



REVISED TERMS OF REFERENCE (TOR) FOR SSRC SURVEY OF SSRC BRANCHES INCOME GENERATING ACTIVITIES

Market research consultancy on Branch Income Generating Activities by SSRC Branches

A market research consultant or consultancy firm is required to undertake the following activities:

- a) Survey the IGA activities currently or previously undertaken by the branches of South Sudan Red Cross; to make a cost-benefit analysis of these IGAs; and to advise SSRC as to the factors underlying the success or failure of the IGAs.
- b) Identify other IGAs that could be run at branch level including assessing the market appetite at branch level for such IGA activities.

OUTPUTS:

- Summary table of all existing and previous IGAs and reasons for their successes and failure.
- Individual report on existing IGAs and
- Recommendation on few profitable IGAs to be expanded

BACKGROUND

South Sudan Red Cross (SSRC) was founded in 2011 and established by Parliament Act No 32 on the 9th of March 2012, recognized by the ICRC in June 2013, and admitted into the IFRC in November the same year. In accordance with Article 3 of the Red Cross Red Crescent Movement Statutes, National Societies are autonomous national organizations providing an indispensable framework for the activities of their voluntary members and their staff. They cooperate with the public authorities in the prevention of disease, the promotion of health, and the mitigation of human suffering by their own programs in such fields as education, health, and social welfare, for the benefit of the community. SSRC is governed by the Governing Council, led by the President, and currently has an estimated network of 19,000 volunteers organized into 21 branches and 102 units. As a volunteer and membership organization present in most of the country and encouraging diversity, and participation, SSRC has a unique position being able at any time and with short notice to mobilize trained volunteers. As such, SSRC has an important advantage and is the largest humanitarian organization in South Sudan. Today (2024), SSRC covers most parts of the Country and intends to consistently deliver relevant countrywide services to vulnerable people through volunteers and staff, sustained for as long as needed before the current strategic period ends in 2026. Therefore, the South Sudan Red Cross Society (SSRC) is the largest national humanitarian organization in the country. The scope of activities includes humanitarian, medical and social assistance to victims of armed conflicts and emergency situations, and the implementation of

programs to protect the health of the population. With the aim of mobilising sustainable resources to attend to its mission, the South Sudan Redcross (SSRC) is engaging in Income generating activities throughout its various branches.

OBJECTIVE OF CONSULTANCY

To map out SSRC IGA and analyse profitable IGAs.

PURPOSE OF THE SURVEY

The survey will provide the basis for an SSRC strategy for development of successful Income Generating Activities in its branches.

METHODOLOGY AND APPROACH

The consultant or firm should present a detailed methodology and approach for the consultancy including the design of data collection tools and analysis.

LOCATIONS

The consultancy will be conducted in SSRC branches as follows: Juba, Aweil, Kuajok, Torit, Mundri, Yambio, Tonj, Wau, Rumbek, Bentiu, Maridi, Malakal, Yirol, Bor, and Raja.

ACTIVITIES

1. Gather information and analyse the overall context of developing successful Income Generating Activities in SSRC branches to give a background to what are the opportunities and challenges for successful income generating activities in SSRC branches. (Desk study).
2. Develop a spread sheet for an overview of investments by movement partners in IGA in SSRC branches in the period (2020 – 2023) that shows how much was invested, what, where and when, but also the how: was support provided, the business approach, and how were decisions made regarding the investments based on the gathered information.
3. Develop a spread sheet for an overview of IGA activities in all SSRC branches initiated in the period (2020 – 2023) that shows investments including branch own investments (financial and volunteers), business approach and decision making in SSRC/branch, profitability and success or failure based on the information gathered.
4. Analyse the information gathered and select most significant IGA successes or failures, for further analysis in a limited number of branches that could provide further insights for the development of SSRC IGA the strategy and policy.
5. Do in-depth interviews regarding these selected business cases of successes and failures.
6. Analyse the information gathered, create a report, draw conclusions, and develop recommendations for a strategy for future development of successful Income Generating Activities in SSRC branches.

KEY RESPONSIBILITIES OF SSRC

- Provide relevant information about the IGAs in the branches.
- Inform respondents whom the consultant would wish to talk to, to be available

- Provide local transport (pick up from/to the airstrips, hotel and around any branch) for interview with key stakeholders whenever needed.
- Pay consultancy fees as per the SSRC standard payment terms and conditions (T&Cs) of contract entered into.
- Provide relevant security information during the conduct of the survey.

KEY DELIVERABLES FROM THE CONSULTANT / CONSULTANCY FIRM

The main deliverable is a report including the following:

1. An overview (spreadsheet) of investments by Movement Partners in IGA in SSRC branch in the period (2020 – 2023).
2. An overview (spreadsheet) of IGA in all SSRC branches initiated in period
3. A selection of significant successful or failing IGA.
4. An in-depth analysis of the selected business cases.
5. A report on the overall context of successful income generation in SSRC branches, opportunities, and challenges.

TIME SCHEDULE

The duration of the consultancy is for maximum 2 months for 1 Consultant.

PROFILE OF THE CONSULTANT (Qualifications and Experience)

- Has done similar surveys before.
- Has 5-10 years of experience in setting up income generating activities/business development in a local context.
- Knows the local context and preferably also has networked with other organisations in South Sudan
- Preferably knows the Red Cross Red Crescent Movement.
- Have a business background preferable a holder of Master's in business administration (MBA) with specialization in Entrepreneurship.
- Writes concise and clear reports.
- Can create good spreadsheets, preferably in Excel.

Requirements for a consultancy firm

- Must be a company owned by South Sudanese or a South Sudanese having at least 31% of the shares of the company established with address locatable in South Sudan.
- A local company must be a registered firm or company in South Sudan with valid registration documents (Memorandum of understanding and Article of Association, Certificate of Cooperation, operation license, membership certificate of commerce, Tax Identification Number, Tax Clearance certificate, Stamp Approval and letter of no objection, and certificate of good conduct for all shareholders of the company, import and export license.
- An International company must be a registered firm or company in a foreign country of its first registration with valid authentic registration documents, must be locally established with office locatable in South Sudan, registered in South Sudan with valid registration documents (Memorandum of understanding and Article of Association, Certificate of Cooperation, operation license, membership certificate of commerce, Tax Identification Number, Tax Clearance

certificate, Stamp Approval and letter of no objection, and certificate of good conduct for all shareholders of the company, import and export license.

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PAYMENT

- By cheque or bank transfer to an account designated in the name of the consultant within 30 working days.
- Payment will be according to a schedule defined in the contract

APPLICATION PROCESS

The technical and financial proposal should outline the following: the details of the consultant or firm; work plan for 2 months, experiences and qualifications; proposed methodology and approach, financial proposal including all costs (e.g., consultancy fee, travel, accommodation and per diem) associated with the consultancy in USD; CVs of the key staff that will be involved in the consultancy and at least a copy of 2-3 samples of similar work conducted in South Sudan.

Applications should be sent through vacancy@ssdredcross.org by Friday 12 April 2024 at the close of business (cob) 5:00 pm South Sudan local time.