

Terms of Reference (ToR)

Consultant (s) or Consultancy firm for Development of Knowledge Products for High Value Agriculture Project (HVAP)

1. Background and Context

High Value Agriculture Project in Hill and Mountain Areas (HVAP) is a market-led initiative that seeks to provide improved income and employment opportunities to poor smallholder farmers, landless and agribusiness through pro-poor value chain development in Mid and Far Western Region of Nepal. The project is executed by Ministry of Agricultural Development (MoAD) with financial support from International Fund for Agricultural Development (IFAD) in partnership with SNV Nepal (Netherlands Development Organisation) and Agro-Enterprise Centre (AEC) of the Federation of Nepalese Chambers of Commerce and Industry (FNCCI) since 2011. The project is being implemented in seven districts of Surkhet, Salyan, Jajarkot, Dailekh, Achham, Kalikot and Jumla served by three north-south road corridors: Chhinchu-Jajarkot, Surkhet-Dailekh and Surkhet-Jumla roads.

The overall goal of the project is “the reduction of poverty and vulnerability of women and men in hill and mountain areas of the Mid-Western Development Region”. The project aims to integrate rural poor especially women and marginal groups in high value agriculture and non-timber forest product (NTFP)/medicinal and aromatic plant (MAPs) value chains and markets and have improved income, employment opportunities and ability to respond to market demand and opportunities based on marketing agreements with private agribusiness. To fulfill the objectives, the project has three investment components: (i) Inclusive Value Chain Development; (ii) Service Market Strengthening; and (iii) Project Management including M & E and knowledge management.

The HVAP is being implemented since fiscal year 2010/11 focusing on improvement of livelihoods of the seven project districts applying new innovative approaches: value chain, inclusive business, corridor development etc.

Following value chain development and inclusive business approach, HVAP has been providing supports through co-investment funds: (i) value chain fund (window-1 and window-2), (ii) sector development fund, and (iii) Inclusion (spatial and poverty inclusion) fund to producers and agribusinesses for upgrading and development of seven value chains as apple, vegetable seed, timur, off-season vegetables, ginger, turmeric and goat. In addition, the project has been facilitating mutually beneficial and profitable marketing arrangements between buyers and suppliers (producer organizations) through multi stakeholder platforms (MSPs).

By the end of July 2017, the project has co-invested in 602 sub-projects under various funds mentioned above addressing critical bottlenecks that facilitates growth of the value chains benefitting more than 15,000 households under seven value chains in seven project districts. During this course of implementation and facilitation for value chain upgrading and development, the project has gained hands-on experience on various approaches which are mentioned in above approaches and tools as multi stakeholders platform/process, institutional capacity strengthen of local organizations, value chain based social mobilization, group graduation processes, business literacy class which are creating enabling environment to establish value chain approach at producer organization level for sustainability of rural income. The project has proved that the applied approaches and tools helped to achieve the project impact: 18% household assets increased, reduced in malnourished and increased food security period during its 6 years’ of implementation. So, the project is going to capitalize its experience by developing various knowledge products: audio, video, narrative, pictorial etc. to share widely to national and international communities.

2. Objective of the assignment

The objective of this assignment is to develop knowledge products: video, audio, narrative, pictorial of the project results, success cases, experiences, learning, innovative ideas etc.

3. Expected Output and Deliverables

The expected output of this assignment is the production of the following listed knowledge products in both language English and Nepali:

- One video (30 minutes, shoot in HD quality and full frame): overall project achievements focusing on approaches, before, now and after situation;
- Short 15 videos (10 minutes each, shoot in HD quality and full frame): value chain intervention and achievement (7), inclusive business (1), Multi-stakeholders' Platform process (1), Gender and social inclusion (1), innovative technologies-3 (solar irrigation-1, cellar store-1, tablet based M&E/MIS-1), service market (1), Business literacy class (1) etc. The video should cover the intervention of innovative tools and processes and their results.
- You tube 15 videos (5 minutes each, shoot in HD quality and full frame): value chain intervention and achievement (7), inclusive business (1), Multi-stakeholders' Platform process (1), Gender and social inclusion (1), innovative technologies-3 (solar irrigation-1, cellar store-1, tablet based M&E-1), service market (1), Business literacy class (1) etc. The video should cover the intervention of innovative tools and processes and their results.
- Fact sheets (12 VCs, with facts and figures, photos and diagrams): the fact sheets should cover the value chains and thematic interventions and their results.
- Stories (90 numbers with facts and figures, photos and diagrams): 10 from each value chain and 20 from each thematic area;
- Lessons learnt (10 numbers with facts and figures, photos and diagrams): these should cover practical knowledge which have been gained during the project intervention.
- Findings of researches and demonstrations (22 numbers with facts and figures, photos and diagrams);
- Case studies (10 numbers with facts and figures, photos and diagrams): the case studies should cover the innovative ideas, models, processes, technologies which help to beneficiary to overcome from the faced problems.
- Policy Briefs (5 numbers)

4. Methodology

The following methodologies would be applied during the knowledge products development. The consultant(s) should work in close coordination and consultation with HVAP's monitoring & evaluation and knowledge management team to develop knowledge products.

- Desk study for secondary information collection: The consultant (s) has to study the project documents to draw the project information regarding its results, implemented approaches, and innovative tools and technologies. The project will provide the project documents: project design, progress reports, guidelines, events reports, resource books, learning brief (both hard and electronic forms) etc.
- Field visit for primary information collection and footage collection: The consultant (s) has to take video footage, beneficiary audio bite, success story/case study data and information in regular basis focusing on value chain actors/functions, crop cycle based, sub-project intervention and project intervention. The video footage should be taken from the HVAP intervention areas only.
- Consultation with HVAP implementation teams: The consultant (s) has to consult with project team in close coordination of M&E and KM team to collect secondary and primary information and prepare knowledge products;

- Write shops for finalization of knowledge products: The consultant(s) will organize the write shop in different time to finalize the products.

5. Team Composition

The proposed team should comprise of reasonable number of experts having proven track record in designing and developing of above listed knowledge products. It is advised that following experts and qualification be necessary for knowledge products development.

Team Leader (Analytical writer-1):

- Advanced university degree in relevant field having at least 7 years of work experience in producing communication and knowledge products with focus on value chain development and agricultural value chains;
- Proven experience in production of case studies, knowledge products, policy brief and documentation of success stories and innovations;
- Excellent layout designing and presentation skills;
- Excellent verbal and concise writing skills; and
- Demonstrated experience in working with a variety of stakeholders and agencies such as government, donors, journalists, policy-makers and regulators, and academia.

Team member (Writer-1):

- Advanced university degree in relevant field having at least 5 years of work experience in producing communication and knowledge products with focus on value chain development, marketing, commercial production of agricultural value chains;
- Proven experience in production of case studies, knowledge products, policy brief and documentation of success stories and innovations;
- Good command in English Language and write up;
- Excellent verbal and concise writing skills; and

Team Member (Video Editor/Collector-1):

- Intermediate Pass and high level training in video developing and editing; and
- 7 years of proven experience in video collecting and developing.

Other technicians as per need (camera-person, assistant etc):

6. Knowledge Products Development Timeframe

The knowledge product will be received in different time during the period of nine month. The tentative timeframe of knowledge product development is given in the following table.

Table 1: Timeframe of Knowledge Products Development

S.N.	Activities	M 1	M 2	M 3	M 4	M 5	M 6	M 7	M 8	M 9	Remarks
1	Detail Action plan development										
2	Field visit for footage, data and information collection										4 times in a district
3	Value chain and thematic fact sheets (12 nos.)										
4	Stories from each value chain and thematic area (90 nos.)										
5	Case studies (10 nos.)										
6	Lesson learnt (10 nos.)										
7	Findings of research and demonstrations (22 nos.)										
8	Policy Brief (5 nos)										
9	Small Videos (10 minute each): value chain intervention and achievement (7), inclusive business (1), Multi-stakeholders' Platform process (1), Gender and social inclusion (1), innovative technologies-3 (solar irrigation-1, cellar store-1, tablet based M&E-1), service market (1), Business literacy class (1) etc.										
10	You tube videos (5 minute each) : value chain intervention and achievement (7), inclusive business (1), Multi-stakeholders' Platform process (1), Gender and social inclusion (1), innovative technologies-3 (solar irrigation-1, cellar store-1, tablet based M&E-1), service market (1), Business literacy class (1) etc.										
11	One video documentary of Overall project achievement										

Note: M 1, M2.....M9 –Month

7. Budget

The budget should cover all costs for remuneration, travel, information collection, workshops, and meetings. Prevailing GoN rules will be applied for tax purpose.

Mode of payment: payments will be made in the following three installments -

- 30% of the agreed budget as an advance upon receiving of the inception report in the PMU
- 50 % of the agreed amount one week after the submission of the 1st draft report.
- Remaining 20 % after satisfactory quality check by HVAP after submitting the final report after incorporating the feedback and comments.

8. Conditions of the Contract

This ToR is guided by the Government of Nepal Procurement Act 2063. The consultant (s) or firm (s) has first to submit the Expression of Interest (EOI) within the 16th days of the publication of the notice. The ToR will be available on hard copies in the HVAP or can be downloaded from the project's website given below.

Only the qualified firms/consultants will be invited for the full proposals (technical and financial). The proposals then will be selected through **Quality and Cost Based Systems (QCBS) method**. The following evaluation criteria will be used to assess the proposals:

- A) Technical proposals (80 points) with pass marks of 60%
 - Experience of the consultant (s) / firm (s): 10 %
 - Technical strength of the proposal (methodological clarity, data analysis plan, approach): 30%
 - Human resource (team composition): 50%
 - Suitability of transfer of knowledge and training: 10%
- B) Financial Proposal: 20 points
- C) Total Score = A+B = 100

The consultant or firm securing the highest score will be awarded for the conduction of the assignment.

Note: The proposed team composition can't be changed during the study period without prior approval from HVAP.

The HVAP reserves right to withhold all or a portion of payment if performance is unsatisfactory or if work/outputs is incomplete or outputs not delivered as agreed.

9. Submission of EOIs:

Based on the ToR, interested firms or consultant (s) are requested to submit the sealed EOIs to either of the following addresses. The **eligible criteria** for the EOI are **submission of the copy of (i) VAT certificate, (ii) Tax clearance certificate, (iii) timely renewal of the firm with registration certificate, and (iv) Audit report of last two years**. The EOI will be evaluated based on the following main criteria:

- (i) Age and membership of the organization

- (ii) Experience of the organization (on related assignment)
- (iii) Capability of the consulting firms (Composition of core, technical and administrative staff)
- (iv) Assets in the organization
- (v) Average turnover of last two years
- (vi) Remarkable activities undertaken by the organization related to current assignment.

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