



Ministry of Fisheries and Ocean Resources

Male', Maldives.

Term of Reference and Scope of Services for Consultancy Service for Market Assessment

(Consulting Services – International Firms)

RE-ANNOUNCEMENT

Support People's Livelihoods in the Fishery Sector in Maldives through Sustainable Energy Project

1. Introduction and Background

The Republic of Maldives through the support of the Islamic Development Bank (IsDB) and the Lives and Livelihood Fund that it hosts are implementing the *Support People's Livelihoods in the Fishery Sector in Maldives through Sustainable Energy Project* to upscale up to 200 fishing vessels in the Maldives.

In line with the strategic objective of the Government of Maldives, Ministry of Fisheries and Ocean Resources (MFOR), in collaboration with the SME Development and Finance Corporation (SDFC) has initiated to support a project to equip about 200 fishing vessels with Refrigerated Sea Water (RSW) systems through Islamic Financing to the fishing community. The project aims to contribute to achieving Policy 5: Increase profitability from fishery activities ('Hama Agu' Policy) of the country's Strategic Action Plan (SAP) for 2019-2023.

“Component B” of the project is to enhance the market linkages within the fisheries sector of Maldives. This component focuses on encouraging women and youth involvement, conducting research, and recommending strategies to promote, develop and expand international market access for Maldivian fish. The consultancy services will be limited to 3 months activities related to assessment of market linkages and development of action plans. The Project Management Unit (PMU) under the Ministry of Fisheries and Ocean Resources (MoFOR) wishes to contract a consultancy firm to conduct a Market Assessment covering comprehensive analysis and recommendations as per the scope and deliverables.

2. Objectives

1. Conduct comprehensive assessments of the current market dynamics for fish value chain from Maldives to identify the key challenges and opportunities for expanding international market access.
2. Assess the role of women in small-scale fishing activities and in the industry in general and evaluate the extent to which new infrastructures can help close identified gender gaps. Recommend strategies to promote, improve and develop the involvement of women in the fisheries sector and increase their access to resources and enhance their role in fisheries value chain along with resource management and decision making.
3. Assess the various pathways through which women access fish in small-scale fisheries, including primary users, secondary users, and explore strategies to enhance access for tertiary users by leveraging social and financial capital to enable direct fish purchases.
4. Develop a Gender Action Plan with suitable interventions such as infrastructure/ equipment provision, access to finance and capacity development activities and institutional strengthening to support women's livelihood improvement and household poverty reduction. This plan should also scope out the maximum data through the study to ensure the wholesale impact of these interventions.
5. Develop training programs for youths, aiming to prepare them for advanced maintenance of the Refrigerated Sea Water (RSW) systems, enabling them to serve as the focal point between fisherman and vendors. In addition, delve into the entrepreneurial behavior and trends among young people in general and within fisheries sector in particular, to ensure the training programs are aligned with their entrepreneurial interest and potential.
6. Identify opportunities for Cooperation with Regional Organizations to strengthen International market linkages.

3. Scope

Under the guidance of the PMU and the Islamic Development Bank (IsDB), the consulting firm will undertake the following key tasks:

Through a consultative and field-based process, the consultant will conduct the Market Assessment using a well-established and recognized methodology, to achieve the following specific objectives:

A) **Identify opportunities for market expansion analysis:**

The consultant will prepare an inception report which produces:

1. An overview of current trends for markets for both women and youth.
2. Assessment of the challenges for expanding the international market for fish from Maldives.
3. Identify the changing trends in international markets within the fisheries sectors and key areas of demand for fish from Maldives.

4. Assessment of the situation of reference related to the capacity market linkages, value addition, and quality control scenario in the fisheries sector.
5. Prepare a data base on Youth and Women entrepreneurs in the fisheries sector.

B) Analysis of women and youth's role in the fisheries sector:

The consultant will prepare an inception report which produces:

1. Identify the major players in the fisheries business.
2. An overview of women and youth's role and participation in fisheries related activities.
3. An assessment of the prevailing conditions that limit women and youth's willingness to engage in fisheries related activities.
4. Analysis of access to finance for women.
5. Analyze the vulnerability and gender roles of fishing communities due to climate change.

Develop methodology for the assessment

Design and document comprehensive methodology for conduction of assessment. This is to be developed by the consultant in collaboration with the PMU.

A detailed work plan showing breakdown of proposed activities, associated timeframes and expected outputs to be documented and presented for inputs and finalization by PMU.

This should identify:

- a) Main research methods
- b) Sampling framework
- c) Questionnaires and other documents needed for research activities.
- d) Proposed sources of data, including collection of primary data.
- e) A detailed data collection plan with procedures and resources required for data collection and analysis.

Research Tools

The detailed research methodology will be agreed in collaboration with the research partner during the Inception Phase.

The following data collection tools should be utilized during the research.

Secondary data:

- a) National Surveys
- b) National statistics
- c) Media content
- d) Policy and regulatory documents
- e) Desk review of existing data base on of Women and Youth entrepreneurs in the sector.

Primary:

- a) Select number of interviews Focus Group Discussions, in-depth interviews, expert interviews/KII etc.)

C) Design the Assessment Surveys

Through close collaboration with the PMU and other key stakeholders, the consultant will produce a draft Assessment questionnaire and submit input and approval to the Project Management Unit.

Both the Assessment Survey and Data Collection Plan will be produced in English.

D) Present Findings and Recommendations:

- a. Prepare, present, and discuss findings of the analysis at interim meetings with the PMU.
- b. Present the structure of the final report for suggestions and approval

Recommendation should include the following:

a. Market Strategies for Expanding International Markets:

- Explore new markets through trade agreements and expos.
- Improve branding and quality certifications.
- Use digital marketing for global reach.
- Learn from successful case studies to tailor strategies and training.

b. Promoting Women and Youth in Fisheries:

- Offer targeted training and resources.
- Support leadership and mentorship programs.
- Strengthen networks for women and youth.
- Share success stories to inspire others.

c. Impact of New Infrastructure on Gender Gaps:

- Assess how new infrastructure addresses gender-specific needs.
- Ensure designs are gender sensitive.
- Review case studies of infrastructure improving gender equity.

d. Gender Action Plan:

- Focus on infrastructure and equipment that supports women.
- Provide capacity-building activities like training and workshops.
- Monitor and evaluate progress with feedback.
- Apply best practices and success stories to guide the plan

E) Conduct Validation Meetings with Key Stakeholders.

The consultant will share the findings of the survey results with key stakeholders in sectoral validation meetings. The consultant will share a summary of the final report for review by the participants at least two weeks prior to the validation meeting and consolidate any feedback.

F) Prepare Final Report:

The consultant must submit a final report including a concise summary of the findings, main observations from the survey, progress from initial baselines as identified in the initial mapping and limitations in employed methodology. The report is expected to be prepared as the following:

I-Executive Summary	Brief overview of: - Background and objectives of the study - Key findings - Recommendations
II - Introduction	Study objectives and rationale - Partners and their role in the research initiative - Overview of the report content
III - Definitions	-Definitions of key terms adopted in the study
IV - Methodology and data collection	- Data sources - Data collection tools - Sample sizes and representatives - Limitations and mitigation strategies
V-Domain analysis	In depth analysis of the fisheries sector - Strengths & Opportunities - challenges & weakness - gap analysis
VIII-Recommendations	Clear, targeted, and action-oriented recommendations developed based on the findings and key actors for the recommendations clearly identified.
IX - Annexes	Detailed information on data collection tools and samples

4. Duration of the Assignment

The duration of this consultancy is approximately 3 months. This contract is expected to commence in March 2025.

5. Expected Deliverables and Timeframe

The consultant shall be responsible for producing the following deliverables.

Key Deliverables	Estimated Duration (calendar days)
Inception Report	12 days
Completed Assessment Survey and data collection plan	8 days
Data collection	35 days
Data entry and analysis	12 days
First draft of report	10 days
Sectoral Validation Meetings	4 days
Second draft of Report	4 days
Final Report	5 days
Total	90 days

6. Deliverables and Expected Durations

The assignment must be completed within 90 calendar days period with the following deliverables completed as per the schedule below.

Deliverable	Timeline
Inception Report	Within 15 calendar days from the signing date
Conduct primary research as per plan (e.g., surveys, interviews, focus groups), then analyze data from both primary and secondary sources, sharing preliminary results for validation and feedback.	45 calendar days after finalization of inception report
Prepare initial and revised drafts of the full report including data base of Women and Youth entrepreneurs (incorporating stakeholder feedback from validation workshops)	15 calendar days after receiving feedback and validations
Final Report incorporating comments, and present findings through a slide deck presentation	15 days

7. Reporting Obligations

The Consultant shall report to the Project Manager on the status of the assignment on a regular basis or as required.

8. Required Expertise and Qualifications

The consultancy firm should be registered and have a license from a national or international body. The firm should have relevant experience in providing consultancy services including conducting surveys and assessments of projects funded by international agencies or/ and multilateral development agencies. The key consultancy team shall comprise at minimum:

- **A Team Leader** must have a minimum Master's Degree in Business, Economics, Research, Development Studies, Fisheries or other relevant field with at least two years of experience conducting mixed-methods social research, analysis and report writing. The Team Leader must have at least 3 years experience in International Fish Marketing sector. Regional experience is required for the position.
- **Team member (Capacity building/Gender Expert)** must have a minimum Bachelor's Gender Studies, Social Science, Research, Development Studies or another relevant field. The expert must have at least 3 years experience in Social Research, Capacity Building and Gender Studies. Experience in the fisheries sector would be an added advantage.
- **Team members (Marketing Expert)** must have a minimum Bachelor's Degree in Business, Economics, Research, Fisheries or another relevant field. The Team Leader must have at least 2 years experience in International Fish Marketing sector.
- Team composition must include a member with at least two years of experience working with data analysis tools and software packages.
- Consultancy firm/institution must have undertaken related or similar research projects in the past five years with successful outcomes.

9. Selection Method and Evaluation Criteria

The firm will be selected on Quality and Cost Based Selection method with a Shortlist among International Firms. The technical proposal and financial proposals will be evaluated in the proportion of 80:20 points.

The maximum number of points to be given under each of the evaluation criteria below:

i. Specific experience of the Consultant related to the assignment 10

- Similar Specific market assessment - 6
- Experience in Multi-lateral Development Institutions or any international organization financed projects - 4

ii. Adequacy of proposed work plan and methodology in responding to the TOR 30

- Technical Approach and Methodology 15
- Work Plan 10
- Organization and Staffing 5

iii. Qualification and Competence of the Key Staffs for the assignment 60

- Team Leader/Project Manager 25
- Capacity Building and Social/Gender Expert 20
- Market Linkage expert 15

Total points for Technical proposals **100**

10. Payment Terms

- a) The total amount quoted shall be all-inclusive lump sum and include all costs components required to perform the deliverables identified in the TOR, including professional fee, travel costs, living allowance (if any work is to be done outside the duty station) and any other applicable cost to be incurred by the firm in completing the assignment. This includes cost of travel for primary data collection, including travel, per diems, rental of venues for any focused group discussions, workshops for data collection. The PMU will arrange all the logistics for the stakeholder validation workshop.
- b) The contract price will be fixed output-based price regardless of extension of the herein specified duration. The payments shall be released upon submitting the required deliverables/outputs with satisfactory by the PMU as per agreement for each report in accordance with a set time schedule to be agreed in the contract.

c) Payment Schedule

Sl.	Deliverable Submission	Payment %
1	Inception Report	10%
2	Draft Report (with sheets of primary and secondary collected information)	30%
3	Submission of Validation Workshop Report	10%
4	Draft final report	30%
5	Final Report (incorporating feedbacks)	20%

