

Terms of Reference

VALUE CHAIN IDEA CONTEST (VCIC) – 2018 -2021 Supporting Livelihood of Ethnic Minority Women and Youth through Value Chain Approach for Ethnic Minority Products in Vietnam

Job Title: Value Chain Service Provider

Background

The 2018 -2020 period is set as an important period for the Committee for Ethnic Minority Affairs (CEMA) to review the performance of ongoing ethnic minority (EM) related policies and programs and conduct additional policy research to prepare for a new policy cycle for the strategic period of 2021-2030. The Second Australian-World Bank Partnership (ABP II), EM Pillar is supporting CEMA to organize the “Value Chain Idea Contest (VCIC)” to seek and support the implementation of innovative business development and enabling ideas through value chain approach for poverty reduction, boosting prosperity and socio-economic development for ethnic minorities in the country. More importantly, the VCIC aims to serve as a pilot scheme to inform strategy, policy and decision-making on poverty reduction and development of ethnic minorities and mountainous areas of CEMA and other line ministries such as MARD, MPI and MoF for the next strategic period (2021-2030) to more effectively target the needs of diverse ethnic minority groups especially the economic leadership of ethnic minority women and youth.

The VCIC aims to crowd source ideas for value chain support to ethnic minorities, especially those benefiting women and youth. These requested ideas fall under two themes:

Theme 1: Increasing participation and benefits from value chain opportunities for ethnic minorities

This includes, but not limited to ideas that focus on enhancing some of the following benefits to ethnic minorities: (i) introducing or expanding production of new products in ethnic minorities areas, (ii) technological development and innovations to improve productivity and access to markets, (iii) facilitating investment in training, technology and management systems by value chain actors to improve the ability of ethnic minorities to create better quality products or meet buyers’ standards, (iv) facilitating creation of support structures that enable ethnic minority producers to access information about market requirements, product standards, knowledge on innovative technologies and new production methods; (iv) activities to help increase the bargaining power of rural smallholders; or establish partnerships that help them to meet the quantity and quality requirements set by large firms; (v) enhancing value chain transparency, which will help identify bottlenecks and improve the efficiency and profitability of value chains

Theme 2: Creating an enabling environment for the development of value chains benefiting ethnic minorities, especially women and youth

Under this theme, ideas focus on such issues as: (i) supporting/engaging government agencies to improve administrative procedures, regulations, standards and laws so that ethnic minority enterprises can establish and operate their businesses in the target areas; (ii) advocating for changes in trade laws and regulations that encourage and allow minorities to develop their manufacturing capabilities and participate at the higher-value added sections of the value chain.

The implementation of VCIC consists of the following steps:

- Step 1:** Call for value chain ideas and information/dissemination campaign about the contest (completed in August 2018).
- Step 2:** Shortlisting value chain ideas (first round selection of at least 25 applicants)
- Step 3:** Supporting first round shortlisted candidates to turn their value chain ideas into value chain project proposals and identification of tailored support most beneficial to each proposal
- Step 4:** Evaluation and selection of value chain (development and enabling environment) projects for further technical support (second round selection)
- Step 5:** Provision of tailored support for value chain project implementation – upto 8 project ideas will be selected for this tailored support
- Step 6:** Management, monitoring, evaluation and learning.

The call for submission of value chain ideas and introductory workshops for the VCIC were conducted from 22nd June to 31st August 2018. An evaluation panel will be jointly formed by CEMA and World Bank to evaluate and shortlist value chain-focused on business development and enabling environment ideas. A final round of selection is planned for January, 2019 after which the finalists will receive tailored support for the implementation of winning ideas. To this end, the World Bank plans to engage a competent local institution to manage the implementation process to ensure successful results and draw meaningful learning lessons for the design of future programs and policies, to support ethnic minorities through a value chain approach

Objective of the TORs

These terms of reference are for the recruitment of a local non-governmental organization (NGO) or consulting firm to support the operation and management of the VCIC. This entails providing technical advisory services, including recruiting and management of consultants to provide services for the VCIC's beneficiaries to implement their pilot projects, as well as monitoring and evaluating the achievement of results under the pilot.

Scope of work

The general mandate of the consultant is to manage and operate the VCIC from the Step 3 onward on behalf of the World Bank and CEMA. That includes:

For the first round of shortlisted candidates

- Provide training and advisory services the shortlisted proposals and VCIC awardees on proposal elaboration, identification of potential areas for tailored support under the VCIC, completion of necessary procedures prior to implementation of their projects particularly on start-up and/or business development.

- Undertake value chain analysis to inform the selection of final ideas for pilot implementation;

For the second round of finalists, selected for more further technical support

- Provide technical advisory services to support beneficiaries to successfully implement their projects for example by providing technical training, business development services, facilitate product certification, or product specific technical assistance
- Procure contractual services to support beneficiaries to successfully implement their projects, for example services such as branding, marketing and distribution services including the development of marketing platforms.

VCIC management

- Design and operate a M&E and learning system as well as organizing policy dialogue and advisory activities;
- Manage VCIC funds in compliance with the World Bank's financial regulations.

The consultant's activities are limited to providing technical advisory services, procurement of contractual services to support implementation of the pilots, financial management and reporting and supervision and monitoring. It does not include, purchase of goods or transfer of funds to beneficiaries. Consultant or its affiliation/association who submitted a value chain idea are not eligible for selection.

Duties and Responsibilities

The specific tasks include some or all of the following:

For the 25 first round of shortlisted candidates

- a) Provide training (for a minimum of 3 days) on how to elaborate value chain project proposals;
- b) Provide tailor-made advice and mentoring to each of the 25 shortlisted value chain idea candidates during the value chain proposal elaboration process;
- c) Undertake value chain analysis for the awardees, as relevant, chosen in agreement with CEMA and the World Bank;
- d) Provide tailored analysis and identification of key support needs for each of the selected proposals;
- e) Assist organization of the value chain project proposal evaluation process;
- f) Provide advice and assist beneficiaries to complete necessary administrative procedures prior to the pilot implementation;

For the final 8 awardees

- g) Provide all necessary technical advisory services to the 8 final beneficiaries to implement their projects, that include but are not limited to business training, mentoring and advice to enhance successful execution of their projects as well as to manage business and financial risks; based on that, propose timely actions to CEMA and WB on case by case basis;
- h) Procure other critical services to support the implementation of the selected projects and scale up their results and impact, in accordance with commercial practices for procurement which are acceptable to the Bank;

- i) Manage contracts and finances in compliance with financial management procedures and guidelines of the program and the World Bank;
- j) Supervise project implementation and timely report to CEMA and the World Bank on process and any arise issues and proposed solutions;
- k) Undertake monitoring, evaluation and reporting of VCIC results, impacts, documentation of learning and policy implications;
- l) Assist CEMA and the World Bank to organize learning and policy dialogue and communication activities during the contest and pilot implementation

The consultant must conduct all activities in a manner consistent with the requirements of the World Bank's Environmental and Social Safeguards.

Outputs

The main deliverables are:

1. At least one training on how to elaborate a value chain project proposal and introduction to value chain analysis techniques is organized for the 25 first-round shortlisted candidates;
2. Value chain analysis reports for some of the shortlisted ideas, as relevant, to be selected in consultation with the World Bank and CEMA
3. High quality value chain proposals for the shortlisted ideas in Round 1 completed with identified needs of technical support, training and mentoring from the consultant with clear identification of areas for tailored technical support (technical training, mentoring, coaching) to be provided to each value chain proposal if selected
4. Completed evaluation of workshop for Round 2 to select the shortlisted ideas, accompanied by an evaluation report;
5. 01 press release is organized to announce the finalists at the end of Round II.
6. Detailed implementation and procurement plans for the selected projects for pilot implementation
7. Mid-Year progress reports submitted by the consultant approved by CEMA and the World Bank, for 2019
8. Annual Report for 2019 document the process, results, lessons learnt to operate and manage VCIC for ethnic minorities,
9. Mid-Year progress reports submitted by the consultant approved by CEMA and the World Bank, for 2020
10. Update content of website of Value chain idea contest with key information of results of VCIC implementation.
11. Annual report for 2020: documenting the process, results, lessons learnt to operate and manage VCIC for ethnic minorities including recommendations for future programming and policy development to support ethnic minority economic development following value chain approach.
12. At least 3 learning and policy dialogues with local government agencies and 1 policy dialogues with central government agencies are organized;

13. Provision of support, as agreed in collaboration with the World Bank and CEMA, to each awardee verified by through the review of a completion report for each proposal.
14. Satisfactory financial report accounting for the utilization of the funds across the value chain pilot activities
15. A project completion report which systematically documents program operation and management models, results, best practices, lessons and recommendations for future programming to support ethnic minority development following value chain approach.

Firm Qualifications

- a. Must be a registered and well-established NGO/consulting firm with strong experience in value chain, MSME and rural business development advisory service for at least five years;
- b. Proven experience in supporting start-up entrepreneurs; having experience and network with NGOs which support poverty reduction and economic development of ethnic minorities is required;
- c. Proven capabilities to reach and work with beneficiaries in all the different regions of the country
- d. Excellent experience in project management; having minimum annual budget/revenue of equivalent to 300,000 USD;
- e. Must have in house expertise to lead the tasks and capability to mobilize additional expertise when needed to support business such as business administration and development, marketing, research and development, sale development, etc;
- f. Proven capacity of financial management, reliable financial management system and healthy financial status;
- g. Experience in supporting ethnic minority, woman and youth economic empowerment is advantageous;
- h. Experience in business networking, training, event organization, policy dialogues, support ethnic minority start-ups and entrepreneurs is advantageous;
- i. Experience in policy research and advice is advantageous;
- j. Proven experience and capability to facilitate institutional learning and policy influencing processes.

Duration of Contract

It is expected that the contract would extend from December 20, 2018 to April 30, 2021.

Payment Schedule

- 10% upon signing of contract
- 20% upon completion of deliverables 1 – 3
- 30% upon completion of deliverable 4 - 6
- 20% upon completion of deliverables 7 – 10
- 10% upon completion of deliverables 11 – 12
- 10% upon completion of deliverables 13-15

Reporting Arrangements

The consulting firm will report to the World Bank, Co-Task Team Leaders of the ABP Ethnic Minorities Pillars in Vietnam or individuals assigned by them.

The consulting firm is expected to work directly with CEMA Officials under the leadership of with Mr. Ha Viet Quan, Deputy Director General in charge of the International Cooperation Department- State Committee for Ethnic Minority Affairs.

Application

Interested NGOs or consulting firms are invited to submit an expression of interest, firm profile and qualifications to the World Bank before the **deadline December 4, 2018**.