**Terms of Reference for**

**Economically viable and market-driven value chains**

**Climate Resilience Component of Building Resilience and Addressing Vulnerability to Emergencies (BRAVE) in Pakistan Programme**

1. **Background**

The FCDO funded “Building Resilience and Addressing Vulnerability to Emergencies" (BRAVE) initiative, assigning Concern Worldwide as the lead organization and AKFP as consortium organization. The primary objective of BRAVE is to enhance climate resilience in Pakistan, focusing on strengthening the Government of Pakistan (GOP) and local communities' capacity to respond and adapt to climate-related shocks. The program's emphasis is on establishing adaptive shock protection systems, with a target of beneficiaries of 1.5 million individuals across five climate-affected districts. As an implementing partner AKRSP is implementing the project in 4 districts, Ghizer, Astore, upper and lower Chitral.

**Programme Summary**

The FCDO funded “BRAVE” programme anticipates that communities will be better equipped to anticipate and adapt to address the risks and opportunities posed by changing climate. The expected impact of climate resilience component is “increased capacity of the at-risk and climate vulnerable households and communities to anticipate, adapt to, and absorb the impact of shocks and stresses induced by climate change and natural disasters (including measurable changes in gender roles and social inclusion)”. The BRAVE consortium, led by Concern Worldwide (“consortium lead”) in partnership with The Aga Khan Foundation (AKF), CESVI and Welt Hunger Heilfe (WHH) (“consortium members”). The consortium will involve implementing and monitoring community-based climate resilience and adaptation pilots that develop skills and practices adaptive, absorptive, and anticipatory capacity to climate change, in a conflict-sensitive manner. The proposed implementation, its scope and pace, involvement of implementing and technical partners (ADPC, ODI, HelpAge intl).

Following are the four outputs of the programme:

**Output 1:** Inclusive Climate Adaptation Forums formed which are implementing Climate Action Plans at different administrative levels (village, union council, Tehsil/Taluka & District)

**Output 2:** Climate vulnerable communities and at-risk HHs are taking up more climate resilient and diversified livelihoods pathways.

**Output 3:** Climate vulnerable communities and at-risk HHs are taking up more climate resilient and diversified livelihoods pathways.

**Output-4:** Climate sensitive public sector pathways for priority sector/s that generate climate knowledge, promote risk-sensitive practices including risk financing.

**Key Audience and Use**:

The key audience of the study is the local communities of the BRAVE programme areas as the study would support them in understanding the local market dynamic and also support those interested in value chain including agriculture products especially fruits and vegetables. The assessment report will also be aimed primarily at multiple stakeholders like lead consortium and implementation partner, Consortium lead, decision makers, public policy makers and donor FCDO and other important stakeholders. The study findings will be used to raise the awareness level of the policy makers at the strategic, tactical and operational levels and propose alternative mechanisms for small producers for better livelihood options.

**Objectives of the study**:

Following are the key objectives of the assessment.

* Identify potential livelihood skills that have demand in the local, provincial, national and international markets.
* Using a short list of market systems and scope of the BRAVE programme identify 3-4 profitable and technically feasible value chains for male and female community members keeping in view their main livelihood sources. Criteria for shortlisting and selecting value chain should include inclusion (people with disabilities, gender, potential for growth and potential pro poor adaptability).
* Describe skills training needs related to potential roles in the value chain.
* Analyse the information in a matrix to identify market opportunities, constraints, and interventions to address market constraints that will enable increased economic activity and improve access to markets for the selected target group.
* Mapping of potential private sector institutes/businesses that could support the skills and value chains.
* Mapping of training institutes including private and government that provide quality trainings and certification as per government standards.
* Analyse current market trends in terms of market demand and supply, price-scheduling mechanisms, market determinant factors, supply chains and government market regulatory and control mechanisms
* Analyse possible potential risks the project beneficiaries may face in market and suggest possible mitigation measures.
* Come up with innovative and possibly market accepted packing and packaging and marketing models that the producer organizations can adopt.
* Explore micro financing institutions in the area and illustrate how the producer organizations can be linked with them
* Assess the existing market situation and nature of bargain taking place between different market players in the study area (relationships, attitudes and behaviours).
* Suggest improvements in the value chain system for ensure direct linkages of the community members/trained skill persons, farmers with the major markets and increased incomes from their produces.
* Meeting with livelihoods staff of all consortium members in field level.
* Conduct validation and problem-solving workshop inviting key stakeholders, in particular market actors involved in the target value chain.

**Target group:**

Climate prone poor and vulnerable communities living in villages with particular focus on small farmers having less than one acres land, land less, daily wage labourers who earn a minimum wage through unskilled work, educated adult male and female from the target areas, women groups involved in local handicraft and earn very marginal income from the sale of their product.

**Assessment Approach and Methodology:**

The following methodology and research tools will be employed (but not limited to) during the assessment.

**Literature Review**: The consultant will have to review the existing market assessments in the target area (Ghizer, Astore, Upper & lower chitral), market regulatory and price control policies and/or laws and mechanisms, any documents on market trends in the target area and any other relevant literature where possible.

**Market Mapping and value chain**: The consultant will have to map potential local and regional markets in terms of type, size and volume of market, goods sold and bought, supply chain, type of producers, suppliers and vendors, women led businesses/trades, distance of the market from the target project villages, mode of transportation, market associations/trade organizations, security arrangement/situation especially for women and competitiveness (number of producers/suppliers/vendors versus items in demand).

**Key Informant interviews**: The consultant will conduct key informant interviews in project intervention areas in close coordination with the knowledge hub, VACAF and project staff

**Focus Group Discussions**: The consultant will conduct at least one FGD in each of the mapped markets in consultation with the project team.. In markets, the participants should be producers, suppliers, vendors, consumers and employers (the participation of women should be prioritized where possible). In villages, separate FGDs should be conducted with women and men (three with women and two with men) and the participants should be of same age.

**Deliverables and Schedule**

The consultant(s) will produce following key deliverables (subject to further refinement in consultation with the selected partner):

* List of economically viable livelihood skills, Critical Markets and shortlisted value chains short. How this decision was made
* List of actors – describe the actors in the market system/value chain – producers, aggregators, wholesalers, retailers, consumers. Describe what the actor does in terms of the market, present what costs they incur, what income they make, assess their risks, present data on the margins at each step along the value chain.
* Supporting environment – describe the services that support the market – transport (sometimes included in the value chain), finance, research and development, other support services (warehousing, certification), etc…
* Enabling Environment – describe the policies, rules and regulations governing the market. Key areas to consider – weights and measures (informal systems often cause mistrust), fuel pricing and subsidies (related to transport costs often a key market constraint), etc…
* Market Constraints (including graphic) – analyse and describes market constraints as they relate to the target group.
* List of programme intervention options/analysis – these should directly address the market constraints. Discussion and feasibility analysis.
* List of potential training institutes (private sector and government)
* Market assessment report according to template as Annex, including any data collected as annexes including FGD notes.
* Potential of the growth/market for the proposed value chain interventions and current volume of trade in the proposed interventions

**Time Schedule**: On the basis of the proposed time schedule outline in these Terms of Reference, the consultant shall prepare a brief work plan. The work plan should set out the Consultant approach for conducting research activities. The period for the consultancy should not exceed 6 weeks starting with day of signing the agreement.

**Specific Objectives**

The consultant(s) will produce following key outputs; these outputs can be further adjusted based on the need of the program and donor.

* An initial analysis of the market system in which the selected target groups operate (broader markets that influence the local markets).
* Assess market supporting environment (services), enabling environment (rule regulation govern market) and market constraints in the selected target districts.
* Using a short list of market systems and scope of the BRAVE programme identify 3-4 profitable and technically feasible value chains in each target district which are main source of income for selected target groups. Criteria for shortlisting and selecting value chain should include gender, potential for growth and potential pro poor adaptability.
* To further analyse 2 selected value chains and examine how selected target group can be engaged in the value chain in different roles (Supplier of input, producer, processor, transporter, traders)
* Describe skills training needs related to potential roles in the value chain
* Suggest income generating activities and technical vocational skills in demand.
* Analyse the information in a matrix in order to identify market opportunities, constraints, and interventions to address market constraints that will enable increased economic activity and improve access to markets for the selected target group.

**Reporting and Accountability**

The consultant will report to Project Manager for BRAVE programme AKRSP.

**Skills, Experience and Qualifications**

* At least 5-8 years direct experience working on climate resilient value chains, markets assessment and market development strategies. Post graduate level qualification in related subjects (Business administration (Marketing), economics, Food security, or related)
* Demonstrable experience in market assessment, VCA and Technical Vocational and Education Trainings (TVET)
* Strong analytical and critical thinking skills.
* In-depth knowledge of local market trends.
* Excellent communication and facilitation skills.
* Willing to travel to programme districts.
* Available in Gilgit Baltistan during assignment period and can visit office time to time as needed for meetings and discussions

**Structure of Technical Proposal/Expression of Interest and Submission Guidelines**

Interested potential consultants/ consultancy firms with relevant experience submit technical proposals & financial (only) containing following documents.

|  |  |  |
| --- | --- | --- |
| ***Heading*** | ***Page limit*** | ***Assessment Score*** |
| Understanding of the Terms of Reference | 2 | 20 |
| Lead Consultant Skills and Previous Experience | 2 | 15 |
| Methodology and Approach | 3 | 25 |
| Financial proposal |  | 25 |
| Annexes – references, |  | 15 |

\**NB A consultant needs to be able to submit a technical bid in line with the requirements. If they can’t (i.e. they significantly exceed page limits) it is highly unlikely that they will be able address the ToR accurately.*

**Time frame**

|  |  |
| --- | --- |
| Activity | Timeframe |
| Document review | 3 days |
| *Optional: Initial meeting/workshop (reviewing/confirming selected markets)* | *1 day* |
| Field work (depends on number of fields staff) | 3-4 days/district |
| Data analysis | 1-2 days/district |
| Feedback and analysis meeting/workshop | 1 days/district |
| Reporting writing | 4 days |
| **Total** | **20-25 days** |

*NB: this schedule suggests the number of days for each activity. A total of 20-25 days is considered sufficient to complete a market assessment study for 1 to 2 markets/value chains in all four districts.*

# Confidentiality and Ownership of the Data, Documents, and Equipment

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* AKRSP shall be the owner of all the data collected, data sets, reports, documents, etc. prepared by the consultant,
* All the data collected must be handed over to AKRSP before final payment,
* All documents, reports and information from this assignment will be regarded as AKRSP's intellectual property, so the mentioned outputs or part of it cannot be sold or used in any case without the prior permission of AKRSP.

# Ethical/Safeguarding Considerations

The responses will be taken after the consent of the respondents. The consent question will be added in the beginning of the questionnaire/tool. The consent will be taken after informing objectives and purpose of the survey and abiding by the AKRSP’s safeguarding policy.

*AKRSP-AKF is an Equal Opportunity Employer and is Committed to Safeguarding and Promoting the Welfare of Children and Vulnerable Adults and Expects all Staff and Partners to Share this Commitment.*

*Submit above mentioned document by email (procurement\_akrsppk@akdn.org) by March 24, 2024.*