



CALL FOR EXPRESSION OF INTEREST

TERMS OF REFERENCE TO CONDUCT A MARKET ASSESSMENT AND VALUE CHAIN ANALYSIS IN KAJOKEJI, CENTRAL EQUATORIA STATE

1.0 OVERVIEW

TITI Foundation (TF) is implementing a pilot programme, the Youth for Works Project in Kajokeji County, Central Equatoria State which will run for a year. The overall objective of the project is to improve the welfare of youths affected in conflict and food insecurity through skill development and support in entrepreneurship. This will be achieved through investment in programs aimed at improving food security, employment and strengthening economic protection systems in the targeted county. The programs that will be set up are;

1. Education & skill-building;
2. Support for small business start-up /scaling;

that will provide a pathway to empowering the youth, and it emphasizes building the resilience and assets of youths and families to function independently of the program in the future

TF hopes to use part of the grant provided to conduct a market assessment and selected value chain analysis in Kajokeji county, South Sudan.

2.0 OBJECTIVES OF THE MARKET ASSESSMENT AND VALUE CHAIN ANALYSIS

This study is intended to be a practical input for the implementation of Youth for works project in sign posting youth towards business and vocational employment sectors with sufficient profitability and wage margins, whilst helping them avoid over-saturated areas. We would like to know what capital requirements are required to set up businesses in a range of sectors, what is the growth potential, potential for creating additional employment, survivability rates etc.

A second key objective for this study is to provide information on predicted future economic and market opportunities to allow youth to proactively position themselves to seize them. It is further intended that, at the same time as identifying opportunities, the study will identify the real barriers and requirements to accessing these opportunities.

We are interested in recommendations and suggestions for institutionalizing market assessment data collection to feed regularly into programming and provide youth with accurate, up-to-date information. This study is intended as a starting point for exploring the different options for Titi Foundation to implement this more systematically going forward.

2.1 SPECIFIC TASKS OF THE ASSIGNMENT

- Assess products and livelihood opportunities available within the county and recommend viable economic enterprises that could be undertaken by the different categories of youth (including women and girls) in Kajokeji County.
- Identify private sector engagement opportunities and key local and government institutions to support youth livelihood projects and value chains under the different options and value chains.
- Identify microfinance institutions in the county that can support cooperatives that will be formed by farmer groups and skills groups in the program.
- Conduct a livelihoods gender and age analysis and assess their economic contribution to the different economic enterprises in the county.
- Develop appropriate diagrammatic representation on the demand and supply chains of essential livelihoods options mapped by the youth (including women and girls).
- Identify and document the different taxes, levies and expenses on the different enterprises that will be subsequently detailed to establish and recommend enterprises with high return on investment after all associated levies are paid.
- Identify market opportunities for locally produced products and make recommendations on how service providers and producers can tap into those available markets opportunities for their goods and services.
- Cost benefit analysis of engaging in specific enterprises .How much investment/ capital requirements and how much returns on investments over what period of time.
- Assess required skills for engaging in specific enterprises and recommend required skills development for marketable enterprises from which prospective skills training for youths (including women and girls) to be trained.

2.2 PURPOSE OF THE CONSULTANCY

Envisaged is that the findings of the market assessment and value chain analysis/mapping will inform the programs implemented in a way that will strengthen employment skills, economic livelihood and market development opportunities among the youths including farmer groups in acute food insecurity. This will increase their resilience and sustainability beyond the project.

High-level study objectives

The three overarching study objectives can be summarized as follows:

1. Analysis of a range of different business sectors and vocations in the target regions – looking specifically at:
 - Incomes
 - Profits
 - Wages
 - Numbers of additional jobs created
 - Survival rates

Businesses of comparable levels of maturity (for example at 1 year, 3 years and 5 years of operation) should be analyzed across the different sectors to allow robust conclusions to be drawn. Analysis should be disaggregated by gender. Selection of the business sectors to be investigated should be based on primary / secondary research and will be approved by Titi Foundation Team prior to fieldwork.

2. Robust analysis of the current and potential future economic / business opportunities in the specified target regions
 - What types of business / vocational opportunities are likely to exist in the target regions in the near future?
 - What types of businesses / vocations are likely to decline in relevance / become over-saturated in the near future?
3. Analysis of the major constraints for youth in pursuing the identified business and vocational employment opportunities in the target region, with a particular focus on gender constraints
 - What are the key success factors for the different types of businesses / vocations investigated?
 - What are the capital and other requirements?
 - What do types of behaviour / skills / attitudes / attributes do successful business owners display across the different sectors?

3.0 STAKEHOLDERS

The results of this study are intended for internal use by Titi Foundation to inform the implementation of Youth for Works project and future practical improvements to the projects and provide youth with accurate market and economic information. Findings will also be shared with the funder, Mastercard Foundation. Relevant findings will be shared with other stakeholders including Titi Foundation network members and actors within the youth entrepreneurship sector at the discretion of Titi Foundation.

4.0 METHODOLOGY

A detailed methodology should be provided showing how the research aims and objectives will be met. As a guide, the study should consist of:

(a) Literature review of relevant project and external documentation:

Review of relevant material held by Enterprise South Sudan including monitoring and evaluation data, reports and studies, as well relevant published grey literature and secondary sources, including:

- Household surveys from domestic statistical bodies
- International agency reports/studies (e.g., IMF, World Bank, ILO)
- Cross-referenced with major third-party reports and studies

(b) Collection of robust data disaggregated and analysed by gender, maturity of business, sector and region: data on incomes achieved through different livelihoods. This will very likely need to be supplemented by secondary sources held elsewhere and primary research to build full information regarding levels of employment, survival rates etc.

(c) Collection of further data and collation of existing data on future economic opportunities, including identification of growth potential and opportunities for start-up businesses in key sectors based on existing trends and future potential: Where possible, project opportunities and potential job creation, applying sector 5 growth estimates and job elasticity (historical growth adjusted based on detailed sector research, job elasticity methodology potentially informed by IMF report).

(d) Identify constraints/challenges as needed and recommendations to respond to these: This might be through review of the wider literature and/or primary research with youth, enterprises, and other key actors. Gender is a key focus here – how do challenges / constraints differ for female youth?

(e) Stakeholders to be consulted: The consultant should plan to include the following groups of stakeholders in the study:

- Relevant Kajokeji- South Sudan Government Ministries
- Local businesses in a range of sectors across target regions
- Local governments
- Business and Trade associations, where active
- Private sector groups and representatives
- Target group representatives (current and past project participants)
- Market off-takers¹ [see footnote explanation below]
- Relevant women's groups in the targeted communities
- NGOs active in economic development/livelihoods in the target areas

(f) Field visits / primary research: TBC depending on level and accuracy of information available through secondary sources.

(g) Provide debrief to Titi Foundation (who will join remotely): using either a draft set of results or PowerPoint presentation to summarize preliminary findings and recommendations. This should be shortly after the end of the field work. Possible attendance and sharing of initial findings at Reference Group meeting with Titi Foundation in Juba if timelines align.

(h) Submit a draft study report: of no more than 25 pages that corresponds to the requirements outlined below in the 'Deliverables' section.

(i) Submit a final report: incorporating any relevant feedback from Titi Foundation.

Deliverables

Deliverables should include the following:

- An inception report, including: planned timeline and work plan, literature review of all relevant secondary sources, detailed methodology / approach, planned stakeholders to be consulted and sampling framework, data collection and analysis tools, qualitative and quantitative protocols for data collection and analysis.
- Definition framework to ensure we have a common understanding of key terms and sectors.
- Brief presentation of preliminary findings
- Draft report written in English that meets the requirements outlined below
- One (1) electronic file of the clean (final) qualitative and quantitative data collected
- Final report

¹ Defined as large market outlets providing a sustained market for agricultural produce i.e. millers, stockists, etc. for other businesses. We may need to include market off-takers for vocationally produced products like construction bricks, motorbike riders/owners etc.

The final report should be jargon free, clear and simply written. The main body of the report should not exceed 25 pages and should include an executive summary, brief background and recommendations.

Data should always be disaggregated by gender (i.e. if there is a differential in profit/income/earnings of male or female-led businesses etc.).

Recommendations and findings should be backed up with relevant data, with reference to the data source and need to be specific. The structure of the report should cover the following:

- Executive summary
- Brief project background
- Main findings relating to the study questions
- Recommendations for future action

In addition, the final report should contain at least the following annexes

- Terms of Reference
- Literature review
- Itinerary
- List of meetings attended
- List of persons interviewed
- Details of methodology
- Summary of field visits
- List of documents reviewed
- Any other relevant material, including data collection tools
- Further technical data and sources

Indicative schedule of activities

It is essential that the final report is submitted before November, 12th, 2022.

QUALIFICATION, SKILLS AND EXPERIENCES.

Consultant or firm with human resources having appropriate mix of relevant qualifications including International Development Studies, Conflict and Development, Agriculture, Social Sciences, Natural Resource Management, Disaster Management or any other relevant degree from recognized institutions. At least a Bachelor's Degree qualification in any of the following areas Water, Social Sciences, Natural Resource Management, Disaster Management or any other relevant degree from recognized institutions. Not less than 5 years' experience of conducting impact evaluation studies, mid-term and/or end-term evaluations, programme and use of participatory methods for assessment in a field-based setting and/or undertaking similar assignments under humanitarian and development frameworks. Sufficient knowledge and experience covering the key outcome areas of the project.

- Demonstrated understanding of evaluating Food Security & Livelihoods, WASH. Agricultural Value Chain and Economic Empowerment models at community level.
- Outstanding research, Strong analytical and writing skills to clearly present findings
- Previous work experience and knowledge of context of project area is a plus.

- Ability to deliver on the tasks within tight deadlines and against set targets.
- Excellent written and verbal communication skills in English

EXPRESSION OF INTEREST

Any person/firm interested in undertaking this task should send an expression of interest comprising:

- (i) **Technical proposal;** The technical proposal should briefly and clearly describe the following aspects; Understanding of the task, Technical aspect of the proposal, Methodology to be used, operational plan, and curriculum vitae (CV as an annex) of the person(s) to do the work and with contact details.
- (ii) **Financial proposal:** The financial proposal/budget of the task should be broken down in details as follows: Consultancy fees, travel costs, and Reporting cost.

MODE OF PAYMENT:

The payment will be done according to the following plan /arrangement:

First instalment: The Consultant will be paid 40% of the quoted amount after submission of the inception report.

Final instalment: 60% of the amount agreed in the contract shall be paid upon completion of task, acceptance and approval of the final report and any other documents pertaining to this assignment.

GENERAL CONSIDERATIONS

- a) Required logistics support will be provided by TiTi Foundation as prescribed in the contract and meet other costs related to the end line evaluation exercises such as transport, communication, office printing, and contacts in the field among others
- b) All documents prepared during the assignment will be property of TiTi Foundation. Assignment will not be sub-contracted to a third party by the consultant.
- c) In the event that additional time is required to complete the assignment, over and above that previously agreed to, without changing the scope of work, then it has to be agreed with TiTi Foundation in writing.
- d) Confidentiality of all the assignment will be assured at all times.
- e) All costs should be quoted in USD and will remain valid up to thirty days (30) from the day of proposal submission.
- f) All the outputs - survey reports, data base, etc. produced by this assignment will not be disseminated in part or whole without express authority from TiTi Foundation. Thus the consultant shall not produce in these materials in any form (electronic, hard copies, etc.) to a third party without a written permission from TiTi Foundation.

HOW TO APPLY

Interested consultant/firms should submit both technical and financial proposals by date **18th /November/2022**. Through email addressed to dokello@titfoundation.org , oyiersilvia@gmail.com and ongilikisia@gmail.com Cc somagloriah@gmail.com with subject: **YOUTH FOR WORKS MARKET ASSESSMENT**.