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PALLI KARMA-SAHAYAK FOUNDATION (PKSF)

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Rural Microenterprise Transformation Project (RMTP)

Terms of Reference (ToR) for selection of Individual Consultant for preparing Strategy paper on “Small Scale Fish Processing & Marketing in Bangladesh for domestic market”

1. Introduction:

Palli Karma-Sahayak Foundation (PKSF) is an apex organization for poverty alleviation through employment generation established by the Government of the People's Republic of Bangladesh. Since its inception in 1990, PKSF has been implementing various poverty alleviation programs and projects including financial services program through its countrywide network of Partner Organizations (POs). Apart from the government's financial support, PKSF receives funds from different international development organization like The World Bank, ADB, DFID, IFAD etc. for implementing projects in the field of poverty alleviation.

PKSF is currently implementing a project titled 'Rural Microenterprise Transformation Project (RMTP)' jointly financed by PKSF and 'International Fund for Agricultural Development (IFAD)'. The project is aimed at enhancing livelihoods (higher income from self-employment, business profit and wage employment and food security) of the moderate and extreme poor project participants (men and women) in a sustainable manner. The project goal is to sustainably increase the income, food security and nutrition of marginal and small farmers and micro-entrepreneurs across selected value chains. The development objective is the sustainable growth of selected rural commodity value chains with comparative advantage, market demand, growth potential, and backward linkages to small farmers and micro-entrepreneurs. The project is being implemented through the partner organizations (POs) of PKSF, across the country in Agriculture/ Horticulture, Poultry & Livestock and Fisheries & Aquaculture sector.

The key notion of RMTP is to integrate agricultural value chains interventions and mutually beneficial commercial linkages between small farmers/micro-entrepreneurs and larger-scale consolidators such as private sector agribusiness. Participation of agribusinesses is fundamental to generate demand and create markets that reliably absorb output from small farms and micro-enterprises; agribusinesses serve as engines of rural transformation. The project will support small farmers and micro-entrepreneurs (or their organizations) and

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agribusinesses to improve their operations and integrate contractually within selected value chains. In this perspective, commodities that respond to growing demand from domestic, regional and global markets, ensure nutritional benefits for both producers and consumers, and can be aligned to comply with food quality and safety standards, will be prioritized under the project.

Fish has long been a cornerstone of Bengali cuisine and is considered a prominent non-vegetarian source. This dietary tradition has earned Bengalis the nickname “Mache Bhate Bengali”. Given that 60 percent of the total animal-sourced protein requirements of the country are coming from fish. Moreover, the fisheries sector in Bangladesh is a crucial contributor to the country’s economy, not only meeting a significant proportion of the nation’s non-vegetarian food needs but also generating substantial income. According to ‘The State of World Fisheries and Aquaculture 2022’ report of FAO, Bangladesh was ranked third globally in terms of capture fisheries from inland open waterbodies and 5th largest producer of aquaculture products. In the fiscal year 2021-22, the total fish production is 4.76 Million MT and contributing 2.43 percent to the country’s GDP & 22.14 percent of Agricultural GDP. Additionally, Bangladesh has been exporting fish and fish-related products to over 52 countries worldwide, earning a total of BDT 4790 crore in FY 2022-23 in spite of economic recession worldwide due to COVID-19 pandemic.

Although the production of fish in our country is more than the demand, only shrimp is processed absolutely for exports. Despite its demand in both domestic and international markets, no company here is making processed food with fish in large amounts. A handful of food companies, including Paragon and Kazi Farms, produce four to five items such as fish finger, fish ball, crispy shrimp, and shrimp spring roll in a very small quantity. Apart from this, only dried fish is processed in the country and different projects fund by the Govt. of Bangladesh and Donors are facilitating microentrepreneurs for the production and marketing of processed fish in the forms of ‘Ready to Cook’ and ‘Ready to Eat’ in small scale.

The present scenario in Aquaculture reveal that the fish production cost is jumping due to volatile cost of feed and other productive materials. However, people concerned say local farmers are not getting fair prices though the production of fish is high. Against this reality, many are planning to give up fish farming after incurring losses. Researchers say there is no alternative to focusing on fish processing to get out of this situation. There is huge scope for expanding business in local and international markets by processing different types of fish. But there is a gap of legal environmental requirement of microentrepreneurs for operation of their business in the area of processed fish products development and marketing in the

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domestic market. In this context, PKSF through RMTP is envisioned to develop a strategy paper for “Small Scale Fish Processing & Marketing in Bangladesh for domestic market”. The strategy paper shall identify the policy related issues to suggest the appropriate stakeholders and authorities for removing legal barriers of microentrepreneurs of processed fish products/value added fish products. The policy paper will be prepared through analysing the major potential processed fish products of the country.

2. Purpose of the assignment:

The purpose of the assignment is to engage the services of a consultant/consultancy team or firm to undertake a review of the institutional and policy frameworks at national & international level in Fisheries and other food sector for small scale fish processing and marketing, identify gaps and address these gaps through the implementation of tasks set out under Section 4 of the ToR “Scope of Services”.

3. Objectives:

The objectives of this consultancy are to:

- 3.1 Undertake the required reviews on existing institutional and policy frameworks of fish processing at national and international levels to identify key gaps
- 3.2 Prepare an outstanding policy for entrepreneurs of Small-Scale Fish Processing & marketing considering the recommended actions.
- 3.3 Exchange the best practices and lessons learnt with the national and divisional level stakeholders and authorities and informed of and recommended on institutional and policy strengthening at national and divisional level;
- 3.4 Develop an institutional and policy framework containing a set of recommendations that are practical and will be effective for both the Govt. and entrepreneurs in line with National Fisheries policy-2023.

4. Scope of Services:

The selected consultant/consultancy team or firm will undertake the following tasks:

- 4.1 Perform a desktop review of relevant legislation and policies to develop a strategy paper for ‘Small Scale Fish Processing & Marketing in Bangladesh for domestic market’.

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- 4.2 Prepare a desktop review report that will clearly identify gaps and recommend possible actions;
- 4.3 Conduct consultation with relevant stakeholder & entrepreneurs to verify findings from desktop review and recommended actions and prepare stakeholder consultation report;
- 4.4 Develop strategy paper containing a set of recommendation that are practical for removing the existing barriers for microentrepreneurs of processed fish products
- 4.5 Conduct a national level workshop/ seminar in presence of multi-stakeholders for policy advocacy, endorsement of the strategy paper and its adoption.

5. Proposed Methodology:

The assignment will be undertaken with different phases for information review, stakeholder consultation, information validation and capitalization.

- Phase I: will include a desk review assessment of relevant documents;
- Phase II: will adopt a consultative and participative approach. This will include interviews with key stakeholders.
- Phase III: will conduct a national level seminar/workshop for policy advocacy with stakeholders and authorities. The Consultant will conclude with the submission of a draft report based on the findings.

6. Deliverables and Timelines:

All written documents are to be submitted in English using Microsoft Word in both soft and hard copy. The main body of all reports should be written in simple, non-technical language (i.e., plain English), with any technical material to be presented in annexes. The consultant will provide the following deliverables to PKSF within the timeframe stated.

The deliverables must include the following:

- An inception report along with final work plan with key milestones within seven (07) days of signing the contract;
- The consultant will have to give a presentation at PKSF on draft strategy/policy paper containing a set of recommendation that are practical for removing the legal barriers along with a detailed report of the whole activities done under this assignment within 45 days from the date of signing contract;



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- The consultant should submit final policy/strategy paper within 15 days from the date of presentation given on the draft policy paper along with a detailed report on the assignment. The final report should have the reflections of the comments made by the PKSf officials on the draft policy paper.
- Five (05) hard copies of the final strategy/policy paper (with a detailed report) and two (02) soft copies of the policy paper and report (DVD/Pen drive) must be submitted to PKSf before the end of contract.

7. Contract Period:

The consultancy work will be completed by the anticipated consultant/consultancy team or firm within 90 days from the date of signing the contract. The draft policy paper with other documents (report on analysis) will have to be submitted within 60 days from the date of signing the contract.

8. Qualification and Experience of Individual Consultant:

- a. **Education Qualification:** The consultant should have minimum master degree in Fisheries/Marine Science/Aquaculture/Agricultural science or any other relevant subject. Having a PhD degree Fisheries/ Industrial fishing/ or relevant subject will get preference.
- b. **Experience:**
 - i. The consultant must have at least 15 years of agricultural-related professional experience, including 5 years of experience in the fishery research on relevant issue.
 - ii. Prior knowledge and/or experience of policy-advocacy and food processing related topics would be an added value.
 - iii. He/she should have experience in producing high quality reports in a timely manner for external audiences including using references.
 - iv. He/she should have minimum 03 publications policy-advocacy and/or food processing related topics in in international journals or books as key author.
 - v. The consultant with a leading role in above-mentioned areas at the national/regional /international level will be given priority for this assignment.

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- c. **Computer Skills:** The consultant should have necessary computer skill required for this assignment
- d. **Language:** The consultant must have strong and proven written and oral communication and presentation skills in Bangla and English language

9. Client's input and counterpart personnel:

- **Facilities provided by client:** The client will provide relevant documents and other related facilities to perform the assignment.
- **Counterpart personnel:** The client will engage an official to support the consultant to implement the assignment.

10. Institutional arrangement:

The consultant will report to the Deputy Managing Director-2, PKSf regarding the scope of services, deliverables and other assignment related issues.

11. Consultant (National) Selection Process:

The consultant will be selected conforming to the Individual Consultant Selection (ICS) method guided by the Public Procurement Rules-2008 of the Government of Bangladesh. The type of contract is lump-sum.

12. Mode of Payment:

Payment to the consultant will be based on the invoice submitted to the PKSf. Applicable VAT and income tax as per Govt. rules will be deducted at sources. Payments will be made based on the following percentages and milestones:

- a) 1st Payment (10% of the total contract value): The 1st Payment will be made upon submission and acceptance of the inception report by PKSf.
- b) 2nd Payment (40% of the total contract value): The 2nd Payment will be made upon submission and acceptance of the draft report and draft strategy/policy paper by PKSf.
- c) Final Payment (50% of the total contract value): The final Payment will be made upon submission and acceptance of the final report by PKSf.

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