

*Approved
20/7/2020*



Call for Consultant

to conduct a **Market Assessment "MARKET LINKAGES / INCOME GENERATION"** for the South Sudan Programme of Caritas Switzerland, South Sudan, in October 2020

Job Title	Consultant for Market Assessment „MARKET LINKAGES / INCOME GENERATION“
Section /Department	International Cooperation, Country Group II, Country Programme South Sudan
Work Quota	The consultancy shall be conducted in October 2020 and shall have a duration of around 25 days (including reporting).
Start / End	October 2020
Job location	Eastern Equatoria State, South Sudan
Provision of information	See detailed Terms of Reference in attachment
Deadline for applications	August 15th, 2020 Applications should be submitted via email to the Caritas Switzerland Country Office in Torit, Jackline Adokorach (jadokorach@caritas.ch), in South Sudan
Tasks	Conduct a Market Assessment and deliver the two respective reports (as detailed in the Terms of Reference in attachment)
Requirements	See detailed Terms of Reference in attachment

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Terms of Reference

For MARKET LINKAGES / INCOME GENERATION Assessment

for the

South Sudan Programme of Caritas Switzerland, South Sudan

July 20th 2020

1. Introduction

Caritas Switzerland (CaCH) has been working in former Eastern Equatoria State since the early 1970's. From 2006 onwards, CaCH has been present with an own office in Torit. After emergency activities aiming to respond to the drought of 2017 by providing access to water and contributing to improve food security, CaCH is currently engaging in a project "Restoration of Livelihoods for rural and semi-urban Communities in Eastern Equatoria State" with the overall aim to strengthen the resilience of the vulnerable population. The project is co-financed by the Swiss Agency for Development and Cooperation (SDC).

One of the three main project outcomes is to diversify income opportunities and to support farmers and small-scale business holders with improved market access. It is planned that ecologically produced and fairly priced products are placed on local markets, thereby enhancing income and job opportunities for the poor. The provision of farm inputs will be carried out through existing market producers and suppliers in order to create sustainable linkages and to reduce the dependence of the communities on external aid. Linkages to local agro-dealers, traders and Village Savings and Loan Associations (VSLAs) shall support the farmers and small business holders in optimizing the marketing of their produce and products. Selected vulnerable households will be able to improve their livelihoods through vouchers and/or conditional cash grants to generate alternative and possibly non-agricultural income sources. This shall be achieved through two specific sub-objectives (outputs):

1. Produce marketing of farmers, mothers and small business holders is optimized through linkages with markets and local traders.
2. Vulnerable households have alternative and possibly non-agricultural income-generating activities.

The activities focus on the empowerment of local farmers and small business holders through 'productive resources and inputs, knowledge, financial services, markets and opportunities for value addition and non-farm employment' (see target 3 of SDG 2). By linking smallholder farmers and business holders with the nearby markets, they are enabled to invest in the value chain and sell their products on the local markets. A diversification of income opportunities shall contribute to increasing the income generating capacity of the most vulnerable households.

With this in mind, CaCH is seeking for the support of a **Market Linkage / Income Generation consultant** to identify possibilities **for conducting the above-mentioned activities** and come up with specific recommendations. The consultant shall assess existing farm products in the region, the accessibility of markets as well as linkages to buyers and propose adequate opportunities to diversify the income of households. Possibilities to encourage the formation of community saving groups or Village Saving/Loans Associations (VSLAs) and the support or set-up of trade shops for produce marketing shall also be looked into as part of the efforts to enable farmers and small business holders (specifically women) to access inputs for their economic activities and integration into more profitable value chains. Women are often constrained within production and processing areas of a value chain because they lack access to information, capital, technical skills and the confidence needed to engage in more complex activities such as bulk marketing or higher value-adding activities. By forming common interest groups for income generating activities or VSLAs, woman can pool their resources, share experiences and provide support to one another allowing them better access to higher-value markets.



2. Objectives

The assessment contains two main objectives:

Report 1): Market linkages for farmers and small holder businesses:

The Consultant shall develop a market system analysis report based on thorough study of key agricultural products and related improved value chains in the project region of Ikwoto County¹ using the M4P approach (Making Markets Work for the Poor). The **market system analysis report** should be a practical and concise document which identifies key constraints in the market systems (especially in regard to the vulnerable households) and guides the implementation of the project to improve the local market system and ensure the benefit of small holder farmers and/or small businesses.

Focussing on the agricultural sector, the analysis should concentrate on the crop farming sub-sector (cereals, pulses, vegetables, fruits, nuts, etc.) as well as the non-timber forestry sub-sector (wild fruits, berries, nuts, honey, etc.). The analysis should identify key agricultural products in these sub-sector and show how they are further processed (related value chains). The assessment shall evaluate the value chain related elements, from production, through on-site storage, packing, transport, decentralized storage (at selling place) to marketing/selling and consider linkages to private/public market stakeholders.

Report 2): Alternative income generating activities:

The consultancy is to develop a market analysis, providing in-depth information on existing and potentially new **alternative, (non-agricultural²) income strategies** in the project region. The study shall provide a detailed insight into the demand for products and services and explain how demand and supply can be reconciled. To this end, an analysis of the existing skills in the population is also essential. Based on the findings, a framework concept shall be elaborated to define how households or groups can apply for support from the project to start-up their new business and how they can be linked to the market. A special focus shall be put on the most vulnerable, women and youth. Due to the fragile context, conflict-sensitive approaches (do no harm) have to be included in the assessment and in the proposed recommendations.

3. Specific Tasks

The Consultant is expected to undertake a market system analysis in Ikwoto County using the M4P approach. The following steps must be included in the analysis:

- Step 1: For report 1 and 2: Verify the market system to ensure relevance to the project target group (e.g. is the sector really relevant for the most vulnerable, including women, youth?); evaluate opportunities for more inclusive systemic change (e.g. is there willingness/opportunity to change?); analyse feasibility to stimulate change (e.g. resources required); determine which sectors/value chains the project should focus on; assess how the farmers and small business holders can be linked to the market.
- Step 2: For report 1 and 2: Conduct a system level analysis to get an understanding of the structure, core actors, processes and core problems/constraints of the local market system. Understand the how (what functions and rules are hindering the core function; what is the role of the target group; who are the other players, etc.) and what prevents the system from working efficiently and inclusively for the poor, etc.
- Step 3: For report 2: Conduct a (non-agricultural) job sector analysis to identify long-term (non-agricultural) income opportunities.
- Step 4: For report 1 and 2: Make recommendations for specific interventions, including comments on how women can be strengthened/ empowered for each recommendation.

¹ Ikwoto is a county in Eastern Equatoria State (South Sudan). Ikwoto County has over 100'000 inhabitants and borders to Uganda. The project targets about 100,000 persons in rural areas affected by food insecurity and water scarcity.

² As alternative income sources, we understand for instance the provision of services, such as mechanical repair services, hair dressers, etc. However, also income generating activities through the further processing of agricultural products are permissible in case that they bring a substantial added value for the produces, such as oil, soap or shea-butter production.

Tasks

- 1) Market and value chain mapping and analysis, including the market trends
- Conduct a sector scoping study to identify at least 3 agricultural products with the greatest potential (the main sub-sectors to consider are crop farming, including cereals, pulses, vegetables, fruits, nuts, etc., as well as non-timber forest products, including fruits, berries, nuts, honey, etc.):
 - i) that have market potential
 - ii) that are accessible for a large number of smallholder producers
 - iii) that have potential for improved value chain
 - iv) where women play an important role in the value chain
 - v) that are not demanding pesticides or can be produced in an ecologically sustainable manner.
- 2) Conduct a market analysis, using the M4P approach
- Identify the core value chains (of the above-identified key products) and map the supporting functions (necessary infrastructure, inputs, services, etc.) and rules (formal and informal rules, norms, standards, regulations, etc.).
 - Identify the key market actors along the market chain through an organisation and stakeholder mapping and analysis with a special attention for:
 - i) Private sector stakeholders (traders, agro-dealers, service and input suppliers) who could be relevant for farmers and small business holders
 - ii) Existing (power) relations between actors/stakeholders
 - iii) Monopolies and gaps in the chain and within the market
 - iv) Formal and informal organisations of farmers and small-business holders, such as cooperatives
 - v) Trade shops (preferably communally run) for produce marketing that can be set-up and supported
 - vi) Government institutions
 - vii) Civil society organisations
 - Explore how the market system is functioning for smallholder farmers in particular as to the following factors:
 - i) Organisational constraints (level of organisation, negotiating capacity)
 - ii) Access to inputs (seeds, fertilizers, pesticides)
 - iii) Market relations (access to buyers, input suppliers)
 - iv) Financial constraints (access to credit)
 - v) Knowledge and information (market price information, demand, quality norms)
 - vi) Other constraints, e.g. identified during the stakeholder analyses
- 3) Cooperatives, VSLAs (Village Savings and Loan Associations), common interest groups
- Evaluate how such institutions or informal groups can contribute to building market linkages and agrobusiness activities, in particular as to the following factors:
 - i) Existing and potential access to cash or in-kind credit services of farmers and producer organisations to microcredit institutes and their linkages with other market players (MFIs, private operators, government institutions, programmes/projects, support organisations)
 - ii) Options for formation of common interest groups where women can pool their resources, share experiences and provide support to one another, allowing them better access to markets



4) Capacity building

- Identify the skills that need to be enhanced to match the market potential, in particular for the following actors/stakeholders:
 - i) assess the existing capacities of selected Lead Farmers and existing private service providers (input suppliers)
 - ii) identify which trainings are needed to diversify the income generating capacity of the targeted beneficiaries (produce marketing, entrepreneurship/business skills, financial literacy, generating savings, etc)

5) Options for alternative income generating activities

- Identify at least 5 (non-agricultural) income sources using an overall market assessment and rapid market appraisals. The income sources selected have to be:
 - i) in demand in the region and carry a potential for long-term income security for the target group;
 - ii) able to be conducted with the limited project resources and not require long-term / major investments;
 - iii) able to be conducted without large-scale vocational training;
 - iv) be inclusive of vulnerable groups, women and youth;
 - v) sustainable, environmentally-friendly and be conflict-sensitive.
- In regard to the above-identified income sources, analyse the existing skills in the population.
- Based on the findings and with a focus on the most vulnerable, women and youth, elaborate a concept to define how households or groups can apply for support from the project to start-up their new business and how they can be linked to the market.

6) Make recommendations for specific interventions, including comments on how women can be strengthened/ empowered for each recommendation.

4. Duration, Place of Execution and Methodology

The consultancy shall be conducted in October 2020 and shall have a duration of around 25 days (including reporting). The assessment will take place in the project area Ikwotos in Eastern Equatoria State. Travel to the area will be organised by the Caritas Switzerland office in Torit. The Consultant will report directly to the Country Director in Torit and will be expected to work closely with the field staff to ensure sustainable learning and networking effects for the project team.

CACH will provide:

- Relevant project and context documents;
- Guidance throughout the evaluation;
- Logistical arrangements for all field travel;
- Key background resources identified;
- Facilitation with required key stakeholders;
- Comments and feedback on, and approval of, all deliverables (inception and final report) within agreed timeline.
- While in the field, the Consultant will be provided with security briefings from the field security focal person.

The Consultant will be responsible for:

- Review of documents
- Development of a detailed market analysis methodology;
- Conducting all data collection;



- Regular progress reporting to the Country Director, including responding to any comments or technical inputs;
- Production of deliverables within agreed timeline and in accordance with standard quality requirements;
- The Consultant will be required to abide by CaCH security procedures and rules in place for staff.

5. Deliverables

- Inception report, including dates for submission of the draft and final report
- Production of the two final reports:
 - a) a market system analysis that indicates why/how the market is benefiting smallholder farmers and how it can be enhanced by creating improved value chains and market linkages, and
 - b) a (non-agricultural) job sector analysis that indicates long-term and (non-agricultural) income opportunities and defines the external input (i.e. access to microcredit, capacity development) needed to sustain income strategies for the population.

Both reports must contain recommendations for specific interventions and must reflect all the tasks listed above (see chapter 3).

6. Consultant Skills Requirements

The Consultant must meet the following requirements:

- Advanced University degree in a relevant field (Economics, Business Administration, Agricultural Economics, Rural Development, and or related field)
- At least 8 years professional working experience in the field and/or in the area of international cooperation / development
- Proven strong experience in Market System Analysis (and application of M4P approach), business plan development, improved value chains and conducting similar assignments as in this consultancy service, preferably in South Sudan or Eastern Africa
- Experience in setting up VSLA and other forms of microfinancing schemes
- Excellent reporting / writing skills
- Proven experience of cooperating with people from different cultures. Sensitivity for political, social, intercultural and security issues
- Analytical thinking and openness for innovative solutions
- Fluency in English
- Experiences/ knowledge of working under volatile circumstances and flexibility to cope with operational challenges

7. Technical and Financial Offer

Submitted bid documents have to fully comply with this Terms of Reference (TOR) and must contain a technical and a financial section.

The technical proposal shall include:

- A detailed narrative proposal of max. 4 pages describing the proposed methodology for the quantitative and qualitative aspects of the assignment
- Up-to-date CV detailing relevant experience
- Work plan outlining which activities will be conducted and how many working days are required.

The financial offer shall include:

- Detailed cost breakdown in USD
- All expenses related to the consultancy fee including proposed number of days in the field, days for reporting and analysis, stationery, printing, binding, etc.



8. Liability, safety and security

The Consultant must adhere to all CaCH policies concerning safety and security as well as to the Caritas Switzerland Code of Conduct.

Interested applicants must submit their letter, profile and CV together with the technical and financial proposal until **August 15th, 2020** per email to the Caritas Switzerland Office in Torit: jadokorach@caritas.ch.

Only the selected person will be informed about the results of the selection process. CaCH reserves the right to fully or partially cancel this call for consultancy service.