


Terms of Reference (TOR) for Consulting Services on
"Feasibility study of Market Hub Construction at Khurkot (Sindhuli) and Dhalkebar
(Dhanusa) of Nepal"

Contract ID No. ABPMDD/CS/QCBS-02

1. Background

Market Hub for agricultural marketing consists of services on agricultural marketing like suitable infrastructures, services to producers, retailers and consumers and other support services. It is a location where producers are able to sell their produces, wholesaler and retailer works as a bridge between producers and consumers through reasonable price. Market Hub construction is crucial decision for the investment and its sustainability as well as ease for marketing of agricultural produces.

Keeping in this in view, Agricultural Business Promotion and Marketing Development Directorate (ABPMDD) has approved a program of feasibility study of market hub construction at Khurkot (Sindhuli) and Dhalkebar (Dhanusa) of Nepal for the fiscal year 2073/74 BS. Accordingly, it is also planned to prepare a study report for the feasibility of market hub and for its construction in future through consultancy service according to financial acts and rules of Nepal.

2. Problem statement

With the increasing commercialization, the need of development of agricultural market and marketing has got high priority by many development agencies including Government, non-government, private and donors. But, a consolidated paper on the outline of government vision and plans on agricultural marketing has not been prepared enough so far. Various agencies are promoting agricultural marketing differently.

This feasibility study report will develop a comprehensive report covering construction of market hub is feasible or not in specified locations, assessment of crop production command area, analyze the data of production and need of market hub, outline of appropriate strategies and actions for future based potentials and constraints. It will help respective public and private sectors for planning and supporting to develop market hub and other services in feasible and appropriate manner. It will also help various donors and non-Government agencies to support the agriculture sector.

3. Objectives of market hub construction feasibility study

Major objectives of the feasibility study for market hub construction are:

- To analyze crop production and requirement of market hub at specified locations and future trends.
- To suggest specified locations are feasible for market hub construction or not.
- To suggest the market hub design and plan of action for sustainability in future
- To suggest the command area, other appropriate support services for the improvement of agricultural marketing systems.

4. Brief description of the program

According to the approved annual program of ABPMDD for 2073/74 BS, it is targeted to prepare a study report about the feasibility of Market Hub Construction at Khurkot (Sindhuli) and Dhalkebar (Dhanusa) of Nepal.



5. Scope of Market Hub construction feasibility study

5.1. Analyze national policies and strategies on agricultural market construction and development

5.2. For each district under study :

- 5.2.1. Analyze present production situation of major agricultural products such major cereals, vegetables, fruits, spices, and other high value crops (at least 10 commodities according to district potentials)
- 5.2.2. Forecast the production and marketable surplus of major agricultural commodities as mentioned above for coming 20 years.
- 5.2.3. Analyze strengths, opportunities, weaknesses and threats (SWOT) of agricultural marketing and market hub development.
- 5.2.4. Prepare a list of agriculture markets in the district level (Wholesale market, Collection centre, Hattbazar, Retail markets and Cold store).
- 5.2.5. Recommend Market hub construction is feasible or not in specified locations. If feasible, Prepare a standard design of market hub for each selected site of the respective district.
- 5.2.6. Suggest appropriate support strategies and actions for developing other services such as agricultural marketing information, regulation, institutional development, cooperative/group marketing, marketing training, reduction of high price spread, women participation on agricultural marketing, transport services, cold chain etc (20 Years).

5.3 The Market Hub feasibility study for construction has to be in line with Agricultural Development Strategy (ADS) of Ministry of Agriculture Development (MoAD).

6. Methodology and Approaches

6.1 Methodology:

1. Some information, especially related to policy, strategy and production will be collected from secondary source.
2. For primary data/information collection, appropriate tools such as group discussion, key informant survey and so forth appropriate.
3. The data/information will be verified, synthesized, tabulated and analyzed according to the scope of work.

6.2 Approaches:

1. The primary data/information will be collected with the district level interaction program at each District Agriculture Development Office (DADO) inviting Chief of



selected Agri. Service Centers, the leader farmers of command area and Agri. Service Centers and related district level offices.

2. Finalize checklist incorporating the suggestions.
3. Identify and orient the Experts.
4. Collect the field data/information of two sites of two districts simultaneously.
5. Visit/observe major agricultural production areas/pockets.
6. Use appropriate tools for production and marketable surplus projection.
7. Carry out SWOT analysis.
8. Prepare a list of agricultural markets in the district.
9. Organize a workshop/meeting for collecting feedback on the draft paper.

7. Expected outputs/deliverables

7.1 Expected outputs

The feasibility study report will contain:

1. Present Agri. Marketing policies and strategies in aggregate.
2. Production and marketable surplus (current and projected)
3. Production projection of major products (at least 10 products depending on district potentials)
4. SWOT analysis on agri. marketing development.
5. Selected sites are feasible or not to construct market hub.
6. Suggested future strategies
7. Current marketing infrastructures/centers with command areas
8. Plan of action on required other support services (20 years)
9. Model design of market hub if found feasible for each selected districts.
10. Annexes

7.2 Expected deliverables

The expected deliverables are:

1. Inception report with policy study, checklist and work plan: Within **2 weeks** from the date of contract signing.
2. Field work completed: Within **8 weeks** from the date of contract signing.
3. Draft report: Within **8 weeks** from the date of contract signing (Incorporating description of inception and of field data/information).
4. Meeting of stakeholders for Feedbacks: Within **12 weeks** from the date of signing.
5. Final report: Within **14 weeks** from the date of contract signing.
6. The proposal report with outline of work output has to be given to ABPMDD monthly within first week of following month.

8. Consultant's Qualifications

1. The Consulting firm should be able to demonstrate the best capability to handle the assignment solely or in joint venture in relation to its human resource and past track record on conducting development studies, agricultural economic and marketing studies/ research, and formulation of development plans.

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2. The experts for the work should have academic qualifications and experiences on development studies/formulation of development plans, agricultural economic and marketing research and developing plans, conducting studies on agri-economics and agri-marketing and formulating agricultural plans.

3. Team Composition and Experience:

Experts	Key Qualification	Number	Expected inputs (person-months)	Experience and Skills
1. Agri. Economist (Team Leader)	At least Master's Degree in Agri. Economics.	1	14 Weeks	At least 10 years of specific experience after Master's Degree required. PhD in Agri. Economics/Economics desirable.
2. Agri. Economist	At least Master's Degree in relevant subject	2	14 Weeks	At least 5 years of specific experience after master's degree desirable.
3. Agronomist	At least Master's Degree in relevant subject	1	8 Weeks	At least 5 years of specific experience after master's degree desirable.
4. Horticulturist	At least Master's Degree in relevant subject	2	8 Weeks	At least 5 years of specific experience after master's degree desirable.
5. Structural Engineer	At least Bachelor's Degree in relevant subject.	1	3 Weeks	At least 3 years of specific experience after Bachelor's degree is desirable.
6. Architect Engineer	At least Bachelor's Degree in relevant subject.	1	2 Weeks	At least 3 years of specific experience after Bachelor's degree is desirable.
7. Statistician/ Accountant	Bachelors Degree and training or Bachelors Degree in relevant subject.	1	4 Weeks	At least 2 years of specific experience after Bachelor's degree is desirable.

The consulting firm shall depute qualified and experienced Experts after orientation of proposed feasibility study, ensuring quality of data and report.

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9. Time frame of the Assignment

The designated study period for this assignment is expected to be accomplished within four months from the date of contract signing. The consulting firm is required to develop the work schedule reflecting the tasks of each of the study experts/members to meet the target. The consulting firm is required to strictly follow the timeline and go ahead into next milestone only after obtaining the approval from ABPMDD.

10. Reporting

The consultant will have to submit the reports in the following time frame.

S. N.	Expected deliverables	Estimated time for completion
1	Inception report	Within 2 weeks from the date of contract signing.
2	Field survey report	Within 10 weeks from the date of contract signing
4	Draft reports	Within 14 weeks from the date of contract signing
5	Monthly report	Within 7 days from the end date of previous month
6	Final reports	Within 16 Weeks from the date of contract signing

11. Mode of Payment

1st payment: 20 (twenty) percent of the contact price shall be paid upon submission and acceptance of inception report with policy outline, methodology, and checklists.

2nd payment: 40 (forty) percent of the contact price shall be paid upon submission of draft report on feasibility study and acceptance by the *Client*.

Final payment: 40 (forty) percent of the contact price shall be paid upon submission of final reports including all comments and suggestions and acceptance by the client.

12. Facilities to the Client

The client will supply available previous study reports/ documents to the consulting firm. The consulting firm is required to manage all the survey arrangements in their own office premises with sufficient logistics, staff and infrastructure. No cost for such arrangements shall be borne by the client.

13. Selection Method

The consulting firm shall be selected under Quality and Cost Based Selection (QCBS) methods as per the Public Procurement Regulations, 2007. Maximum of 6 firms shall be shortlisted based on the firm's qualification and experience and only to those shortlisted firms shall be requested to submit their technical and financial proposals.