

ARISE PLUS MYANMAR

TERMS OF REFERENCE

EXPRESS OF INTEREST – REQUEST FOR PROPOSAL

SMEs survey for the agriculture value chain analysis

ITC is the joint agency of the World Trade Organization (WTO) and the United Nations (UN). It is the only multilateral agency fully dedicated to supporting the internationalization of SMEs. ITC's mission is to foster inclusive and sustainable growth and development through trade and international business development. ITC Headquarters is located in Geneva, Switzerland. ITC projects and programmes contribute to the global efforts to achieve UN Global Goals for Sustainable Development and the Aid for Trade agenda. ITC is the implementing agency for the Arise Plus Myanmar project funded by the European Union (EU). The Ministry of Commerce/Department of Commerce is the focal point for the project in Myanmar.

Project objectives:

- Overall Objective: Inclusive and sustainable trade growth in Myanmar.
- Specific objective: Increase trade diversification and integration, regionally and internationally.

One of project outputs:

- Support to MSMEs in selected value chains: strengthened capacities of the private sector, notably MSMEs, to exploit the business opportunities offered by the ASEAN single economic space (AEC), EU and global markets, with a focus on a market-led and gender-inclusive value chain approach.

The project focuses on supporting MSMEs along selected non-extractive value chains: oilseeds, beans and pulses, honey and horticulture (Avocado, Pomelo, Pineapple, Garlic and other fresh fruits and vegetables). Value chain analyses will be conducted for selected sectors including gender analysis, inclusion of poor communities, employment opportunities for youth, compliance with labour policies especially regarding decent work, practices and health and safety, environment impact with a market driven approach integrating market opportunities to identify products vs market segment and with the aim to identify capacity gaps and bottlenecks at the MSMEs and producer level.

Survey overall objective:

- Assessment of the SMEs' needs for support under the project and collection of baseline data for the project implementation.

Survey specific objective:

- Definition of the key constraints of SMEs to complete value chain analyses and identify the companies to be supported during the project implementation phase.

Geographical coverage:

- Yangon and 3-4 key production/processing areas (i.e. Shan, Mandalay, Sagaing, Magway) – *to be defined based on the proposal.*

Company size:

- SMEs (10-50, 51-100 employees, as per official definition of the Private Industrial Enterprise Law) – *to be defined based on the proposal.*

Type of companies:

- Producers, traders, exporters – *to be defined based on the proposal.*

As part of supporting MSMEs along the value chain, a vendor is required to design, run, monitor and analyse SMEs and producer/trader/exporter-specific data as inputs to the value chain analysis. This will allow ITC to assess and monitor SMEs progress to tailor assistance to their needs and evaluate the progress at the end of the project. Based on the analysis of data, completed by vendor, ITC will select

beneficiary SMEs and complete baseline data. The final report will be shared with DoT/MoC, the key counterpart of the project.

The survey will cover up to 300 SMEs of different agriculture sub-product, as well as in states/regions – *to be defined based on the proposal.*

The selection of provinces/regions and number of companies by sub-product will have to be defined and agreed on with the MOC and ITC.

The survey should cover the following sectors:

- oilseeds
- pulses and beans
- honey
- avocado
- pomelo
- pineapple
- garlic
- other fresh fruits and vegetables.

Duties to be undertaken:

- Elaborate the survey, based on ITC SME survey questions.
- Provide sampling options
- Conduct survey
- Analyse results
- Provide report
- Provide PPT
- Possibly participate in presentation of results

Research area:

- The size of the company, employment, women/youth participation (manager age/gender).
- Production and performance:
 - Primarily products
 - Total annual sales (value and volumes)
 - Production techniques (small scale vs large scale-industrial), incl. use of agrochemicals, irrigation system, etc.
 - Type of machinery or equipment used for production activity, use of new practices/technologies to improve the production (new management practices, waste/water management, improving health and safety systems, etc.).
 - Linkages with suppliers, required inputs (seeds, fertilizers, pesticides, equipment, etc.).
- Collection, storage capacities, transport.
- Value chain upgrading activities and options (value addition, value creation, R&D, etc.).
- Access to markets:
 - Channels of distribution (directly to consumers, traders, processors, retailers, etc.).
 - Quality control system, internationally/nationally recognized certification, etc.
 - Linkages with buyers in the national and international markets.
- Top 3-5 constraints facing by SMEs (including logistics infrastructure, R&D, trade support services, skills, marketing, etc.).
- Readiness of companies to participate in Arise plus project during the implementation phase in next 3-4 years.

Notes to the vendor

The vendor is requested to submit the proposal to ITC for the baseline survey with clearly defined scope of the survey, sample and number of companies by sub-product, states/regions to cover, timeline, budget, etc.

- The survey should, as much as possible, contain objective multiple choice questions.
- The survey coverage should have a proper representation, both from Yangon, as well as from other states/regions.
- Results should be disaggregated by responses of Yangon based and outside members.
- All raw data must be transferred to ITC in English.

Outputs required

- Survey questionnaire to be submitted to ITC for review and approval before rolling the survey out.
- Weekly reports on the status of surveys, once the survey has been rolled out.
- Final report, with all results, analysis and individual responses, submitted to ITC before the end date of the contract.
- Final PPT submitted to ITC. Presentation to stakeholders delivered (if required).

Conditions

- All surveys need to be kept confidential.
- The vendor shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the consultancy or the Government.
- Proprietary interests on all materials and documents prepared by the consultants under the assignment shall become and remain properties of the ITC.

Proposal deadline: 6 December

Proposed duration of the assignment

- 15 December-31 January

Requirements for submission process

- The vendor must have at least 5 years' experience in running and analysing surveys in Myanmar.
- The vendor is expected to submit both the Technical and Financial Proposals. Accordingly, the firm will be evaluated based on Cumulative Analysis as per the following conditions:
 - Responsive/compliant/acceptable as per the Instruction to Bidders (ITB) of the Standard Bid Document (SBD), and
- Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

Criteria for selecting the best offer

Upon the advertisement of the Procurement Notice, qualified Consultancy Firm is expected to submit both the Technical and Financial Proposals. Accordingly, the firm will be evaluated based on Cumulative Analysis as per the following conditions:

- Responsive/compliant/acceptable as per the Instruction to Bidders (ITB) of the Standard Bid Document (SBD), and
- Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation. In this regard, the respective weight of the proposals are:
 - a. Technical Criteria weight is 70%
 - b. Financial Criteria weight is 30%

Recommended presentation of technical proposal

For purposes of generating proposals whose contents are uniformly presented and to facilitate their comparative review, a Service Provider advised to use a proposed Table of Contents.

Confidentiality and proprietary interests

The vendor shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the assignment or the Government without prior written consent. Proprietary interests on all materials and documents prepared by the vendor under the assignment shall become and remain properties of the UNDP. This assignment will be administrated by UNDP hence UNDP rules, policies and procedures will apply.

Proposed standard technical proposal evaluation criteria

Summary of Technical Proposal Evaluation Forms		Score	Weight
1	Expertise of Firm / Organization	30%	300
2	Proposed Methodology, Approach and Implementation Plan	40%	400
3	Management Structure and Key Personnel	30%	300
Total		100	1000

Technical Proposal Evaluation (FORM I) Expertise of the Firm / Organization		Points Obtainable
1.1	Reputation of Organization (Credibility / Reliability)	60
1.2	- Loose consortium, Holding company or One firm - Size of the firm - Strength of firm in terms of providing management Support	50
1.3	Quality assurance procedure, warranty	90
1.4	- Specialized knowledge - Experience in conducting similar assignments - Work for UNDP/ major multilateral/ or bilateral programmes	100
Sub total		300
Technical Proposal Evaluation (FORM II) Proposed methodology, approach and implementation plan		
2.1	To what degree does the Proposer understand the task?	50
2.2	Have the important aspects of the task been addressed in sufficient detail?	60
2.3	Is the scope of task well defined and does it correspond to the TOR?	100
2.4	Is the methodology well explained and meets the ToR requirements?	100
2.5	Is the presentation clear? Is the sequence of actions and the planning logical, realistic and promise efficient delivery of the task?	90
Sub total		400
Technical Proposal Evaluation (FORM III) Management structure and key personnel		



3.1	Team Leader	
	advanced degree (Master's or preferably Ph.D.) in social sciences, development studies, local governance and fiscal decentralization, political sciences, public administration, international relations and/or related fields.	20
	a minimum of 12 years of demonstrated experience in leading evaluation of development projects and programs on local governance, democratization and fiscal decentralization	30
	documented experience of local development grants	15
	proven experience in data analysis as well as report writing	20
	proven track record of working in conflict affected /fragile states	15
	knowledge of the national/regional situation and context	10
	excellent command of English in speaking and writings.	10
	Sub total	120
3.2	Expert on conflict sensitivity	
	master's degree in social sciences, development studies, public administration and policies, conflict and peace studies, gender and diversity studies, political sciences, international relations and/or related fields	15
	at least 10 years of demonstrated experience in analyzing and mainstreaming conflict sensitivity and gender aspects and providing technical advice/support	25
	proven track record of working in conflict affected /fragile states	20
	knowledge of the national/regional situation and context	10
	excellent command of English in speaking and writings.	10
	Sub total	80
3.3	National expert	
	bachelor's degree (preferably master's) in social sciences, peace and conflict, development studies, political sciences, local governance and decentralization, public administration, international relations and/or related fields	15
	at least 7years of demonstrated experience in development work preferably in the area local governance and peace	15
	experience working with key stakeholders/actors on peacebuilding, local governance in the country	20
	excellent command of English in speaking and writings.	10
	Sub total	60
3.4	Translator	

	bachelor's degree in social sciences, peace and conflict, development studies, political sciences, local governance and decentralization, public administration, international relations and/or related fields	10
	at least five years of experience in interpretation related to development work, governance and decentralization	10
	Good communication skills	5
	excellent command of Myanmar and English languages and should be able to interpret in both the languages.	15
Sub total		40
Total 3.1, 3.2, 3.3 and 3.4		300