



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 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 IGAs,
- Individual report on existing IGAs and
- New opportunities

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 17,000 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 (2021), SSRC covers most of the national territory and intends to consistently deliver relevant nationwide services to vulnerable people through volunteers and staff, sustained for as long as needed before the 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 identify how to develop and implement a successful 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. 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, remote interviews.)
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?
3. Gather information and create the overview of investments by movement partners. (Desk study, interviews with SSRC staff responsible and PNS.)
4. 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
5. Gather the information and create the overview. (Desk study, interviews SSRC staff responsible, remote interviews with SSRC branches.)
6. 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 the strategy.
7. Do in-depth interviews regarding these selected business cases of successes and failures. (In-situ or remote.)
8. 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.

DELIVERABLES

The main deliverable is a report including the following:

1. An overview of investments by movement partners in IGA in SSRC branch in the period
2. An overview 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.
6. A report that analyses all information gathered, offers conclusions, and makes recommendations for development of a strategy for successful IGA in SSRC branches.

TIME SCHEDULE

The duration of the consultancy is for 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 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.

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.

Send you Proposal through vacancy@ssdredcross.org or hand delivery to South Sudan Red Cross Headquarters Juba before closure of Business on 1st September 2023.

