

Request for Expression of Interest (EOI) for Selection of Consulting Firm/Training Institute for Farmer Training on Business Management Skills

1	Ministry / Division	:	Ministry of Agriculture
2	Agency	:	Department of Agricultural Marketing
3	Name of Procuring Entity	:	Component Director, Smallholder Agricultural Competitiveness Project (DAM Part)
4	Invitation for	:	Selection of Consulting Firms / Training Institute for Farmer Training on Business Management Skills
5	Invitation Reference	:	12.02.0000.541.41.001.19-269 dated 07/1/2021
6	EOI Submission Deadline	:	24-01-2021 by 14:00pm
7	Procurement Method	:	Quality and Cost Based Selection (QCBS)
8	Budget and Source of Fund	:	GoB and IFAD
9	Project Code	:	224263700
10	Name and Address of Receiving Tender Document	:	Office of Component Director, Smallholder Agricultural Competitiveness Project (SACP), Department of Agricultural Marketing, Sech Bhaban (Room-602), 22, Manik Miah Avenue, Dhaka– 1215.
11	Place of Opening Tender Document	:	Office of Component Director, Smallholder Agricultural Competitiveness Project (SACP), Department of Agricultural Marketing, Sech Bhaban (Room-602), 22, Manik Miah Avenue, Dhaka– 1215.
12	Training Objective	:	The objective of the training is to enhance the capacity of farmers in Business Management Skills. Keeping in line with this broad objective, the specific objectives of the training, not limited to, are stated below: a) To impart training to farmers including DAM officials at project areas based on training manual by deploying experienced and capable trainers. b) To identify the need of the farmers and customize the training modules duly considering the local context, if necessary, to best serve the farmer queries. c) To assist farmers to develop strategies to identify target markets, map potential buyers, and understand the price dynamics, seasonality and encourage for entrepreneurship
13	Brief Description of the Assignment	:	a) Selected firm will advise the farmers and agricultural business personnel to improve the existing marketing system, identify the problems and offer solutions to develop the present agricultural product marketing systems in Bangladesh through training. b) Firm will conduct the training with different stakeholders such as farmers, businessmen, middlemen, DAM officials, etc. It may work in a diverse range of agricultural product marketing such as vegetables, cereals, fruits. c) There should be 25 Farmers in each batch and a minimum of 05 lectures (each length of 1 hour) in 1-day training schedule. But additional arrangements of refreshment, quality training materials, etc. may be required for training, trainers, and guests. d) The lectures should include practical sessions along with theoretical discussions for better understanding. e) The firm will be responsible for proper management of training program including quality training materials, food and refreshments, venue management, etc. f) It should provide agricultural product marketing strategies (mainly HVCs) in the perspective of Bangladesh. Project office will provide the list of HVCs and training firm must include those HVCs in training sessions for smooth traceability of HVCs. g) It should conduct training according to contract, keep records (hardcopy and softcopy), prepare completion reports with feedback from the participants, and submit to project office in time.
14	Eligibility of Firms	:	The firm should have: a) Registration certificate with valid and up to date trade license, VAT registration, TIN certificate, income tax certificate, bank solvency from scheduled Bank, and audit report for previous 2 (two) Financial years. b) Minimum 03 (three) years experience in conducting training at farmer level of similar magnitude and complexity. Firms with ISO 9001:2015 certification will be given preference c) Qualified and Experienced resource persons and trainers in respective field. A team of minimum 04 (four) trainers with at least 03 (three) years of domain experience in economics, agri-business, agri-economics, business administration, and related fields to agri marketing. Minimum academic qualification: Bachelors degree in these fields. The team comprised of a lead resource person as team leader. Preference will be given to trainers with experience in the region and local language. The firm should have manpower and logistics support to conduct training at Upazilla Level d) Average annual turnover of BDT 40 (forty) lacs in previous two financial years e) Availability of minimum liquid assets i.e. working capital or credit line(s) from any Scheduled Bank of BDT 10 (ten) lacs as working capital.
15	Other Details	:	<ul style="list-style-type: none"> • The firm should submit all necessary documents (hardcopy) following Clause 115(2) of PPR-2008 to demonstrate their eligibility. The EOI must be duly signed by authorized signatory on all pages (one original copy). Along with that, scanned copies and supporting documents in a compressed (zipped) folder should be emailed at sacpdameoi@gmail.com within the stipulated date and time. • The firm may submit more than one packages depending on its interest, capability, expertise, and convenience. In case a firm (same) shortlisted in more than one packages, the project limits to maximum three (3) packages, which meets the cumulative qualification criteria. • The firm should submit EOIs at project office maintaining health guidelines prescribed by GoB/WHO due to Covid-19 pandemic. • Terms of Reference (ToR) is displayed in the official website at www.dam.gov.bd • Training programs are offered in packages including topics, number, and area as shown in the Table below.

Table: Business Management Skills: Upzilla and Number of Packages

Package	Package Name	Upzilla	Number of Batches
BMS. P8.	BMS-Lalmohon-60	Lalmohon, Bhola	60
BMS. P20.	BMS-Chatkhil-60	Chatkhil, Noakhali	60
BMS. P23.	BMS-Subarnachar-60	Subarnachar, Noakhali	60
BMS. P26.	BMS-Boalkhali-60	Boalkhali, Chattogram	60
BMS. P27.	BMS-Banshkhali-60	Banshkhali, Chattogram	60
BMS. P30.	BMS-Sandwip-60	Sandwip, Chattogram	60

16	Name and Contact of Procuring Entity	:	Dr. Md. Ashrafuzzaman, Component Director, Smallholder Agricultural Competitiveness Project, Department of Agricultural Marketing, Sech Bhaban (Room-602), 22, Manik Miah Avenue, Dhaka– 1215.
17	Reserved Right	:	The procuring entity reserves the right to accept or reject any packages or all EOIs
18	Procurement Rules	:	The tender will be processed in accordance with GoB Public Procurement Rules – 2008 in consistent with IFAD's Procurement Framework

Terms of Reference for Farmers' Training on Business Management Skill

1. Introduction

A. Country Background:

Bangladesh is a lower middle-income country with declining rates of poverty among its 160 million people. Sustained economic growth along with steady agricultural improvement has been fundamental to this reduction. Sustainability of growth, particularly agricultural growth, is however vulnerable to climate change. Given that the agriculture sector remains fundamentally important to the country's prosperity and it utilizes three-quarters of the scarce land space of Bangladesh and supports the livelihoods of the majority of the population, it is passing through some immediate challenges in promoting sustainable development. The challenges include continuing to increased production and achieving recognizable quality standards despite loss of land to other uses and climate change.

Bangladesh aims to become a middle income country by 2021; to achieve this will require among others that the Government of Bangladesh (GoB) overcomes considerable challenges in agricultural development and rural economic growth. Country's annual GDP growth averaged about 7% between 2000 and 2018. Bangladesh has also made noteworthy gains in education and health, and is well set to achieve most of the MDGs. Despite these gains, Bangladesh remains a poor country, with a 2018 GDP per capita of around US\$ 1700 and is regularly hit by natural disasters. The country has already been facing several climate change effects like increasing cyclones, flood frequency probabilities, erosion, inundation, rising water levels, salt water intrusion, and biological effects. Coastal environments are particularly at risk include mangroves, tidal deltas and low-lying coastal plains, sandy beaches, coastal wetlands, estuaries and coral reefs. These bio-geophysical possessions will have consequent effects on ecosystems and eventually affect socio-economic systems in coastal zone.

B. Agricultural Sector:

Bangladesh remains a predominantly agricultural country. Although the contribution of agriculture to the country's economic output has declined over the last decade, the agriculture sector growth rate was 2.17% in 2012-13 and it remains one of the main contributors to GDP growth, and importantly in poverty reduction. The majority of poor people lives in rural areas and depends on agriculture for their livelihood, with most being small-scale, marginal and landless farmers owning less than one acre of land, and commonly renting land under share cropping arrangements. Small and marginal farmers comprise approximately 86% of the farming community.

This project is located in the southern region where climate change hazard intensity is high in compare to other regions of Bangladesh. Inundated area of southern region would increase by 14%; water and saline intensity in soil and water will increase. In lagging district study, it has been shown the rank of the bottom 15 districts which are most exposed and vulnerable to environmental and water related risks and 7 of these districts are in project area.

C. Smallholder Farmers:

The government classifies farm sizes as follows: (i) Landless – no farm holdings; owning no land or less than 0.05 acres, (ii) Small Farmer – owning 0.05 to 2.49 acres of land, (iii) Medium Farmer – owning 2.50 to 7.49 acres of land, and (iv) Larger Farmer – owning more than 7.5 acres of land. According to 2008 agriculture census, there were about 3.1 million farming households in southern Bangladesh, with 2.7 million rated as smallholders. This area had the largest concentration of poor people (26.7%) compared to the Bangladesh average (17.6%). The region is susceptible to exogenous shocks, which have great impact on poor people, including cyclones and storm surges, land erosion, limited livelihood opportunities, resource degradation, salinity, flooding and water logged soils.

D. Department of Agricultural Marketing:

The Department of Agricultural Marketing (DAM) is mandated to oversee and develop the marketing system, which is dominated by the private traders. It operates under the Market Regulation Act – 1964 (amended in 1985). The vision of DAM is to contribute to national economy through the management of interrelated agricultural marketing system and the development of agricultural business environment with producers, traders, and consumers. In this project, DAM serves under the Component 2. This ‘terms of reference (TOR)’ is being prepared within component 2 for the outsourcing of **Farmers Training on Business Management Skill** where smallholder farmer groups of the project area along with related market intermediaries will receive the training through outsourcing firm. DAM and DAE officials will also participate in the training as trainers.

2. Brief Overview of Project:

A. Project Goal and Objective:

The main goal of the project is to contribute to Bangladesh’s agriculture smallholders’ responsiveness and competitiveness in high value crops (HVC) production and marketing of fresh and/or processed products. The objective is to increase farmer income and livelihood through demand-led productivity growth, diversification, and marketing in a changing climatic condition. In order to achieve the goals and objectives of the project, different types of training, national and international research and foreign exposure visit are included in the Development Project Plan (DPP) to enhance the capacity of the management team.

B. Project Components:

The project supports production enhancement, identifies market opportunities for both fresh and processed products, encourages value added post-harvest management, builds competitiveness of HVCs to move households from subsistence farming into commercial farming through three technical components supported by a project management component. They are:

Component 1 – Enhanced production of HVC and technology adoption

Component 2 – Processing and marketing of HVC

Component 3 – Climate resilient surface water management

DAM serves the responsibilities of Component 2 where following objectives will be met:

- i. Improving market linkage
- ii. Increasing post-harvest and processing investment
- iii. Development of food safety and nutrition measures along the value chain

C. Project Area:

The project will be implemented in 11 districts of 03 divisions covering 30 upazillas in the southern region of Bangladesh.

Table 1: Project Area

Division	District	Upazilla	District	Upazilla
Khulna	1. Bagerhat	1. Fakirhat	2. Shatkhira	3. Shyamnagar
		2. Kachua		4. Kaligonj
Barisal	3. Pirojpur	5. Kawkhali	6. Jhalokathi	6. Kathalia
	4. Bhola	8. Lalmohon		7. Borguna
		9. Charfasson	14. Amtoli	
		10. Monpura	15. Batagi	
	5. Patuakhali	11. Mirzagonj	12. Rangabali	16. Bamna
				17. Taltoli

Division	District	Upazilla	District	Upazilla
		13. Kalapara		18. Pathorghata
Chattogram	8. Chattogram	19. Boalkhali	9. Noakhali	25. Subarnochar
		20. Fatikchari		26. Chatkhil
		21. Chandanaish		27. Kabirhat
		22. Banshkhali		28. Hatia
		23. Sandwip	10. Feni	29. Chagolnaiya
		24. Mirsharai	11. Laxmipur	30. Kamalnagar
Total		11 Districts		30 Upazillas

3. Training Objectives

The objective of the training is to enhance the capacity of farmers in Business Management Skills. Keeping in line with this broad objective, the specific objectives of the training, not limited to, are stated below:

- To impart training to farmers including DAM officials at project areas based on training manual by deploying experienced and capable trainers.
- To identify the need of the farmers and customize the training modules duly considering the local context, if necessary, to best serve the farmer queries.
- To assist farmers to develop strategies to identify target markets, map potential buyers, and understand the price dynamics, seasonality and encourage for entrepreneurship.

4. Scope of Work

- Selected firm will advise the farmers and agricultural business personnel to improve the existing marketing system, identify the problems and offer solutions to develop the present agricultural product marketing systems in Bangladesh through training.
- Firm will conduct the training with different stakeholders such as farmers, businessmen, consumers, DAM officials, etc. It may work in a diverse range of agricultural product marketing such as vegetables, cereals, fruits.
- There should be 25 farmers in each batch and a minimum of 05 lectures (each length of 1 hour) in 1-day training schedule. But additional arrangements of refreshment, quality training materials, etc. may be required for training, trainers, and guests.
- The lectures should include practical sessions (business plan development, cost-benefit analysis, selling strategy, and negotiation skill development) along with theoretical discussions for better understanding. Pedagogy is preferably visual rather than text-based approaches that are suitable for poor. The practical session is 'hands-on' - as far as possible
- The firm will be responsible for proper management of training program including quality training materials, food and refreshments, venue management, etc.
- It should provide agricultural product marketing strategies (mainly HVCs) in the perspective of Bangladesh. Project office will provide the list of HVCs and training firm must include those HVCs in training sessions for smooth traceability of HVCs. The Final Completion Report must include specific marketing strategies of 4-5 HVCs from each upazilla.
- It should conduct training according to contract, keep records (hardcopy and softcopy), prepare completion reports with feedback from the participants, and submit to project office in time. Final report must comprise of feedback from all participants and identify few progressive & innovative farmers from each batch for future traceability of project impact.
- Training programs are offered in packages including topics, number, and area as shown in the following **Table 2**:

Table 2: Training Subject and Area

Package Number	Package Name	Upzilla	Number of Batches
BMS. P8	BMS-Lalmohon-60	Lalmohan, Bhola	60
BMS. P20	BMS-Chatkhil-60	Chatkhil, Noakhali	60
BMS. P23	BMS-Subarnachar-60	Subarnachar, Noakhali	60
BMS. P26	BMS-Boakhali-60	Boakhali, Chattogram	60
BMS. P27	BMS-Banshkhali-60	Banshkhali, Chattogram	60
BMS. P30	BMS-Sandwip-60	Sandwip, Noakhali	60

5. Eligibility Criteria

The firm should have:

- a) Registration certificate with valid and up to date trade license, VAT registration, TIN certificate, income tax certificate, bank solvency from scheduled bank, and audit report for previous 2 (two) financial ears.
- b) Minimum 03 (three) years' experience in conducting training at farmer level of similar magnitude and complexity. Firms with ISO 9001:2015 certification will be given preference.
- c) Qualified and experienced resource persons and trainers in respective field. A team of minimum 04 (four) trainers with at least 03 (three) years of domain experience in economics, agri-business, agri-economics, business administration, and related fields to agri-marketing. Minimum academic qualification: Bachelor's degree in these fields The team comprised of a lead resource person as team leader. Preference will be given to trainers with experience in the region and local language. The firm should have manpower and logistics support to conduct training at upazilla level.
- d) Average annual turnover of BDT 40 (forty) lac in previous two financial years.
- e) Availability of minimum liquid assets, i.e., working capital or credit line(s) from any scheduled bank of BDT 10 (ten) lacs as working capital.

6. Training Methodology

- i. **Acceptable Training Content:** The firm will be responsible for developing the training content within 1 week of signing the contract both in Bangla and English language. While developing the contents, the firm is advised to consult with project officials. After piloting the training with the content for few batches, consulting firm may be asked to incorporate some changes based on local need. Once the manual is developed, the firm will approve the manual from DAM and project officials before going to field for training conduction.
- ii. **Farmer Group:** The firm will not be responsible to form farmer groups. Project representative at upazilla will form the group and assist the training firm to ensure presence of the farmers.
- iii. **Trainers:** The firm must employ experienced trainers in respective subject matter as well as assign DAM officials, Upazilla Agricultural Officer, and other related officials as trainers.

7. Training Supervision and Quality Control

In order to ensure smooth and uninterrupted service delivery during training program, the firm must ensure readily printed hardcopies of training lecture (in Bangla), quality training materials, and refreshments for participants. Moreover, logistics support of venue decoration, electronics, sound system, projector and screen, etc. must not be interrupted. The firm must assign a representative along with resource persons well in advance to ensure necessary arrangements and consensus on facility, arrangements and logistics. For any sort of trouble during the training, the firm must inform DAM representative or project officials and proactively resolve the issues in favor of the participants. For overall monitoring of training program, divisional Deputy Directors of DAM will make frequent visits

to training sessions and check the training materials, training content, and other necessary aspects to ensure quality training delivered so that farmers get benefitted.

8. Output/Deliverables

- i. The firm will ensure a training manual (Bangla) and training materials (pen, folder, writing pad, etc.) for each participant.
- ii. Final Completion report comprising of the details mentioned above

9. Tentative Timeframe

The training will be provided based on Table 1. Trainings will be held for 1-day, each, for a specific farmer group of 25 farmers. It is advised to start the training as soon as contract signing is done and accomplish the training by 30th June, 2021.

10. Preparation of Proposal

The firms should produce a proposal for impact evaluation based on this TOR following PS-5 tender document available in CPTU website and submit to the project office. The proposal should include two parts: technical and financial.

a) Technical Proposal: The technical proposal should demonstrate what the firm is proposing for the training, sample training manuals related to subject matter, and its key trainers including their experience and qualifications relevant to such work.

b) Financial Proposal: The financial proposal should demonstrate statement of expenses in line with human resource utilization, schedule of training program, remuneration of the trainers, training materials, marketing tools, refreshments, and other arrangement related costs with appropriate heads and sub-head breakdowns.

11. Income Tax and VAT and Release of Fund

- a) All VAT, taxes, duties, fees, etc., as may be levied under the applicable law, will be deducted at the source.
- b) The fund will be released after submission of training bills and related documents. It is advised to submit 10 training bills at a time.

12. Communication

Component Director, SACP (DAM part) will be contact person for all aspects relating to assignment:

Dr. Md. Ashrafuzzaman
Component Director
SACP (DAM part)
Khamarbari, Dhaka-1215
E-mail: cdsacpdam@gmail.com

13. General Terms and Conditions

All reports, training manuals, documentaries, videos, and documents captured and prepared during the training assignment shall be treated as the property of the Department of Agricultural Marketing (DAM). The reports/documents or any part, therefore, cannot be sold, used, and reproduced in any manner without prior written approval of DAM. The firm shall be solely responsible for any type of unexpected/misrepresentation of any information.

14. Deadline for Training Completion

The outsourcing firm will be able to conduct training in any division, district or upazilla ensuring that all the trainings must have to be completed by the end of June, 2021.