



**Ministry of Fisheries and Livestock, Bangladesh
Department of Fisheries (DoF)**

Sustainable Coastal and Marine Fisheries Project (SCMFP)

**Terms of Reference
For
Value Chain Expert (National)
Package No.: SD22**

Terms of Reference for Value Chain Expert (National)

Package No. SD 22

1.0 Project Background

Bangladesh lies within the Ganges-Brahmaputra-Meghna Delta—the world’s largest, most densely populated delta and one of the richest in aquatic resources. In March 2018, Bangladesh fulfilled the requirements for graduating from the LDC upon meeting eligibility criteria in Gross national Income (GNI) of US\$ 1230, and according to BBS, the current GNI is US\$ 1610. This has set a graduating process for Bangladesh to receive official developing country status by 2024. Notwithstanding remarkable development achievements, high levels of poverty and population density along with vulnerabilities to climate change remain pressing development challenges, particularly in coastal areas.

Given the increasing population pressure the Government of Bangladesh (GoB) has recognized that the judicious development of coastal and marine fisheries, both capture and culture, could offer an important pathway to sustainable economic development and poverty reduction. Accounting for nearly a quarter of the agricultural GDP fisheries sector has emerged as a major growth driver in the last two decades outperforming the still-dominant crops sectors. In 2018-19, the fisheries sector reached 3.76 percent of total GDP and is also a leading foreign exchange earner in the agricultural sector, contributing more than USD 546.28 million in export earnings, with shrimps and prawns as the main species exported.^{1,2} In addition, two recent UN tribunal decisions awards, including a Blue Economy Cooperation Agreement with Myanmar and India, extended Bangladesh’s Exclusive Economic Zone (EEZ) to 118,813 km² in the Bay of Bengal and the Indian Ocean. As a result, Bangladesh’s maritime area exceeds its land area, offering a new frontier to expand the country’s national aspiration toward deriving greater economic wealth from its maritime areas and in doing so, transitioning to a blue economy.

With a view to explore the potential from blue economy, the Government of the People’s Republic of Bangladesh (GoB) has received a credit (IDA Credit No. V077-BD) from the International Development Association (IDA) for the Sustainable Coastal and Marine Fisheries Project (SCMFP) phase-1 being implemented by the Department of Fisheries (DoF) under administrative control of the Ministry of Fisheries and Livestock. SCMFP is implementing a comprehensive, multi-year program to improve the management and economic performance of the country’s coastal and marine fisheries (both capture and culture), while improving the livelihoods of the coastal fishers and fishing communities.

Besides, fisheries sector plays a significant role to nutrition support, food security, and livelihood sustenance of the country’s millions of fishers’ and other stakeholders. Fish provides 60 percent of all animal protein consumed in Bangladesh³. The GoB recognizes the potential for the country to increase the value of its coastal and marine fisheries through more sustainable management and in doing so, improve the lives of poor, coastal inhabitants. Several key sector-wide challenges necessitate government intervention and investments to enable responsible private-sector-driven growth. These include (i) the absence of an effective regulatory framework for managing coastal and marine fisheries; (ii) limitations in the basic public infrastructure necessary to enable private sector investment; and (iii) limitations in both public and private sector capacity for improved fisheries management and optimal productivity.

The SCMFP is designed as a two-phase series of projects (SOP) where Phase I project supports GoB in designing, establishing, and effectively operating fisheries management systems for sustainable utilization of coastal and marine fishery resources. Project financing is provided for fisheries governance and management systems, infrastructure, and other value-chain investments aimed at

¹ World Fish. (2016). Review on Current Situations and Future Prospects of the Fisheries Sector in Bangladesh.

² FAO Fishery and Aquaculture Country Profiles. Bangladesh Country Profile Fact Sheets, 2014. At <http://www.fao.org/fishery/facp/BGD/en>.

³ Department of Fisheries, Ministry of Fisheries and Livestock (DOF, MOFL). National Fish Week 2014. Compendium (in Bengali). 144p.

improving the sector's resource base and increasing its productivity. The project focuses on bringing fisheries policies, regulations, and management capacity up to a level needed to enable stock recovery and responsible private-sector investments in the sector. The project supports long-term public-sector investments for institutional capacity building, policy reform, and infrastructure assets and facilities management. Strong engagement and partnership with the fishing industry, fish farmers, private sector and local community are preconditions to establish a functioning monitoring control and surveillance (MCS) for coastal and marine fisheries as well as transform the coastal aquaculture into high productivity modern and sustainable export-oriented sector as part of the Bangladesh government's blue economy initiative.

Assistance is being provided by SCMFP on wide range of fisheries issues within a longer time horizon. The two-phase design provides GoB with the space and resources to not only initiate needed sector reforms (SOP I), but also to deepen and scale up implementation for longer-term sustainability (SOP II). The primary focus of SCMFP Phase I (the project) is the establishment of effective fisheries governance and management systems for sustainable utilization of coastal and marine fishery resources, as a critical precondition for poverty reduction and the stimulation of economic growth. To avoid the risk of escalating the ongoing overfishing and race toward depletion, the project is carefully sequencing critical governance and management reforms and capacity-building with support for post-harvest value-chain improvements and expanding access to finance. At the same time, incentives and livelihood diversification alternatives will be sought. This is recognizing that the success of sector reforms, especially in the artisanal fishery, will depend on the strength of fisher-community engagement and buy-in to counterbalance the consequences on current livelihood practices due to restrictions from more effective fishery access management. In this manner, Phase I is intended to help GOB reorient the sector's performance from "Volume to Value" -- based on sustainable management of a natural asset that currently provides economic and social returns far below its potential.

Building on the enabling conditions and investment models established by this project, SCMFP Phase II will scale up investments in community livelihoods and value-chain improvements, with focus on Maximizing Finance for Development through mobilization of responsible private sector financing to further improve the sector's performance, with the objective of generating higher-value capture from domestic and export-oriented capture and culture fisheries. The following milestones will determine the readiness to launch Phase II (SOP II):

- National fisheries legal framework aligned with the provision of UNCLOS, the Code of Conduct for Responsible Fisheries, and the FAO Guidelines for Small Scale Fisheries;
- Fisheries management plans for all commercial species in place, updated, and published annually;
- Industrial fishing vessels' licensing in compliance with fisheries management plans; and
- Motorized artisanal fisheries vessels of 30 horse power (HP) and over are registered with DoF and MMD, have fishing licenses and are operating in compliance with fisheries management plans.

The proposed Project Development Objective (PDO) of -SCMFP Phase I, is to improve the management of coastal and marine fisheries and aquaculture.

The SCMFP Phase I will have four components mentioned below focusing on:

Proposed Project Components	Proposed Sub-components
1. Enabling Activities for Sustainable Fisheries Sector Investment and Growth Intermediate Objective: Build the capacity of the GoB and research agencies to conduct evidence-based stock management and implement MCS for the artisanal and industrial fisheries.	1.1. Stock Assessment and Development of National Fisheries Management Plan 1.2. Creating enabling conditions for investments in sustainable fisheries 1.3. MCS development for IUU Reduction



Proposed Project Components	Proposed Sub-components
<p>2. Improving Infrastructure and Production Practices for Coastal Belt Fisheries (Capture and Culture)</p> <p>Intermediate Objective: Improve quality to ensure food safety and higher value capture from export-oriented fishery and mariculture.</p>	<p>2.1. Infrastructure Improvements for Capture and Culture Fisheries</p> <p>2.2. Fishery sector value chain and food safety development</p> <p>2.3. Boosting Aquaculture Survival and Growth Rates</p>
<p>3. Community Empowerment and Livelihood Transformation</p> <p>Intermediate Objective: Stabilize fish stocks and improve coastal communities and poor fishers' livelihoods</p>	<p>3.1 Fishing community institutions and alternative livelihood development</p> <p>3.2. Business development and market linkages for alternative livelihoods</p>
3. Project Management and monitoring	

2.0 Project Development Objective (s)

1. The envisioned Program Goal is to increase coastal and marine fisheries' contribution to the economy, poverty reduction, and environmental stability. The proposed PDO is to improve management of coastal and marine fisheries and aquaculture.

PDO indicator 1: Issuance of industrial fishing licenses in line with precautionary principle;

PDO indicator 2: Share of industrial and motorized artisanal vessels with installed and functioning vessel monitoring and distress communication equipment;

PDO indicator 3: Share of landed catch and aquaculture production in targeted coastal belt fisheries in safe handling, according to defined criteria;

PDO indicators 4: Targeted households with access to project-promoted livelihood activities outside of capture fisheries (disaggregated by sex).

Component 2 of the project "Improving Infrastructure and Production Practise" is aligned with the targets of PDO indicator 3 and aims to support closing basic infrastructure and technical-capacity gaps to promote integrated value chain development and compliance with standards. The component will support measures for improving genetic quality, biosecurity, and disease control in shrimp hatcheries that are expected to significantly reduce coastal aquaculture exposure to devastating disease outbreaks and production crashes. These measures are expected to generate productivity increases of up to 20 % in existing shrimp farms while reducing pressure on natural stocks due to collection of shrimp Post larvae (PL) and juvenile fish as incidental harvest. Infrastructure support will be implemented to incentivize private-sector investments, where feasible, and will be phased-in in conjunction with the progress of sector management reforms supported by the project. Such sequencing is important in order to avoid additional overfishing pressure while increasing the sector's value. In capture fisheries, the initial efforts will focus on the semi-industrial and motorized artisanal fleet and will be extended to the industrial fleet in synchronization with the progress of management reforms. Where feasible, the project will promote green infrastructure technologies for seafood production that support broader ecosystem services and coastal defences, such as mangrove, sea grass, and oyster beds rehabilitation. Investments in value chain development will include mapping, identification, and piloting of new economic opportunities for female workers, who currently operate on the margins and in less remunerative segments of fisheries value chains.

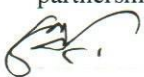
Subcomponent 2.2 that emphasizes on value chain and food safety will focus on capacity building, infrastructure improvement and technological measures for increasing the post-harvest value of catch and compliance with food safety standards, including adoption of good aquaculture practices (GAqP). Project support will be provided for (i) seafood safety and competitiveness; (ii) research and innovation, and (iii) boosting coastal aquaculture productivity. Under item (i), technical assistance and services will be provided to bridge the regulatory capacity and skills gap. Project funds will be

provided for seafood safety needs assessment -- for example, through hazard analysis and critical control points for processing plants (HACCP); training in food safety (for processing plants, industrial trawlers, and large mechanized boats); a sensitization and promotion campaign for seafood safety consumer awareness; international and domestic food safety inspection training for GOB staff; and support for seafood safety policy implementation, including a food safety pilot for Domestic Markets (Sampling and Analysis). In parallel, the subcomponent will finance the introduction of a robust e-traceability system, in line with current US and EU import requirements, including system design and equipment.

Learning opportunities will be provided through a 'training of trainers' (ToT) model on best-practices for the enforcement of handling and safety regulations. The model will help train fishers as well as port and landing site and market operators in best practices for fish handling and food safety. Training support will be extended to cover a range of practices and topics critical to maintaining post-harvest quality and food safety. The subcomponent will facilitate partnerships on R&D through the National Skills Development Council and other capacity-development institutions and universities for delivery of vocational training programs on topics such as aquaculture, fishing, post-harvest practices (including food safety and quality), marketing, environmental safeguards, and social and business skills of direct relevance to the long-term development of the fisheries and aquaculture sectors.

Subcomponent 2.3 includes boosting coastal aquaculture productivity through (i) leveraging private sector initiatives to pilot and commercialize mariculture and to boost export earnings from aquaculture; and (ii) support strengthening DoF's capacity to monitor and sanction biosecurity compliance. The subcomponent will also support the construction and equipment of a dedicated SPF brood stock facility as well as quarantine and food security laboratories for shrimp and fish products. SCMFP also provides for the establishment of a matching grant facility to catalyze farmer and private sector initiatives to remove existing inefficiencies in the seafood industry. It is designed to help overcome the market failure and support industry expansion with increased on-farm productivity and downstream value preservation and value addition. Farmers/small and medium scale investors at all stages in the seafood value chain are seeking to invest in new technologies and adopt best practices in order to improve their efficiency and competitiveness. On the other hand, SCMFP beneficiaries along the seafood value chain, especially small-scale producers, traders and processors, lack the credibility and collateral for accessing formal credit to finance their business plans even when provided at government preferential rates, often resulting in borrowing from informal sources on unfavorable terms. This credit market failure effectively prevents target beneficiaries in the aquaculture industry obtaining the necessary levels of finance they need to expand their business operations, which hinders increased value addition and wealth creation in Bangladesh. In addition, small and medium scale investors at all stages in the coastal aquaculture and seafood value chain are in a particular disadvantage to stay competitive in the world market while at the same time meeting the public good requirements such as environmental sustainability and bio-security. The ability of coastal shrimp and fish farmers and value chain entrepreneurs and investors to adopt best practices and obtain and/or provide best services are constrained by lack of technology, know-how and affordable finance. By promoting transformation, innovation, learning, and partnerships through a combination of competitive and matching grants a reversal of market failures in several areas of the coastal aquaculture and seafood value chain, with their benefits exceeding their costs, can be achieved through the matching grant facility of SCMFP

The matching grant facility will finance research commercialization, and increasingly promote near-market technology generation, technology transfer and adoption, private economic activity, and overall innovation, by including multiple stakeholders through various grant windows. Funds from matching grant facility will be matched with funds from the beneficiary research organizations, start-up firms, agribusinesses, and farmer groups to accelerate and fast-track: (i) applied technology development, transfer, and adoption (particularly cooperation among research providers and the private sector); (ii) overall coastal aquaculture development (particularly through productive partnerships and technical assistance and services); and (iii) productive activities of farmer groups,



value-added activities, and small-scale infrastructure, associated with the community-driven development approach of the SCMFP.

In conjunction with safety and value chain enhancement measures under subcomponent 2.2 will strengthen government's regulatory and oversight capacity in the monitoring and control of infectious crustacean diseases. Investments will target: a) upgrading of lab facilities for polymerase chain reaction (PCR) and other relevant testing; b) training of laboratory and field staff in sampling protocols and handling; c) establishing a routine inspection and monitoring system; d) establishing an early warning system for disease outbreaks; and e) establishing a functioning private hatchery certification program.

Objectives of the Assignment

Under the overall managerial, administrative and technical guidance of the Project Director (PD), Project Management Unit (PMU), and in consultation with relevant National and International consultants of the SCMFP, DoF, the Value Chain Expert (VCE) will be responsible for the delivery of services as specified below :

3. Scope of Services, and Tasks

The VCE will be deployed with the PMU at DoF. S/he will maintain liaison with relevant Deputy Project Directors (DPDs), Assistant Project Directors (APDs), and national and international consultants in achieving the objectives of PDO Indicator 3 (stated above). The VCE will be responsible to carry out value chain analysis across subcomponents of component 2, and provide necessary assistance in proper implementation of the envisioned activities of SCMFP with transparency and accountability covering the following tasks:

1. Provide an analysis of the current state of value chains, and their conduct and performance in marine and coastal fisheries of Bangladesh with emphasis on coastal aquaculture and capture fisheries;
2. Identify actors and stakeholders of the value chain, assess their profiles in terms of market performance, competitiveness, efficiency lags and gaps, and other attributes, especially among value chain actors and/or stakeholders of SCMFP, such as, the small-scale shrimp farmers, artisanal fishers, input suppliers, and marketing processing and value addition intermediaries.
3. Evaluate the role of value chain actors and/or stakeholders in each stage of product or process chains (ranging from inputs, transports, value addition services, and outputs), and identify problems and opportunities to improve contribution of specific actors and overall performance of the chain in SCMFP supported subsectors of coastal and marine fisheries and aquaculture;
4. Identify, review and analyze the main fisheries production systems, and supply chains of fish and fishery products originating and/or flowing in and out of the SCMFP command areas;
5. Identify and analyze the socio-economic characteristics of major actors and institutions that make up coastal fish value chain in project command areas;
6. Assess the cost, profit, marketing, and supply and demand dynamics of the value chain and determine the constraints hindering the development of the identified coastal fish value chain;
7. Identify strength and weakness of the identified value chains applying appropriate SWOT procedure, and organize and facilitate stakeholders' workshop/consultations for assessing the actors or institution that constitute the value chain;



8. Analyze the structure and identify constraints of fresh and processed fish value chain and recommend measures to strengthen or improve the chain;
9. Undertake a value chain mapping of coastal shrimp aquaculture in shrimp cluster zones within SCMFP command areas that depicts the chain actors, key functions and provide an understanding of the existing business relationships and transaction mechanisms (e.g., contract growing, forward buying, open auction and others) among actors along the value chain;
10. Work in close cooperation with the SCMFP matching grant facility management team to assess the conditions of cluster farmers in the value chain, and identify technology, infrastructure, and knowledge and extension services that can be provided under the matching grant to strengthen cluster farmers' role in the value chain;
11. Assist in identifying credit availability and facilitate access to finance for coastal aquatic farmers, hatchery operators, and processors for improving value chain;
12. Provide technical assistance in formulating a suitable approach to improving social and infrastructural facilities for coastal aquatic farmers and hatchery operators with respect to value chain;
13. Assist in value chain development with mapping, identification, and piloting of new economic opportunities for female workers who currently operate on the margins and in less remunerative segments of fisheries value chains;
14. Work with relevant staff, experts and consultant within PMU to provide technical support in areas such as post-harvest handling, storage, and processing, improved market linkages, business development, new product marketing, e-traceability application, matching grant implementation, branding and market promotion to improve the contribution of specific value chain actors and the overall performance of the chain;
15. Identify fisheries and aquaculture (coastal and marine) market dynamics and opportunities and assess and map the supply and demand of services in SCMFP target areas; and
16. Identify performance targets and performance indicators for new mariculture products targeted by SCMFP to improve their performance.

4. Deliverables Required

- Inception report, work plan and tools within one month of joining;
- Value chain analysis report for Marine Catch and Coastal aquaculture of Bangladesh (consisting complete value chain maps; chain actors, stakeholders, supporters and influencers as well as their roles & responsibilities, demand (Markets) and supply (Production) factors and risks, environment impact, recommendations, Action Points, Activities, monitoring indicators, and other reports as necessary);
- Preparation of training modules, guidelines and relevant strategies, record books for value chain;
- Submission of monthly, quarterly, annual reports and other progress report; and
- Preparation of concerned part of various Mission Reports.

5. Profile of the Consultant

(i) Academic Qualifications:



- Minimum Master's Degree in any discipline of Agricultural Science/Fisheries or Agricultural Economics/MBA (Major in Marketing) or related field;

(ii) Experience

- Have minimum 15 years of work experience in value chain development approach especially in coastal and marine fisheries/Agricultural Extension;
- 8 years work experience in planning, organizing & managing market access, agricultural supply/value chain in any government/ autonomous/ non-government organization/ donor funded project.
- Experience in facilitating or promoting international trade in agriculture and fisheries products;
- Inter-personal skills and demonstrated ability to engage and work with local communities;
- Excellent working knowledge & Proficiency in English and computer application and information technology;
- Experience in relevant field with Development Partner/IDA financed project will be an advantage.

6. Selection Method

The consultant will be selected following the Selection of Individual Consultants method as set forth in the World Bank Procurement Regulations for IPF Borrowers, July 2016 revised November 2017.

7. Duration of Assignment

The duration of the contract will be for 30 months, extendable for further period upon satisfactory completion of deliverables and/or extension of project duration. However, the duration of the assignment may be increased or reduced according to the availability of the consultant, project needs and budget.

8. Data, Personnel, Facilities and Local Services to be provided by the Client

The Client will arrange all necessary information relevant to the consultant to fulfill this assignment. Office space and necessary logistical supports will be facilitated from the project.

9. Institutional Arrangement

The consultant will be based at the SCMFP PMU in Dhaka and will report directly to the Project Director. The Individual Consultant will work closely with other consultants working at the PMU and departmental officials. The consultant is expected to undertake the activities (scope of services) mentioned in this ToR in order to achieve the stated objectives. Under this consultancy travels are being envisaged. However, travels necessary for the services to achieve the desired objectives, may be undertaken but with prior permission of the PD, PMU and in such cases daily subsistence allowance (DSA) as per contract signed and only the actual costs for travel will be reimbursed. The deliverables will be submitted on time by the consultant to the PD, SCMFP Project, DoF, Dhaka, Bangladesh.

