Afghanistan Women Economic Empowerment – Rural Development Project

(WEE-RDP)

**Terms of Reference**

**CONDUCTING THE RAPID MARKET APPRAISAL (RMA) FOR THE WEE-RDP (EGs AND SMEs) ENGAGEMENT AND CAPACITY BUILDING**

1. **Introduction to WEE-RDP**

The Afghanistan Women Economic Empowerment Rural Development Program (WEE-RDP) is funded by the International Development Association (IDA) of the World Bank Group, Afghanistan Reconstruction Fund, and other funds contributed by bilateral donors and the Government of Afghanistan. As a follow-on project of the Afghanistan Rural Enterprise Development Project (AREDP), WEE-RDP aims to increase social and economic empowerment of poor rural women in selected communities. The program will cover 76 district and 5,000 villages in all 34 provinces of Afghanistan and will work in close collaboration with the Citizens’ Charter program and the National Horticulture and Livestock Program, Access to Finance Project and microfinance institutions. The project was launched on October 2018 in 76districtsof all 34 provinces. Out of 76 districts 37 are directly implemented by WEE-RDP in 11 provinces and 39 districts in 23 provinces are covered through Facilitating Partners.

The key elements of the program include empowering rural women socially as well economically, which is possible only when women have access to finance and are able to participate in revenue generating activities. To achieve this, the program aims to form women enterprise groups (EGs) and producer associations (PAs) at the community level. These institutions will have access to finance through the village savings and loan associations (VSAL) that have also been formed under another component of WEE-RDP, and members of EGs are part of the self-help groups (SHG) who contribute to the VSLAs’ formation and funds. With having access to finance, the program aims to ensure women entrepreneurs have resources to invest in capital assets and launch their enterprises. In addition to capital, the program anticipates need to educate women entrepreneurs on enterprise development and business operating skills as well as on technical know-how in sectors of their interest which the program plans to provide through third-party/AREDP SMEs involvement.

Therefore, WEE-RDP is seeking qualified individual Consultants/firms that can work with EGs , PAs and other related stakeholders to study and identify bottlenecks and hurdles present in the forward and backward linkages in various value chains for having a sustainable production and marketing of their products.

1. **Scope of Work**

Overall objectives:

The overall objective of the assignment to conduct RMA to identify the products having prospects for mass production and sales.

Specific objectives:

The specific objectives are as follows:

* Conduct RMA in seven regions of Herat, Kandahar, Balkh, Khost, Kabul, Kunduz and Nangarhar;
* Identify prospective sub-sectors with growth prospects;
* Identify women’s engagement in the identified sub-sectors;
* Identify value chain and market segments of the products; and
* Identify strategies for promoting these sub-sectors where women can be more employed.

However, specific tasks of the consultant(s) will be as follows:

***Specific tasks to be accomplished by the consultant/firm***

1. Prepare study methodologies and survey tools and get it approved from the client;
2. Prepare table of contents and analytical framework and get it approved from the client;
3. Submit a specific work plan with dates, inputs and outputs;
4. Collect information against agreed socioeconomic indicators (such as details of average annual income, expenditure, with a focus on sales, imports, exports, consumption, investment and savings status of the producer/seller.
5. Assess and identify the needs and desires of consumers in the provinces/district or if the seller exports products to international markets identify the specific qualities/features/attributes that the international buyers/consumers are interested in
6. Assess and identify the main failures and challenges of specific value chains in terms of quality of production, packaging, labelling and decoration
7. Collect gender disaggregated information focused on women’s contribution to market, income generation and expenditure decision making and identification of quantity, quality and size of women’s production as a percentage of the total market
8. Collect information related to the overall market saturation and 4Ps of marketing mix (product, price, promotion and place) and whether they have basic understanding of market principles; poverty situation of the target sellers based on standard methodologies, such as the PPI (Poverty Progress Index) and identify information, disaggregated by gender, that assesses the contribution to livelihood activities in the targeted province or district area
9. Assess and map the women production value chain from the local to national level, including the supporting service provisions and existing rules/policies that constitute the business enabling environment for the commodity
10. Assess the cost analysis of the raw materials imported from other countries used by the other entrepreneurs as well WEE-RDP entrepreneurs and other enterprise groups for embroidery, carpet weaving, tin making, labelling, bags, small and simple machines and etc
11. Assess and analyse the possibility of those value chains that EGs can work with, how and what will be EGs contribution at country level or raw materials to be produced in the country or any targeted locations where WEE-RDP is present
12. Assess the domestic market demand for the specific product of the EGs and how to link the product to the market.
13. Identify the type and function of local market and community business institutions operating and available in the project areas in which the targeted market areas are enrolled as a member, or which present the potential for benefiting these communities in the future.
14. Assess and identify market segmentation for all those products/value chains that EGs are involved in and identify key actors along the value chain and the appropriate interventions to support the EGs.

# 3. Obligation, Duties and Responsibilities of the entity

Potential consultants will be expected to provide inception report, power point presentation and final report.

**4. *Location for RMA to be conducted***

The consultant is expected to conduct RMA in the 7 regions, viz. Central region, Western region, Eastern region, Southwestern region, Southeastern region, Northeastern region and Northwestern region’s by undertaking a detailed scoping study and mapping the various important value chains in which the EGs and PAs operate and participate. The consultant is expected to focus more on apiculture (honey processing), poultry, dairy, saffron, jam and pickle, handicraft, and gemstone value chains. The consultant/firm is expected to visit various categories/types of markets whose details are given below:

1. Locally based permanent village shops, Juma Bazaar, local retailers, local suppliers from village to district or provincial market and vice-versa.
2. District based market where number of villagers have access to the market, with/through different retailers, wholesalers, market suppliers, etc.
3. Provincial capital-based market or big regional market (Herat, Kandahar, Balkh, Kabul, Nangarhar, Kunduz, Khost, Parwan and Ghazni) which links all 34 provinces with each other.

**5. Timeline:**

After awarding of contract, SMEs or firms are expected to complete the assigned tasks according to the following timeline in 12 weeks.

|  |  |
| --- | --- |
| **PRODUCT** | **DATE OF DELIVERY** |
| **First set of products: Preparation*** **Inception Report**
* **Draft: Research methodology, instruments, consent forms.**
 | **3 weeks after signing contract** |
| **Second set of products: Piloting** * **Pilot testing of the survey instruments**
* **Finalized: Research method, instruments, consent forms**
 | **5.5 weeks after signing contract** |
| **Third set of products: Implementation** * **Signed consent forms;**
* **Weekly field notes and summary reports**
 | **8 weeks after signing contract** |
| **Fourth set of products – Analysis and Documentation** * **Draft report**
* **Presentation of the findings of the report to the client**
* **Final report**
 | **12 weeks after signing contract** |

1. **Qualification and Submission Guideline**

SMEs/Firms are expected to have knowledge and experience in the sector they apply for conducting of RMA.

**STAFFS SPECIFICATIONS:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **#** | **Key Positions** | **Qualification** | **No of Staff** | **Key Responsibilities** |
| 1 | Team Leader  | Should have a master’s degree with atleast 10 years of experiences on value chain analysis, market study, feasibility study and economic analysis  | 1 | 1. S/he is mainly responsible for leading and managing the tasks and team;
2. Should be responsible for designing of methodologies, table of contents, analytical framework;
3. Analysis and writing the report;
4. Presentation of the report;
5. Finalizing the report.

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| 2 | Data analyst and Software specialist  | Should have a bachelor degree in computer science, statistics, business management, economics and in other social sciences with atleast 5 years of experiences in data analysis | 4 | 1. Should be responsible for data analysis;
2. Database management;
3. Analysis of data;
4. Reporting of data; and
5. Preparation of research reports.
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| 3 | **Non -Key positions** | **Qualification** | **No of staff**  | **Key responsibilities**  |
|  | Research Surveyor  | Should have a Bachelor’s degree in Business, Marketing, Economics, and social sciences with at least 5 years relevant experience, ie, in conducting survey and research. Consultant should be able and willing to travel to the targeted districts and provinces | 27 | 1. Should have in-depth knowledge on the survey instrument;
2. Knowledge on Market Research Analysis;
3. Conduct field level survey and research;
4. Have in-depth discussion with all the stakeholders of the sub-sector;
5. Should be able to design different types of questionnaires, surveys templates and forms;
6. Should be familiar with compiling and analyzing statistical data using modern methods;
7. Should be able to liaise with direct and indirect stakeholders for gathering information;
8. Should be able to carry out information and data retrieval searches using electronic databases;
9. Should be familiar with analysing and evaluating research and interpreting data, making sure to identify key issues;
10. Should be able to gather information by directing or carrying out fieldwork

Note: Non- key position may not be evaluated.  |