

Government of the People's Republic of Bangladesh
Project Implementation Unit
National Agricultural Technology Program
Phase-II Project (NATP-2)
Department of Fisheries
13 Shahid Captain Monsur Ali Sarani
Matshya Bhaban, Ramna, Dhaka- 1000

A. Terms of Reference for Specialist Services:

Individual Specialist (Short term consultant, Time-based): Market Access and Supply Chain Specialist, PIU-DOF NATP-2 (Package No.: SD DOF/IC-08)

Assignment title	Market Access and Supply Chain Specialist, PIU-DOF
Assignment duration Contract period	6 Man Months (02 phases; 1 st phase- 4 mm, 2 nd phase- 2mm); 01 (One) person
Primary assignment location	PIU-DOF, Matshya Bhaban, Dhaka
Funding source(s)	IDA & IFAD Credit
Contracting entity	Director, PIU, NATP-2, DoF

B. Context of the Assignment

Agriculture in Bangladesh comprises crops, livestock and fisheries. It provides food, feed, fiber and fuel to its citizens and animals, and plays a key role in economic development of Bangladesh. For achieving the set goal of SDG and turning Bangladesh into a middle-income country by the 2021, the GDP has to grow by 7.4% per year. To attain the rate and to keep pace with the population growth, agriculture must grow at a constant rate of minimum 3-3.5% per year. Reaching technologies to the farmers requires technology generation and dissemination through the research and extension systems. National Agricultural Research System (NARS) is responsible for generating agricultural related technologies and Department of Agriculture Extension (DAE), Department of Fisheries (DOF), and Department of Livestock Services (DLS) are responsible for extension of generated technology to the farmers. Both research and extension have made an impressive contribution to food security in the country. In Bangladesh, private investment in research and extension is low. The NGOs, local government and community organizations are coming up but very slowly.

Bangladesh agriculture faces many challenges today. Major challenges are to raise productivity and profitability, reduce high production costs, increase price of products and resource-use efficiency, halt declining and degradation of soil resources and declining of animal and fisheries resources, adaptation to climate change vulnerability, providing consumers safe food, yield gap minimization, weak linkage of farm-produces with market. These challenges have stagnated the agricultural productivity and production. Further, nutrition outcomes and food safety have not kept pace with the progress achieved with most social and economic indicators. Thus, in order to produce more food for an ever increasing population, raw materials for agro-industries and higher income for farming communities from the decreasing resources (land, water, animal and fisheries), it is necessary to develop existing agricultural production system into a more dynamic, market oriented and sustainable commercial sector by higher productivity and profitability through efficient natural resources management, irrigation expansion, agricultural intensification and diversification, mechanization, value addition and effective market linkages.

To that effect, the Government of Bangladesh (GoB) gives top priority to the development of agriculture sector through its increased productivity, production, supply chains, value addition and market linkages. GoB sought the support of development partners such as the World Bank to provide technical and financial support to activities aimed at boosting agricultural production through productivity enhancement, and increasing smallholders' income. To improve agricultural productivity and farm income, on the request of the Government of Bangladesh, the World Bank agreed to support a long term agricultural development program over a period of 15 years to be implemented in three phases of five years each with the first phase beginning in July 2007. IFAD also agreed to co-finance the program with the World Bank. Accordingly, the National Agricultural Technology Project (NATP): Phase-I (NATP-1) was designed with the development objective of improving the effectiveness of national agricultural technology system (including agricultural research, extension and development of supply chains) and increasing agricultural productivity and farm income in Bangladesh. NATP-1 was initiated in July 2007 and closed in December 2014. NATP-1 has significant achievements in generating technologies, increasing the effectiveness of extension and research systems, development of supply chains and broadening linkages between research-extension-farmers across the project areas. Based on the experience of NATP-1, IDA, jointly with IFAD and USAID, decided to provide financial support to GoB for National Agricultural Technology Program- Phase II Project (NATP-2).

C. Project Development Objective :

Project Development Objective (PDO) of National Agricultural Technology Program-Phase II Project (NATP-2) is to increase agricultural productivity of smallholder farms and improve smallholder farmers' access to markets in selected districts. PDO will be achieved through: a) strengthening the capacity of research, extension services and farmers to generate, diffuse and adopt agricultural technologies aimed at increasing farm productivity and reducing post-harvest losses; and b) promoting the sustainability of existing and newly created farmer groups and producer organizations by facilitating their stronger participation in commodity value chain, market-linkages, and improving their knowledge and skill base. Thus, the PDO will be achieved through the generation and release of more productive and locally adapted technologies, enhancing availability of quality seeds/breeds/fingerlings/ breeding materials at the small farm level and providing relevant production, value addition, food safety and marketing support.

D. Project Components

NATP-2 project will have the following 5 components:

Component-1 (Enhancing Agricultural Technology Generation): To be implemented by the Project Implementing Unit of Bangladesh Agricultural Research Council (PIU-BARC), MOA;

Component-2 (Supporting Crop Development): To be implemented by the Project Implementing Unit of Department of Agricultural Extension (PIU-DAE), MOA;

Component-3 (Supporting Fisheries Development): To be Implemented by the Project Implementing Unit of Department of Fisheries (PIU-DOF), MOFL;

Component-4 (Supporting Livestock Development): To be implemented by the Project Implementing Unit of Department of Livestock Service (PIU-DLS), MOFL;

Component-5 (Project Management): To be implemented by the Project Management Unit (PMU), NATP-2, MOA.

E. Overall objectives of the Assignment

To contribute to the project objectives and to assist in increasing farmers' income, NATP-2 DoF part (Component-3) will take initiatives to increase farmers' fish production and productivity as well as to improve farmers' access to market. Study says that fish and fishery product qualitatively and quantitatively reduces reasonably from farm to fork which leads to a lower income of the fish farmers/fishers. To facilitate marketing of fish farmers' produce, support will be provided from the project with the improvement of marketing infrastructure and management of such facilities. A special focus will be given for the preservation of fish along the value chain; this would include establishment of post harvest management center for fish with temporary cold storage or preservation facilities in selected two market places or suitable areas close to the fish farming clusters (One in Mymensingh district and another in Natore district) for temporary preservation of iced fishes, setting up of small ice plants for supplying ice to the CIGs, water supply facilities for cleaning, packing and carrying, depuration facilities to remove unpleasant odor from fish etc. CIG and non-CIG fish farmers of the selected areas will be organized in Producers Organization and will be supported to manage and mobilize the activities relating to access to market and supply chain using the developed facilities. Initiative will also be taken to develop and manage a web site for fish farmers to assist in getting information relating to technology, input and market including online sell-buy facility. Project will also support the farmers to use the web page. In addition to the aforesaid two facilities, 20 Producers' Organizations (Pos) will also be developed and supported at upazila level aiming to help produce better fish and fishery products as well as enhance their access to market.

PIU, NATP-2, DOF has provision to hire one short term (6 man month) Market Access and Supply Chain Specialist. He will be hired following World Bank procurement guide lines 2014.

The objectives of the assignment are to learn and understand prevailing scenario of the specified areas regarding fish and fishery produces, supply/value chain (viz. production inputs, adopted aquaculture practices, harvesting, cleaning, icing, packaging, carrying and transportation, local farmers' organizations, farmers' profitability etc.) in a way that it supports the client to implement the intervesins mentioned above.

F. Scope of the Assignment:

- i. Review of project documents, previous reports and other relevant published documents;
- ii. Collection of required field level information using Focus Group Discussion (FGD) and other suitable Participatory Rural Appraisal (PRA) tools related to fisheries production systems, value and supply chains, and markets;
- iii. identify, review and analyze the main fisheries production systems, supply/value chains of fish and fishery products in selected areas (Mymensingh and Natore with adjacent areas) and at least three other potential areas considering upazila based POs;
- iv. Analyze the fisheries markets and functioning: structure, organization, pricing, etc;
- v. Identify strength and weakness of the aforesaid chains applying appropriate SWOT procedure.
- vi. Recommend measures to recover or improve the chains;
- vii. Organize and facilitate a Stakeholders' workshop for review of the draft report;
- viii. Review the activities undertaken based on recommendation and recommend activities for further improvement (If required).

Specialist's qualifications and expertise required:

a. Academic:

Minimum Masters Degree in any discipline of agricultural science or agricultural economics or related field.

b. Experience:

- i. Must have minimum 15 years of work experience in Supply chain/Agricultural Extension/Agricultural Research/Faculty member in fisheries science in university level;
- ii. Must have minimum 5 years work experience in planning, organizing & managing market access, agricultural supply chain or similar activities in any government/autonomous/non-government organization;
- iii. Must have computer literacy (MS Word, Excel, PowerPoint etc.).

G.Deliverables:

Phase-1:

1. Inception report with a detailed work plan for the study indicating tools and methods to be used;
2. Draft report on present supply chain/value chain and farmers' access to market along with necessary recommendations;
3. Proceedings of "Stakeholders' workshop for review of the draft report";
4. Final report addressing the recommendations of the workshop;

Phase-2

5. Draft report on the interventions implemented following the recommendations;
6. Final report on the implemented interventions.

H. Reporting and supervision arrangements:

The Specialist will report to the Director of PIU-DOF, NATP-2 and will be responsible to him for all activities **and** will submit reports to Director or concerned assigned officer monthly describing progress with constraints faced and recommend measures to be taken to address/overcome those. Director PIU DoF or assigned officer will supervise the activities of the specialist. The Specialist shall submit Draft Final Report to Director one month before the completion of each phase of the assignment. After stakeholder workshop, PIU-DOF will make necessary remarks and the Specialist will submit final report addressing the comments on the draft report within the end of each phase.

I. Responsibilities of the Client:

The client, PIU-DOF, will provide the following inputs and facilities:

- i) Office space and other logistic support as per project provision;
- ii) All available documents, papers and information relevant to the assignment will be provided/made accessible to the Specialist;

J. Duration: 01 (One) person, 6 Man Months (02 phases; 1st phase- 4 mm, 2nd phase- 2mm).