

# TERMS OF REFERENCE



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A quick local market study for cashew nuts products in Ann of the Empowering Women For Business Success (EWBS)

Title of the assignment: **Consultancy for market study**  
Duration of assignment: 20 working days  
Report to: Livelihoods Coordinator  
Project townships: Ann Township, Rakhine State  
Application deadline: 6 May 2022

## Background

*LWF proactively works with partners to address displacement, poverty, and injustice, including promotion of gender equality and climate resilience*

The Lutheran World Federation (LWF) Myanmar is an international non-governmental organization serving the people of Myanmar since 2008. We are a rights-based humanitarian and development organization. Therefore, at the center of everything we do are the people involved in and affected by our work: internally displaced persons, returnees, host communities, poor, and marginalized populations. LWF Myanmar engages with and supports duty-bearers while empowering partner individuals, households, and community development organizations to claim their rights. Within the present LWF Myanmar Strategy 2019-2024, our work spans the realms of humanitarian assistance, recovery, and long-term development, building upon three interrelated programmatic areas: Livelihoods; Quality services; and Protection and social cohesion.

LWF Myanmar is dedicated to promoting children's rights and ensuring that their welfare and physical security are recognized, safeguarded and protected in accordance to UNCRC; and international, regional and national standards. LWF Myanmar commits itself to creating and maintaining an environment which promotes its core values and prevent children from physical abuse, neglect, emotional abuse and sexual abuse.

## Purpose and scope

The cashew nut is the main crop in the project targeted areas in Ann Township. Currently, raw cashew nut trading is very common in the region. The project is trying to help the local farmers, especially women groups to be able to produce the final product, cashew nut, and to market in the region. The purpose and scope of the study is to conduct market study and analysis for cashew nut to determine sustainable market potential, opportunities for value addition, and the necessary policies and systems to support such enterprises. The project is designed that 1,500 women are directly benefited and they engaged in some kind of enterprise/business and newcomers to diversity livelihoods in the four townships. At present, LWF is implementing the project activities more attention to the communities in Ann townships, Rakhine State. On the other hand, the project activities have been phased out from Ayeyarwaddy and Yangon Regions in the end of 2017. It is explained that the villages in the Delta region "graduated" to an independent status, after LWF Myanmar had been supporting these villages through a number of different projects since 2008. During 2018, LWF Myanmar remained however in contact with the villages and some of the special interest groups especially in the area of sustainable livelihoods and sharing lessons learned with other LWF Supported villages. There are 36 villages in Ann Township, Rakhine covering by empowering women for business success funded by Finn Church

Aid and Right Based Empowering Project and over 7000 cashew nut growing acres in project target area as well.

### **Specific objectives of the market study for cashew nuts products in Ann**

To conduct a market study and analysis for cashew nuts to determine sustainable market potential, opportunities for value addition, and the necessary policies and systems to support such enterprises.

To know the potential market and demand size for locally produced cashew nut

To get the market linkages among local producers and customers

### **Expected results;**

The market analysis includes the market preferences on the demand in terms of quality and quantity

To study local consumers and customer preferences for locally produced cashew nuts products in Ann and nearby townships in the Rakhine state.

To identify the key customers and their current demand size in the study areas

To study the potential market demand size in the specific areas especially Ann and nearby townships for producers

To Identify products/market combinations for cashew nut processed products in the market

To identify the current market actors and how they work along the chain

To explore the possible ways to engage among the project's farmers (producer groups) and the potential market actors

To explore the quality requirements that are needed to meet customer and markets

To determine the current market size and possible potential market size, especially for the targeted areas

To identify the key challenges and competitive advantages for the local producers, especially women's groups

To analyze the existing service available on market information, value-added products, finance, and GAP

To identify the food safety and quality requirements for both export and domestic cashew nut markets;

To study and identify the role of women in cashew nut production especially value-added products production

To explore suitable inclusive business models for smallholders along the value chain in the cashew nut sector;

To find out the opportunities how farmers from the targeted areas can access premium markets for cashew nuts, especially in Yangon in the future.

## Expected output

The final deliverables of the study will be a report of 15-20 pages. The suggested structure of the report is as follows:

- Executive Summary
- Introduction
- Methodology
- Geographic coverage
- Commodities and services per location
- Findings for each commodities and services in each location
  - Volume of business, market integration/segmentation
  - Quality, suitability, competitive and comparative advantages
  - Possible potential risks/opportunities per commodity and service
  - Gender aspects and advice on areas for improvement in maximizing benefits to Women;
  - Policy issues – market structures, infrastructure, market access
- Recommendations in English language
  - For immediate action
  - For long-term action
- Recommendations in Myanmar language
  - For immediate action
  - For long-term action
- Risks and Assumptions in English language
- Risks and Assumptions in Myanmar language
- Annexes
  - Schedule of the study
  - List of people, institutions interacted with
  - Others

## Proposed organization of the activities

Below is the tentative plan for the study:

<b>Activities</b>	<b>Duration</b>
Preparation of questionnaires and complete methodology part at home	2 days
Travel to Ann (if coming from outside of Ann)	1 day
Meeting with LWF Myanmar Program in Ann office for logistical, administrative matters, briefing, review of project documents and discussion on questionnaires	1 day
Field work and conduct meetings with related government stake-holders (2 days in each in Ann and Tataung)	10 days
Travel to home from Ann (if coming from outside of Ann)	1 day
Preparation of draft report and submit to LWF Myanmar for review/comments	3 days
Submit final report from home	1 day
<b>Total days</b>	<b>20 days</b>

## EXPRESSION OF INTEREST

Expression of Interest are invited from interested individual consultants or team of consultants for this value chain study as per the above ToR and the following terms, conditions and requirements.

## Terms and Conditions

- *Logistics:* LWF Myanmar will arrange and cover actual costs for travel and accommodation. Food will be the responsibility of the consultant.
- *Professional fee:* The consultant shall quote a lump-sum amount. However, LWF Myanmar will consider proposals that are within the approved rates as per its policy on professional fees. The quoted fee should be inclusive of all costs such as data processing and any assistants the Consultant plans to engage.
- *Tax:* Income tax payable to Government of Myanmar (if applicable at the time of payment) shall be deducted from the consultant's fee.
- The consultant should use his/her own computer during the study
- *Final Report:* After submitting the draft report, LWF will require at least 5 days to review and comment. The Consultant will submit the final report after incorporating the comments. The consultant should work closely with LWF Community Service Team of Rakhine Office. The consultant should submit the final report to Livelihoods Coordinator, LWF Ann Area Coordinator (Ann) and Program Coordinator, LWF Myanmar Program (Yangon).

## Roles and responsibilities of the consultant team

The consultant team will have expertise in development project/program cycle management and experience in applying livelihood, integrated, rights-based empowerment processes in rural area of Myanmar especially Rakhine.

Depending on the availability, representatives from the government host department, LWF Related Agencies and funding partners will be invited for active participation in the process.

## Price proposal and schedule of payments

The contract will be based on fixed outputs. The Contractor should present a financial offer with detailed cost proposal for each activity (professional fees, enumerator fees, travel, daily allowances, communications, stationeries, taxes etc.) to successfully complete the activities.

LWF will not accept any payment request outside of this TOR. All payments shall be made in local currency of the issued contract as applicable. All planned costs related to this consultancy must be specified in the proposal by the Contractor for this assignment.

Based on key outputs, payments will be made as per following schedule:

Item	Deliverables	Percent of total
1	Complete desk review and submit survey methodology	30%
2	Complete field data collection, consolidate findings, and present preliminary results	30%
3	Submit draft report with the following sections: <ul style="list-style-type: none"><li>• Title/cover page</li><li>• Table of contents</li><li>• Executive summary</li><li>• List of acronyms and abbreviations</li><li>• List of tables and figures with overview</li><li>• List of plates/photos</li><li>• Introduction</li><li>• Survey methodology</li></ul>	20%

	<ul style="list-style-type: none"> <li>• Findings – with sub-headings as described above</li> <li>• Conclusion</li> <li>• Annexes (List of people interviewed, list of documents reviewed, survey tools/questionnaires, etc.)</li> </ul>	
4	Submit a final report that is satisfactory to the Livelihoods Officer	20%

### **Qualifications and experience**

This consultancy is open to individual or consultancy teams, both national and international that should/can have evaluation skills and experience, technical expertise in the programmatic area especially in livelihood/economic and experience working in geographical area is preferable.

#### Education

- Masters or Doctorate degree in Agricultural Economics or Economics, Social Science, Business, Law, or similar fields.

#### Experience

- Expert knowledge on livelihood, income generations and small scale business.
- Minimum of five years relevant work experience with INGOs/NGOs/CBOs.
- Highly motivated and experienced in conducting baseline survey, evaluation, assessment, data collection and analysis.

### **Required skills and competencies**

- Excellent administration, organizational and time management skills.
- Ability to plan and prioritize work duties as well as work competently under pressure and tight deadlines.
- Consistently approaches work with energy and a positive, constructive attitude and good computer skills.
- Ability to produce high quality outputs in a timely manner while understanding and anticipating the evolving client needs.
- Strong organizational skills.
- Ability to work independently, produce high quality outputs.

### **Application process and required documents**

Qualified candidates are expected to send their application to LWF including:

- If the service provider is a firm, please submit organization profile and organization's experience and capacity in the specific field  
(OR)  
If the service provider is an individual, please submit an up-to-date CV and it should include experience and capacity in the specific field.
- Brief description of proposed methodology and work-plan (schedule of field visit)
- Proposed survey team structure
- Proposed budget/ quotation of the service/ cost breaks down.
- Sample of previously conducted similar research or studies if possible.

Application not containing these documents will not be shortlisted.

**Application Deadline:**

Interested parties or individuals are to submit applications here before on **6 May 2022**.

Applications can be submitted via email [procurement.myanmar@lutheranworld.org](mailto:procurement.myanmar@lutheranworld.org) and at any one of the following Lutheran World Federation Myanmar offices.

1. LWF Yangon Office: No.11, Kan Street, (6) Ward, Hlaing Township, Yangon.
2. LWF Sittwe Office: House No.278, Thit Sar Street, North San Pya Ward, Pyi Taw Tar Quarter, Sittwe, Rakhine State, Myanmar.
3. LWF Kayin Office: No. 6/833, Corner of Sein Si Mya Street and Hpa Yar Street, 6 Ward, Hpa An Tsp.
4. LWF Ann Office: No. (16), Yadanar Street, 5 Ward, Ann Township.

*Note: Only shortlisted candidates will be contacted and discussed the detail process. The consultation fees can be negotiated.*