

TERMS OF REFERENCE

Participated Value/Market chain analysis for Livelihood Program
in Tien Giang Province

The Norwegian Mission Alliance in Vietnam (NMAV)

1. Background

NMAV has been in partnership with Vietnamese local government since 1996. NMAV and the local partners have worked together to empower the poor and marginalized through inclusion and poverty reduction. The target groups in our projects shall not be reduced to objects of our charity. They are acting subjects with their own will and ability to take responsibility for their own lives and development.

Currently, NMA in Vietnam works in partnership with Tra Vinh and Tien Giang province to implement climate change resilience project. This project aims to help vulnerable people in Mekong increasing their knowledge and having skills to cope with climate change since 2018-2022. The project focuses on women, children, farmers in which gender equality, inclusion are crosscutting topics.

In the new phase of the project 2018-2022, we plan to work with farmers, cooperative groups and local authorities in Tan Phu Dong to further develop climate smart livelihood models.

2. Goal:

In recently, the local farmers have been facing with increasing climate change impacts like drought, unpredictable rainfall leading to the lower yields and the changing of market demand and price leading to their income loss. The TOR was designed to address the demand of local smallholder producers to improve income through climate smart livelihood models with practical market connectivity activities.

The smallholder producers, service providers in market chain are provided with marketing skills, market information and participate in market analysis as well the development of action plan. Our expectation by 2022, 500 households growing crops that are resilient to the negative impacts of climate change.

We are seeking a high qualified institute to provide technical support for livelihood program in Tan Phu Dong, Tien Giang.

3. Scope of work:

- Work with NMAV and local partners and local farmer to identify the potential market/value chain.

- Work with NMAV and local partner, selected farming group to develop the detail analysis plan to address the challenges of local farmers and different stakeholders.
- Conduct assessment of selected farming group in term of their assets, skills, level of organization, market access and specific challenges. Select the most potential market chain for analysis.
- Identify market opportunities base on ecosystem and key actors in the market chain.
- To conduct Value/market chain analysis to critically assess the issues faced by different stakeholders and identify opportunities for improvement (including identify the benefit distribution of the actors in the chain; examine the role of upgrading within the chain)
- Based on the findings of the value/market chain analysis, facilitate participative processes of planning, analysis, and design of strategies to strengthen the smallholder capacity and increase access to external markets.
- Presenting the action plan to all to stakeholders from the sector, including input suppliers, farmers, traders, and buyers
- Provide support or mentoring the process implementing the strategy

4. Methodology

It is recommended to emphasise both qualitative and quantitative data, with a strong inclination towards qualitative data. These methods include: review of existing information, key informant interviews with chain actors and participatory chain mapping, as well as workshops, participatory observation and focus groups with chain actors. In some cases, methods are also provided for carrying out a market assessment

5. Timeframe:

Activities	Timeframe	Location
Work with NMAV on assignment and contract signed	August,2018	Ho Chi Minh City
Consultant to submit work plan for process of completion of field work and report	September,2018	
Work with NMAV and local partners and local farmer to identify the potential market/value chain.	September,2018	
Conduct assessment of selected farming groups	September,2018	
Conduct value chain analysis	October,2018	Tien Giang
Draft report with key findings to be submitted	November,2018	
Facilitate participative processes of planning, analysis, and design of strategies	November,2018	
Draft final report with action plan, strategy	November,2018	HCM
Conduct workshop to present the action plan to all to stakeholders	December,2018	Tien Giang
Provide mentoring for process of implementation		Tien Giang and HCMC

6. Consultant Qualifications

The interested applicants encouraged to submit their proposal (not exceeding 10 pages) in English to the Norwegian Mission Alliance with the following details:

- Updated CVs
- Experiences and qualifications to undertake this assignment including a list of similar previous and current engagements with detailed references and documentation references;
- Experience in working with international and national NGOs and/or with government authorities at national level;
- Technical proposal with detailed activities and workplan;
- Budget proposal with a cost breakdown based on activities.

The proposals are expected to send to Ms. Pham Thi Xuan Huong via email: xuanhuong@nmav.org, titled "Application Livelihood Program _Name of applicants" by no later than 10 August, 2018. Only submissions with complete documents as stated in the ToRs will be considered.