

## Terms of Reference (ToR)

### Assessment on market opportunities and upgrading potentiality in goat and fresh vegetable sub-sectors in FOSTER project areas in Dhading district

#### ADRA Nepal

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#### 1. **ADRA Nepal's Background:**

Adventist Development and Relief Agency (ADRA) is a global humanitarian organization of the Seventh-day Adventist Church that works to bring long term development programs and emergency relief to the most vulnerable. Established in 1987 as International NGO, ADRA Nepal belongs to the worldwide ADRA network which comprises of more than 130 supporting and implementing country offices. Adhering to the Government of Nepal's policy, the organization has a general agreement with Social Welfare Council/Government of Nepal to operate its humanitarian and development activities in the most vulnerable and rural parts of Nepal.

#### 2. **Food Security Enhancement and Agricultural Resilience of the Earthquake-Affected Rural Nepalese Farmers (FOSTER) Project**

FOSTER project is a three-year project (2016-2019) planned to be implemented in 3 different rural municipalities namely Thakre (Thakre, Tasarpu, Bhumisthan), Baireni (Galchhi), and Kiranchowk (Gajuri) and 1 municipality; Dhunibesi (Naubise) of Dhading district. ADRA Nepal implements interventions through integrated approach for food security enhancement, particularly focusing on the marginalized communities especially Chepang and Tamang. The project aims to achieve it through increasing food sufficiency of the targeted communities by increasing income from high-value agriculture and livestock production and enhanced crop productivity. That will be further achieved through four immediate outcomes (mentioned below).

- ✓ Immediate Outcome 1. Improved institutional and technical capacities of farmer groups
- ✓ Immediate Outcome 2. Increased adoption of improved agricultural technologies
- ✓ Immediate Outcome 3. Increased adoption of improved practices in livestock health and management
- ✓ Immediate Outcome 4. Improved access of farmers to input and output market

The activities planned under the project are expected to make a direct contribution to the Agricultural Development Strategy (ADS) of the Government of Nepal. The planned activities under the project are aligned with the ADS plan and support government's efforts in developing agriculture as a vibrant sector of the economy and contribute towards livelihood of smallholder farmers. Furthermore, the project will enhance skills and knowhow on agricultural technologies.

The earthquake has badly affected the livelihood of people in Dhading district disrupting the agricultural production, processing and marketing activities. As agriculture is the key economic activity and major sources of livelihoods for the people in the district, it is therefore very crucial to establish an efficient agricultural environment to transform the agriculture sector so that the affected people could revitalize the farming and build back better. Agriculture is largely of subsistence nature in the project working areas, there is requirement of capacitating and supporting farmers towards commercialization of agriculture which can lead to diversification of their livelihood. This project targets to achieve it through proper mobilization of the local resources, formation and strengthening of farmers group, development of local resource person and resource

centers, climate-smart inputs, improved agricultural technologies and practices and market development. Since market development is one major component in this project, the project has envisioned to conduct a rapid market study.

### **3. Objective of the Market Study:**

The objectives of the assignment are:

- i. Assess the level of engagement of FOSTER beneficiaries in vegetable and goat production and marketing
- ii. Map existing market actors and services (both input and output marketing) and their linkages/connection with project beneficiaries
- iii. Suggest possible interventions to better link project beneficiaries with market

### **4. Scope of Work:**

Based on the objectives of the study, the scope of work (SOW) but not limited to includes:

- ✓ Assess the project beneficiaries' participation in vegetable and goat sub-sectors and identify opportunities and constraints. For this, the participation of beneficiaries should be assessed in terms of farmers' *area of production (land)*, major production pockets, *volume of production, cropping pattern, types of fresh vegetables produced by farmers, level of skill and knowledge of farmers, existing practice use of technology in farming, cost of production, farmers' access to market, trend of selling pattern, growth potential*.
- ✓ Mapping of value chain actors: mapping of actors including input and output market, number of actors, functionality, transaction volume and price. There should be assessment of existing situation of market actors supply and demand linkages in and out of project areas/district, value addition and cost incurred in each step of value chain, margin calculation, operation mechanism of market system, market trends and competitiveness of selected value chains including its future prospects within the country and outside.
- ✓ Assess input supply and services (business development, extension and financial) associated with vegetable products and goat prevalent in project area and future possibilities.
- ✓ Assess in detail the existing collection centers in the project areas and proximity in terms of their suppliers and buyers, transactions, market shares, working modality/governance, infrastructure and assets, record keeping, marketing strategy, benefit sharing and sustainability
- ✓ Scope out the requirement of establishment of collection centers and/or sub-centers, location of establishment, benefitting community/producers including project beneficiaries, and value for money for such establishment. Also assess opportunities to partner with traders and local bodies in the establishment and the operation of such collection centers/sub-centers
- ✓ Identify and examine opportunities, constraints and improvements/recommendations required for strengthening of vegetable and goat market system in general and existing collection centers in specific in terms of both cognitive (human) and physical market structures (people and institutions). Also, assess the scope to collaborate and support these market actors/market mechanisms towards wider inclusion of producers including project beneficiaries.
- ✓ Identify successful cases of income opportunities in sectors other than vegetable and goats and assess their suitability and scalability among project beneficiaries. So, also identify any scalable opportunities beyond goat and vegetable sub-sectors

Other additional scope of work are:

- ✓ Identify institutions, organizations and projects working for selected value chains from national to local levels (local, national organizations from GO, NGO and private sector).
- ✓ Provide the gender disaggregation of the available data, specify the major roles and responsibilities of women in the market system, and suggest recommendations towards their greater inclusion in the market system.
- ✓ Provide brief profile including contact details of the major market actors in the project areas and others who are linked with transaction from project area

## **5. Deliverables**

The individual consultant is expected to deliver the following listed deliverables:

- ✓ Inception report (digital copy) of the assignment. The inception report should consist of detail methodology, study tools such as FGD checklist, KII checklist, time plan and team mobilization and should be submitted to ADRA Nepal within **3** days of agreement.
- ✓ Draft report and Final report incorporating the comments (digital and 3 hard copies).
- ✓ Digital and hard copy of the data collected and analyzed, model, diagrams including photographs & contact list of interviewees and FGD/workshop participants and key traders.

## **6. Study Methodology**

The study comprises literature review and qualitative as well as quantitative research method. Checklist as key informant interview, Focus Group Discussion (FGD), Participatory Rural Appraisal (PRA), observation and so on will be used to gather information at rural municipality, municipality and district level. Primary information and secondary data analysis is equally important. Participatory tools, techniques, and methodologies should be applied in information gathering and verification of the available information. The technical proposal will include following methodology in detail:

- ✓ Literature review and review of secondary information
- ✓ Focused group discussions and interviews with producers, key informants and market actors.
- ✓ Participatory field observations, interviews and consultations at the major market points including producers, traders and relevant stakeholders to collect required information.
- ✓ Analyze government policy and regulatory frameworks related to specific value chain development and private sector participation.
- ✓ Agribusiness mapping especially their current status, trade volume and sales.
- ✓ Methods and tools not necessarily limited to can be used on mutual-agreement prior to commencing study.

## **7. Roles and Responsibilities of Consultant:**

- Desk study and secondary information collection to determine primary data requirement.
- Devise structured interview, Focus group discussion (FGD), key informant interviews, consultation and problem analysis meeting/work shop within value chain actors and representatives from N/GOs and support/facilitation organizations.
- Field visit, conduct FGD, key informant interview
- Draft report and share with ADRA Nepal and get feedback
- Finalize report incorporating suggestions and feedbacks.

**8. Qualification and Requirement:**

This assignment is individual consultancy. Individual consultant/firm should have minimum Master's Degree in relevant field with 5 or more years of experience in conducting study on agribusiness with a focus on production and marketing from a perspective of value chain development. S/He should have proven experience of value chain, sub sector analysis, good understanding of private sector and trade policies including market dynamics. S/he should need to present the previous experiences and list of publication/supporting evidence proving her/his role as a lead or carried out similar kind of value chain analysis/baseline and evaluation/impact study and experienced in team leadership and coordination.

**9. Activity and Time Planning/Frame**

The consultancy period will be of total 15 days. The consultant should complete entire process from development of survey/study instruments, field work to finalization of report within this time frame. However, upon mutual understanding between ADRA Nepal and consultant, number days can be increased if the consultant is unable to complete work within given timeframe but ADRA Nepal will be liable only for 15 days-work payments. ADRA Nepal expects to complete entire field work and reporting by 15 October 2017.

**10. Proposal Submission and Budgeting:**

The interested individual consultant/firm should submit technical and cost proposal to ADRA Nepal in below mentioned email address **before 8 September 2017**. The subject line of the application should be mentioned clearly as **"Application for Market Assessment"**. Applications received after deadline will not be considered. ADRA Nepal reserves rights to make decision and/or cancel the assignment without furnishing any details.

**Contact Address:**

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