**Terms of Reference (TOR) of Market Assessment for Rice & Fisheries Value Chains in Thatta and Livestock Value Chain in Tharparkar**

**For project titled**

**“Support for Agricultural Micro-Enterprises and Integration in Value Chains to Increase Food Security in Pakistan”**

**Background**

SAFWCO, a Non-Governmental Organization founded in 1993 under the Society's Act 1860, has established itself as a leading entity in promoting sustainable development across Pakistan. Recognized by the Pakistan Centre for Philanthropy (PCP) as a certified non-profit organization, SAFWCO operates under a Memorandum of Understanding (MoU) with the Economic Affairs Division (EAD) of the Ministry of Commerce. SAFWCO is driven by its vision to create "sustainable communities that achieve equitable economic, social, political, and cultural development." Engaging both rural and urban communities (men and women) to foster sustainable enterprise initiatives aimed at reducing poverty and ensuring food security, strengthening community-based agricultural organizations to support long-term sustainability, and enhancing the participation of women in business development to advance their socio-economic empowerment.

SAFWCO upholds robust operational processes across human resources, finance, procurement, security, data protection, and monitoring. Additionally, SAFWCO maintains comprehensive safeguards against sexual exploitation, child abuse, fraud, and other ethical violations, guided by transparent whistleblowing mechanisms.

Within the market assessment for rice & fisheries value chains in Thatta and livestock value chain in Tharparkar, aims to deepen its commitment to equitable development by exploring gender-specific roles, challenges, and opportunities unique to rice, agriculture and livestock value chains. This assessment will take an inclusive approach, accounting for the contributions, needs, and constraints of both men and women, to better support of women and marginalized groups within the rice, fisheries and livestock value chains.

SAFWCO and SUKAAR Foundation are key implementing partners of WHH in this project. SAFWCO is leading efforts to strengthen agricultural and fisheries value chains in Thatta, while SUKAAR Foundation focuses on the livestock value chain in Tharparkar. Together, with WHH's support, these partners aim to promote sustainable development and economic resilience within these regions.

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| Welthungerhilfe (WHH) was established in 1962 and is now one of the largest private organizations in Germany working in development cooperation and humanitarian aid. The organization is non-profit, non-partisan, and non-denominational. Donations from the general public fund its work in over 40 countries across Africa, Asia, and Latin America. Additionally, WHH receives grants from the German Federal Government, the European Union, and the United Nations for international development initiatives. SAFWCO and SUKAAR Foundation has partnered with Welthungerhilfe (WHH-an International NGO) project on ***Support for Agricultural Micro-enterprises and Integration in Value Chains to Increase Food Security in Tharparkar and Thatta, Sindh, Pakistan.*** |

The project “*Support for Agricultural Micro-enterprises and Integration in Value Chains to Increase Food Security in Pakistan”,* aims to integrate smallholder farmers into the rice and fisheries value chains in Thatta and livestock value chain in Tharparkar district to improve food security, increase income, and develop sustainable practices. This market assessment is essential for identifying existing practices, capacity gaps, and barriers to the effective integration of these farmers into the value chains. The findings will support the development of a sustainable framework for smallholder farmers to become active market participants.

**Purpose of the Market Assessment for Rice, Fisheries and Livestock Value Chains**

The purpose of conducting a Market Assessment is to identify the existing farming, fish and livestock practices and capacities of smallholder farmers, the scale of production, the existing opportunities and facilities for scaling up production, the existing role of each value chain actor and the barriers for smallholder farmers to become value chain actors. The Market Assessment will guide SAFWCO’s agricultural and fisheries and SUKAAR Foundation’s livestock initiatives towards sustainable outcomes that strengthen market linkages, increase productivity, and promote economic growth within local communities.

The Market Assessment aims to assess the competitive environment and make informed decisions and understand the potential and key issues within the rice, fisheries, and livestock value chains in the targeted communities. The assessment seeks to identify opportunities for improving market access, increasing productivity, and addressing key challenges within these value chains.

**Objectives of the Assessment:** The consultant will conduct a comprehensive market assessment to map and analyze three value chains. Respectively in Thatta, for rice and fisheries value chain and in Tharparkar livestock value chain with specific focus on the small ruminant meat value chain., This study will help to keep focusing on identifying existing barriers and opportunities for smallholder farmers, particularly women, and youth. The assessment will analyze the competitive landscape, supplier and buyer power, potential substitutes, and threats of new entrants, providing a clear understanding of market dynamics and opportunities for improvement.

Since the project target participants are small farmers of three value chain. These farmers are organized in a systemic structure that is called farmers enterprise groups-FEGs. Whereas This assessment is necessary for integration into the value chains at FMC (Farmers Collective) and VCA (Value Chain Association) level. This study will help us to identify the gaps, challenges and to access the competitive environment and make informed decisions for the small holders farmers.

This assessment aims to:

* Identify the existing farming, fish and livestock practices and capacities of smallholder farmers, the scale of production, the existing opportunities and facilities for scaling up production, the existing role of each value chain actor and the barriers for smallholder farmers to become value chain actors
* Assess existing disparities in access to resources, market participation, and economic benefits among different groups, particularly smallholder farmers (rice, fisheries and livestock).
* Provide actionable recommendations to enhance market access, improve productivity, and foster inclusive growth across these sectors.
1. **Specific Focus Area/s:**

**1.1 Value Chain Mapping and Market Dynamics**

* 1. Analyze and map the entire value chains for rice, fisheries, and livestock, from production to consumption, including key actors, processes, and linkages.
	2. Identify the major market players, their roles, and how they interact within each sector.

**1.2 Market Access and Barriers**

* 1. Identify barriers to market access for smallholder farmers, including issues related to market information, and access to credit.
	2. Assess the constraints faced by women, youth, and marginalized groups in accessing markets, resources, and services.

**1.3 Competitive Landscape Analysis**

* 1. Us1-e tools to evaluate the competitive environment within the rice, fisheries, and livestock value chains.
	2. Analyze the level of supplier and buyer power, threats of substitutes, and potential for new entrants in each value chain.
1. **Resource Access and Economic Benefits**
	1. Assess disparities in access to critical resources (e.g., land, finance, technology, and training) within the respective value chains.
	2. Analyze economic benefits and how they are distributed among different stakeholders, focusing on gender, community conflicts and socio-economic factors.
2. **Opportunities for Market Growth and Value Addition**
	1. Identify opportunities for market growth, product diversification, and value addition in rice, fisheries, and livestock sectors.
	2. Explore opportunities for improving the efficiency of existing value chains and creating new market linkages, particularly for smallholder farmers.
3. **Sustainability and Resilience**
	1. Assess the sustainability and resilience of the rice, fisheries, and livestock value chains, particularly in the context of climate change, resource depletion, and other environmental factors.
	2. Explore opportunities for making the value chains more resilient to market and environmental shocks.
4. **Recommendations for Inclusive and Equitable Interventions**
	1. Provide actionable recommendations to improve market access, productivity, and economic empowerment, with a focus on Involving women, youth, and marginalized groups within the rice, fisheries and livestock value chains structure.
	2. Suggest strategies to strengthen value chain linkages and facilitate better access to resources, markets, and decision-making platforms for disadvantaged groups.

**Scope of Work:**

The consultant is expected to:

1. **Desk Review**
	* Review existing literature, project documents, and relevant studies on market studies specifically on rice, fisheries and livestock value chains and food security in districts Thatta and Tharparkar.
2. **Data Collection and Analysis**
	* Conduct primary and secondary data collection through interviews, surveys, and focus group discussions with various stakeholders, including farmers of three value chains (small and large), buyers, traders, processors, retailers, transporters, and relevant government functionaries .
3. **Stakeholder Mapping**
	* Engagement with key stakeholders, including women’s groups, chamber of commerce (men and women), women market committees, community women institutions, community leaders, government officials, and other relevant actors.
4. **Value Chain Analysis**
	* Assess competitive rivalry, supplier power, buyer power, threat of substitution, and new market entrants.
5. **Opportunities and Barriers**
	* Identify scaling-up opportunities and facilities, as well as the current barriers (e.g., knowledge, capital access, market access) faced by smallholder farmers (Rice, livestock and fisheries).
6. **Impact Analysis**
	* Assess the potential positive and negative impacts of integrating smallholder farmers (Rice, livestock and fisheries) into these value chains on the broader community.
7. **Reporting:**
	* Prepare a brief, comprehensive report detailing the findings, including an executive summary, methodology, key findings, and recommendations. Those are specific to the value chains and actionable. This assignment is required the relevant and practical recommendations for the market assessment for rice, fisheries and livestock value chains. The assignment and the reports focus has to be on practical recommendation closely related to project activities.
	* Present the recommendations to the project team and relevant stakeholders for feedback and further refinement.
8. **Deliverables:**
9. **Inception Report:** Outlining the methodology, work plan, and key informants for the analysis.
10. **Draft Market Assessment Report:** Including preliminary findings and recommendations.
11. **Final Market Assessment Report:** Incorporating feedback from the project team and stakeholders.
12. **Presentation:** A summary presentation of the key findings and recommendations.
13. **Timeline:** The assessment is expected to take place over a period of 4 weeks, with the following key milestones:
* **Week 1:** Inception meeting and submission of the Inception Report.
* **Weeks 2-3:** Field research and data collection.
* **Week 3:** Data analysis and preparation of the draft report.
* **Week 4:** Submission of the final report and presentation of findings.
1. **Required Expertise and Qualification:** The consultant/team should possess:
* With specific experience on agriculture value chain (Rice, Fisheries and Livestock).
* Experience in agriculture enterprise development, understating on farmers organizations, farmers enterprise groups and value chain associations.
* Have been engaged with different agriculture stakeholders including government relevant authorities, extension departments, research and academia.
* Advanced expertise in market assessment in development contexts agriculture and livestock value chains
* Experience in conducting similar analyses in Pakistan with specific focus in Sindh, having deep knowledge on Sindh coastal and arid zone (Desert areas)
* Excellent analytical, writing, and communication skills.
* Excellent time management skills
1. **Reporting:** The consultant/team will report to the Deputy Executive Director and Project Manager

 of SAFWCO and SUKAAR Foundation.

1. **Budget:** SAFWCO commissions the assignment by covering consultancy fees in supervision of Welthingerhilfe (WHH) and consultation of SUKAAR foundation.
2. **Application Process:** Interested consultants/teams are invited to submit their proposals, including:
* A brief outline of the proposed methodology.
* CVs of the lead consultant and key team members.
* A budget proposal.
* Samples of previous work relevant to this TOR.
1. **Contract and Payments**

SAFWCO will sign a consultancy contract with the consultant. 25% of the total amount will be paid upon finalization of the inception report; second instalment of same amount will be paid after submission of draft report within stipulated time and the remaining amount upon approval of the final report and all deliverables.

1. **Indicative Budget Format**

When preparing the budget, the following must be considered.

* + Soft and hard copies of relevant documents will be provided by SAFWCO.
	+ SAFWCO and SUKAAR Foundation staff will facilitate entry to the communities and meetings with stakeholders.
	+ Consultant will use his/her own Laptop for the assessment and analysis.
	+ Please note that it is the sole responsibility of the consultant to arrange and maintain all necessary insurances, including healthcare, accident, and liability insurance. SAFWCO and SUKAAR Foundation do not provide or subscribe to any insurance coverage on behalf of the consultant or service provider.
	+ A copy of the life insurance of consultant/s must be submitted prior to the execution of the contract.

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| --- | --- |
| **Item** | **Total Cost (PKR)** |
| Consultant’s Fee: XX days @ XX PKR Total = XXXX PKR |  |
| Other costs (please specify e.g. travel) |  |
| Total |  |

1. Award Criteria
2. **Financial Evaluation: 40 Marks / 40% (lowest prices will be awarded 40% score)**
3. **Technical Evaluation 30% for each consultant:** Following documents to be submitted online e portal along with bid/tender.
4. Active/Valid Taxpayer status, Copy of NTN/FBR Registration certificate. (**02 marks**)
5. Previous valid relevant consultancy experience documents: 02 contract/POs (**6 marks** <03 score for each proof.
6. Methodology and approach **(10 marks)**
7. **Necessary Health** I**nsurance document(s) for consultant(s) (12 marks).**
8. **Contact Information and Submission Deadline**

For further information, please contact:

* Mr. Satram Suther , General Manager HR and Logistics, Email: satram.suther@safwco.org
* Interested firms can submit their technical and financial proposals by courier or by hand to the **Procurement Committee at SAFWCO Office, House No. C-417, Qasimabad Phase-1, Hyderabad.**
* Proposals can also be submitted via email at**valuechain.sindh@safwco.org****.** **For inquiries, please contact: 022-2650996 (Sindh)** The deadline forsubmission is **23rd February 2025, by 05:00 PM.**
1. **Standard outline for inception reports**

The inception report should be kept short and concise with only 2-6 pages for the main text without cover page, table of contents, abbreviations, and annexes.

1. **Cover page**

States the type of report (inception report), the type of the assessment, the title of the programme, country, name of the evaluator(s)/company, date, and SAFWCO as the commissioning parties.

1. **Table of Contents**

**Abbreviations and Acronyms** (if applicable)

1. *Introduction*
	1. Background and context
	2. Purpose and Scope of the Assessment
	3. State the purpose and scope, in line with the Terms of Reference. What are the objectives, who are the intended users, what is the geographical coverage and the timeframe covered?
	4. Suggested adaptations to the Terms of Reference
	5. Provide brief feedback on the feasibility of the ToR. Will it be possible to answer all analysis questions with the available information and resources? Have any questions been added or deleted during the discussion process? Is there a need to specify/unpack overarching evaluation questions? If yes, what are your suggestions?
2. *Methodology*
	1. Assessment design
	2. This section describes the overarching logic of how the assessment will be organized to answer the assessment questions.
	3. Methods of Data Collection and Assessment.
	4. Present all data collection and analysis methods that will be applied during the assessment (e.g. document analysis, questionnaires, interviews, focus group discussions, surveys, direct observation).
	5. Please ensure that, it is important not to confuse designs and methods. Design refers to the structuring of the data gathering and analysis, and method refers to how the data is gathered
	6. Limitations to the Evaluation Design/Methodology
	7. Ideally, the design/methods is determined solely by the assessment questions, but no evaluation design is perfect. The constraints imposed by timing, budget, data availability, and so on limit the options. The options chosen, and the reasons for doing so should be noted in both the inception and final reports.
3. *Work Plan*
	1. Present a timeline including key activities, deliverables, and deadlines.
4. *Roles and Responsibilities*
	1. This section clarifies the roles and responsibilities about the consultant and SAFWCO. The consultant indicates the operational and logistical support required (e.g. scheduling of appointments with stakeholders, provision of transport for field visits, preparation of meeting venue and facilitation materials)
	2. If the assessment is conducted by a team, the roles and responsibilities within the team are defined.
5. **Annexes**

As mandatory annexes, consultant should attach the ToR, and draft data collection tools according to the proposed methods (e.g. questionnaire, guides / key questions for semi-structured interviews and focus group discussions).

1. Terms of Reference (mandatory)
2. Draft data collection tools (mandatory)
3. Questionnaires (if applicable)
4. Key questions for semi-structured interviews (if applicable)
5. Other data collection tools (if applicable)

**ANNEX I Page 1/5**

Supplier Declaration Form

**Note:** This Supplier Declaration Form, including your certification by signature, is part of the qualification procedure for our suppliers and service providers. If you do not fully complete this form, you may be disqualified from the tender.

# Supplier Information

By signing the certification at the end of this Supplier Declaration Form, you confirm that all information submitted in sections 1.1 and 1.2 below is true and complete.

# Information About Your Business

Please provide the following information about your business and attach a copy of your company’s legal registration document if available.

|  |  |
| --- | --- |
| Business name |  |
| Legal form*If the supplier is not a registered company, write “not registered.”* |  |
| Year founded |  |
| Country where established |  |
| VAT or registration number |  |
| Bank details*Include the account holder’s name, bank name, IBAN, SWIFT code, and currency used.* |  |
| Physical address, email address, and website |  |
| Contact Sales and marketing |  |
| Range of products and services provided (Portfolio) |  |
| Other information |  |

# Information About Your Managing Officials

Welthungerhilfe upholds high moral standards regarding the conduct of its employees, partners, suppliers, and other service providers. As discussed in part 2.3 below, one of these standards is a condemnation of terrorism and a commitment that no funds or other resources will be used to support terrorists or terrorist activities in any way. Not only is this standard an integral part of how Welthungerhilfe works, but it is also an expectation of our institutional donors and banks that we screen our suppliers and service providers against lists of known and suspected terrorists on a regular basis.

For this reason, we are required to collect certain information about the relevant decision makers of each supplier. In particular, we request information about your top 4 managing officials (e.g.,

executive board members, managing directors, or heads of department). Generally, these are the individuals listed on your company’s registration document. If your company has fewer than 4 managing officials, please provide details for all of your managing officials and let us know this fact when submitting the form.

The data collected below will only be used for comparison with freely accessible international sanctions lists

published on the internet and will be protected in accordance with applicable data protection laws. If you have any questions how your data will be processed or stored, please talk to your contact at Welthungerhilfe or send an email to screening@welthungerhilfe.de.

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| **Managing official 1** |
| Full name*(given name followed by middle and surname)* |  |
| Nationality |  |
| Address*(at a minimum, country of residence)* |  |
| Gender *(optional)* |  |
| Birthdate | Date: | Month: | Year: |
| **Managing official 2** |
| Full name*(given name followed by middle and surname)* |  |
| Nationality |  |
| Address*(at a minimum, country of residence)* |  |
| Gender *(optional)* |  |
| Birthdate | Date: | Month: | Year: |
| **Managing official 3** |
| Full name*(given name followed by middle and surname)* |  |
| Nationality |  |
| Address*(at a minimum, country of residence)* |  |
| Gender *(optional)* |  |
| Birthdate | Date: | Month: | Year: |
| **Managing official 4** |
| Full name*(given name followed by middle and surname)* |  |
| Nationality |  |
| Address*(at a minimum, country of residence)* |  |
| Gender *(optional)* |  |
| Birthdate | Date: | Month: | Year: |

# Welthungerhilfe Policy Statement

* 1. **Welthungerhilfe supports the goals of the UN Global Compact**

The UN Global Compact is a strategic policy initiative for organizations that are committed to aligning their operations and strategies with the following 10 universally accepted principles in the areas of human rights, labour, environment, and anticorruption:

Human rights

* + - Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and
		- Principle 2: make sure that they are not complicit in human rights abuses.

Labour

* + - Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
		- Principle 4: the elimination of all forms of forced and compulsory labour;
		- Principle 5: the effective abolition of child labour; and
		- Principle 6: the elimination of discrimination in respect of employment and occupation.

Environment

* + - Principle 7: Businesses should support a precautionary approach to environmental challenges;
		- Principle 8: undertake initiatives to promote greater environmental responsibility; and
		- Principle 9: encourage the development and diffusion of environmentally friendly technologies.

Anti-corruption

* + - Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.

Further information about the UN Global Compact is available (in a variety of languages) at [https://www.unglobalcompact.org](https://www.unglobalcompact.org/)

# Welthungerhilfe adheres strictly to its own Code of Conduct

Welthungerhilfe’s own Code of Conduct builds upon the principles of the UN Global Compact and is an integral lodestone in all of Welthungerhilfe’s work. All Welthungerhilfe suppliers are expected to act in accordance with the values of our Code of Conduct, which are as follows:

* + - The highest standards of personal and professional conduct
		- No religious or political activities when representing Welthungerhile
		- No discrimination
		- Responsibility for health and safety
		- No sexual violence
		- Child protection
		- Responsible handing of personal `data and information
		- Responsible use of resources.
		- No supporting of terrorism or money laundering
		- No corruption
		- Avoiding conflicts of interest
		- No work under the influence of alcohol or drugs
		- No carrying of weapons
		- Obligation to report concerns, suspicions, and knowledge of Code of Conduct violations

The full Code of Conduct is available at the following link: <https://www.welthungerhilfe.org/about-us/transparency-and-quality/code-of-conduct/>

***By signing this Supplier Declaration Form, you explicitly agree to comply with these principles.***

# Welthungerhilfe (WHH) renounces all forms of terrorism and money laundering

Welthungerhilfe renounces all forms of terrorism and will never knowingly support, tolerate, or encourage terrorism or the activities of those who embrace terrorism or money laundering. Consistent with guidance issued by the United Nations Security Council and the European Union, Welthungerhilfe is firmly committed to the international fight against terrorism and, in particular, against the financing of terrorism. Accordingly, Welthungerhilfe screens its suppliers and their relevant decision makers against lists of known and suspected terrorists to ensure that none of its or its donor funds are used, directly or indirectly, to provide support to individuals or entities associated with terrorism or money laundering. By submitting an offer, suppliers and service providers agree to this screening process, including the obligation to provide the information required to conduct the screening (see parts 1.1 and 1.2 above).

# Supplier declaration

**We, (name of company) hereby declare that**

1. all of the information submitted in parts 1.1 and 1.2 above is true and complete;
2. we are not in bankruptcy proceedings, in judicial insolvency proceedings, or in liquidation, and we have not ceased our commercial activities and are not in a comparable situation by virtue of similar proceedings referred to in the national legal provisions;
3. we have not received a sanction by legally binding judgment for reasons that bring into doubt our professional reliability;
4. we comply with our duty to pay social insurance contributions, taxes, and other levies in accordance with the legal provisions of the jurisdiction in which we have our office, the jurisdiction of the consignee, and the jurisdiction where the contract is performed; we assure that we will comply with the legislation applicable and common standards in terms of wages, social legislation, and occupational safety and health;
5. we have not received a legally binding sentence due to fraud, corruption, participation in a criminal association, or another act directed against the financial interests of another legal or natural person;
6. no serious breaches of contract due to non-performance of our contractual obligations have been ascertained in connection with another contract or a contract awarded from any institutional donor involved in development cooperation, humanitarian assistance, or other public financing work (hereinafter “institutional donor”);
7. we are providing you with all the information required to participate in a tender, and all information submitted in relation to this tender is true and complete;
8. in respect of contracts that are ultimately paid for out of the funds of an institutional donor, no one has accused us of breach of contract due to gross violation of our contractual obligations;
9. we have not been excluded as a contract partner by any institutional donor due to ethical issues;
10. in the event we are chosen as the supplier for any Welthungerhilfe project, we assure to Welthungerhilfe, to

any institutional donor involved in the project, and to auditors engaged by either Welthungerhilfe or such institutional donor that they will have reasonable access on demand to our business and accounting documents for the purpose of checks and audits;

1. we respect basic social rights and condemn child labor;
2. we understand that Welthungerhilfe will conduct a check to ensure that neither our company nor our top four managing officials appear on any lists of known or suspected terrorists issued by our institutional donors or the governments of which they are a part;
3. we support the goals of the UN Global Compact; and
4. we act in accordance with the values of Welthungerhilfe’s Code of Conduct.

Location, Date Name, Signature