/study strategy, develop tools/technique through sharing with all concerns
- Conduct FGD/group meeting/interview of the project participants
- Conduct market survey, assessment, different market players analysis
- Writing report with analysis, intervention, challenges and recommendations
- After issuing work order bilateral agreement between FDA and consultant firm or individual will be signed within 5 days from the date of issuing work order.
- Within 25 days from the date of agreement a draft project completion report must be submitted to FDA.
- After reviewing the report consultant should submit 3 hard copies of the final report to FDA within 5 days
- Report must be generate in English
- Bill amount will be given to consultant in bank cheque after receiving final report.

Copyright and Ownership of Data:

Copyright of all outputs, e.g. reports, documents, information, findings etc. produced by this assessment will be treated as the FDA's property and hence lie with FDA. The above mentioned outputs or any part of it cannot be sold, used or reproduced in any manner by the assigned reviewer/team without prior permission from FDA.

Interested institution/candidate(s) are requested to send their detailed **CV and Financial Proposal and Technical Proposal**, a short description of the ideas how the assessment will be conducted and supporting documents to the following address by 06 April, 2022.

A review committee consisting of FDA will analyze and select one applicant, negotiate honorarium with her/him and finally agreed upon the TOR with the consultant.

A separate contract will be signed in the following document with the consultant/firm once the selection process is finalized.



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