

TERMS OF REFERENCE
Hiring of Individual Consultant for the Conduct of
Value Chain Analysis for Banana *Cardava*

I. Background and Rationale

The Philippine Rural Development Project (PRDP) is a World Bank assisted project to be implemented by the Department of Agriculture (DA) in 16 regions of the country. It is a national government platform for a modern and climate-smart agriculture that will involve 81 Provincial Local Government Units (PLGUs) and agri-fishery stakeholders in realizing the goals of improved food security and increased incomes, climate resiliency and enhanced policy environment and governance as expressed in the Philippine Development Plan (PDP) 2011-2016.

The Project will promote more inclusive rural development by supporting smallholders and fishers to increase their marketable surpluses, and their access to markets. The PRDP would also support changes in the planning, resource programming and implementation practices of the Department of Agriculture. It will facilitate the integration and financing of priority local investments derived from the DA's agricultural and fisheries modernization plans which have been developed using a value chain approach, and through a consultative process with local stakeholders.

There are eight (8) commodities of national importance that are identified in the commodity prioritization which will be subjected to the conduct of the VCA study, namely: (i) coconut; (ii) carabao mango; (iii) banana cardava; (iv) seaweeds; (v) native pigs; (vi) goat; (vii) highland and lowland vegetables; and (viii) cacao.

Individual Consultant may be allowed to bid for a maximum of two commodities with the exemption of coconut.

The PRDP shall employ tools such as: value chain analysis (VCA), expanded vulnerability and suitability assessment (EVSA), rapid market appraisal (RMA), among others, to serve as basis for the formulation of responsive and sound Provincial Commodities Investment Plans (PCIPs) with the PLGU.

Banana *Cardava* was chosen because of its strong production base and market potential both in domestic and global markets. Based on the 2012 FAOSTAT data, the Philippines is among the top global producers of banana with around 9.2M MT and has remained one of the leading exporters of banana chips with 30,142 MT in 2011 amounting to \$50,575,000 in total export.

The VCA for Banana will facilitate the identification of investments that will address the gaps/key constraints identified in the value chain. Hiring a value chain expert, knowledgeable about the Banana Industry, should guarantee that the processes involved in the VCA report preparation are properly implemented and strictly followed leading towards the delivery of a timely and quality output. Hence, this Terms of Reference.

II. Objective

This engagement aims to:

1. Evaluate of the extent of the market of Banana *Cardava*; and
2. Relative to the results of Objective 1, come up with a national VCA for Banana that will facilitate the prioritization of investments for the industry.

III. Scope of Work

In order to achieve the objective stated in this TOR the consultant shall:

1. Conduct a rapid market assessment that would determine the extent of the market of the commodity;
2. Present specific opportunities for the industry both for fresh and processed to enhance higher value markets;
3. Provide specific interventions and strategies for value chain upgrading and provide recommendations for competitive directions of the industry;
4. Identify key specific by-product (fresh and processed) that may have the comparative advantage of the industry and provide strategies to enhance the commodities position in global market;
5. Identify various risks in the value chain and provide necessary mitigating measures and strategies to manage these risks. These may include but are not limited to the following: (i) weather and climate risks; (ii) biological risks; (iii) production risks; (iv) infrastructure risks; (v) price and market risks; and (vi) political risks.
6. Review and summarize all existing VCAs including road maps of the commodity as inputs to national VCA. This will also be part of the inception report;
7. Complete the VCA within six months following the process and tools described in the Operations Manual. The VCA should, at the minimum, provide the following information:
 - (a) the types of public investments needed for strengthening and filling in the gaps of the identified value chain;
 - (b) opportunities for public-private partnerships and pure private investments including specific micro, small and medium enterprise support;
 - (c) opportunities and needs for inter-provincial/cross regional collaboration and planning for value chain enhancement; and
 - (d) detail on the extent to which opportunities and needs identified are already in local plans or alternatively, provide recommendations on the extent to which plans of local LGUs may need strengthening and/or realignment in keeping with upgrading strategies from VCA for integration through the PCIP process.
8. Present the Inception Report that discusses the overall approach and methodology for the conduct of VCA and provide listing of the value chain information, data, and analysis that need to be generated out of the VCA to be conducted;
9. Organize and facilitate meetings/workshops/ focus group discussions/ key informant interviews/ field validation/ stakeholders' consultations with VCA players and experts;
10. Gather the necessary data (primary and secondary) for the VCA;
11. Present the draft VCA report to DA and other stakeholders; and
12. Finalize and package the VCA report.

IV. PRDP I-PLAN Obligations

1. Arrange venue and food for the conduct of meetings/workshops/FGDs/KII/stakeholders' consultations with VCA players; and
2. Introduce the consultant to the PSO and RPCO I-PLAN staff to facilitate the exchange of information relative to VCAs already conducted at the regional and cluster levels.

V. Period of Engagement

The above tasks may require travel to regions and are expected to be completed in 6 months after the receipt of Notice to Proceed (NTP).

VI. Minimum Qualifications

The selected Value Chain Expert should have demonstrated knowledge and expertise in the specific commodity and must have the following qualifications:

- At least 5 years working experience as an individual or through a firm in doing VCAs or implementing value chain development projects.
- Must be knowledgeable about the Banana Cardava Industry and preferably has authored a VCA study of the same commodity.
- Experience in conducting stakeholders' consultations, key informant interviews and focus group discussions.

VII. Logistics and Administrative Requirements

The VCA Expert/Consultant shall be responsible to provide his own local transportation means, his/her own office equipment and manpower, including administrative staff, to be deployed to complete the assignment within the time specified for the work.

VIII. Reports and Reporting Authority

The expert shall report directly to the NPCO I-PLAN Component Head and shall submit reports on key outputs of the tasks.

IX. Expected Outputs/ Milestones

1. RMA Result
2. Inception Report
3. Draft VCA Report
4. Final VCA Report

X. Ownership Rights

The ownership rights of the gathered data, reports and all outputs of the VCA expert under this technical assistance shall belong to the Department of Agriculture.

XI. Estimated Project Cost

The estimated project cost is Php 1,250,000.00 chargeable against the NPCO I-PLAN funds under PRDP. This amount is inclusive of taxes, travel expenses and cost of incidental expenses of the VCA Consultant. The budget for Stakeholders' consultations will be charged against PRDP I-PLAN funds.

Cost Item	Man-Months	Unit Cost	Total Rate
1. Professional fees			6000,000.00
a. VCA Consultant	1 x 6months	80,000.00	
b. Research Assistant	1 x 6months	20,000.00	
2. Transportation and Accommodation			252,000.00
a. Luzon A	2 x 4 days	48,000.00	
b. Luzon B	2 x 4 days	68,000.00	
c. Visayas	2 x 4days	68,000.00	
d. Mindanao	2 x 4days	68,000.00	
3. Conduct of Workshops			164,000.00
a. FGD	8 FGDs x 18000/FGD	144,000.00	
b. KII	10 KIIs x 2000/KII	20,000.00	
4. Rapid Market Appraisal		199,500.00	199,500.00
5. Communication	6 months	24,000.00	24,000.00
6. Supplies	6 months	10,500.00	10,500.00
TOTAL			Php 1,250,000.00

XII. Terms of Payments

Schedule of Payments shall be based on the Consultant's accomplished documents and deliverables in tranches, to wit:

TRANCHES	% OF PAYMENTS	MILESTONES/OUTPUT
1 st	15 %	Upon the Consultant's receipt of a copy of the contract signed by both parties with the Notice to Proceed (NTP)
2 nd	20%	Submission and acceptance of the Consultant's Inception Report
3 rd	30%	Submission and acceptance of the draft VCA Report
4 th	35%	Submission and acceptance of the Final VCA Report
TOTAL	100%	

All payments shall be made upon acceptance of the Reports as stipulated in the Contract of Services.

XIII. Schedule of Activities

	MONTH 1				MONTH 2				MONTH 3				MONTH 4				MONTH 5				MONTH 6			
Weeks	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
ACTIVITIES																								
Contract Signing	■																							
Rapid Market Appraisal	■	■	■	■																				
Presentation of RMA Results				■																				
Preparation of Inception Report				■	■																			
Presentation of Inception Report					■																			
Data Gathering					■	■	■	■	■	■														
Stakeholders' Consultation Workshops									■	■	■	■												
Writing of Draft VCA											■	■	■	■	■									
Presentation of Draft VCA															■									
Review of VCA Draft															■	■								
Revision of Draft															■	■	■	■						
Submission of Revised VCA																			■					
Finalization of VCA																			■	■	■			
Presentation of VCA																					■			
Packaging and Submission of Final VCA Report																						■	■	■