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Situation Analysis of LRP 37 PD Khan Around Market Mapping & Value Chain Assessment OF Existing Business in District Jehlum

1. Introduction and Background

Participatory Welfare Services (PWS) is a not for profit, non-governmental and non-political development organization (registered under Voluntary Social Welfare Agency Ordinance 1961), striving to aware, organize and mobilize the disadvantaged and marginalized communities for the realization of their developmental and basic human rights. PWS was primarily established as a self-financed initiative taken by a group of young local volunteers who wanted to contribute their bit in the local development process by engaging locally elected leadership, government officials and local philanthropists for uplifting socio-economic conditions of excluded communities. Currently organization outreach and presence is in more than 14 districts and is expanding its operation nationwide to implement its project and programs.

Participatory Welfare Services (PWS) has initiated a long term programme in partnership with ActionAid Pakistan under its Local Rights Programme (LRPs) since 2017 in District Jhelum of Pakistan to strengthen the capacity of communities living in poverty and exclusion, seeks to shift and transform power through empowerment, solidarity, campaigning and the generation of alternatives. To improve the economic condition of local communities, women leadership for economic justice will be one of the program priorities in coming years.

2. Scope of The Assignment

Pind Dadan Khan a sub division of district Jhelum is on the bank of river Jhelum. The area is highly affected by heavy salinity and the condition is deteriorating overtime with the use of brackish underground water. Water logging and salinity have devastated affected social and economic condition of farming communities in Pakistan, leading to lower standards of living, migration, health problems, the crumbling of houses, and damage to communications and transport. Government of Punjab is intended to set up industrial states in all districts of Punjab and have completed a feasibility study for a special economic zone in Pind Dadan Khan for long term project (for 2025) under Punjab industrial estates development & management company (PIEDMC). There is lot of scope for agriculture base business and value chain development through brining salt affected land under cultivation by harnessing available water resources, improved water management, additional surface storage and introduction of better-adapted crops. Establishment of special economic zone on 10,000 acres with establishment cost of 10 billion will be providing 20 billion activities and 200,000 employments¹.

¹ Punjab industries sector plan 2018

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PWS is looking for a consultant who will support in identification of potential business opportunities where local communities especially women can start their startups, be part of mainstream business etc. leading towards improved economy of target communities.

3. Objectives of The Study

The value chain study aimed at identification of potential beneficiaries, alternative livelihoods in the target district with special focus on women. The study will focus on identification of livelihoods/business opportunities for people in the target villages, market opportunities in and around these villages and identification of skills and other support services needed to help people in exploiting those opportunities. Key findings of this study will inform PWS to design need based interventions to increase household income, participation of women especially young girls in mainstream businesses and the required value chain segments towards a sustainable business model.

Therefore, the following specific objectives have been set for the prospective study;

- Identification of natural, physical, financial, social and human capital available with communities, institutions and market to build up businesses and establish startups
- Analyze current market trends in terms of market demand and supply, price-scheduling mechanisms, market determinant factors, supply chains and government market regulatory and control mechanisms
- Analyze possible potential risks the project beneficiaries may face in market and suggest possible mitigation measures
- Explore micro financing institutions in the area and illustrate how the producer organizations can be linked with them
- Understand the coping mechanisms and the current livelihoods practices of the target communities and recommend alternative approaches to diversified livelihood options
- Identification, devising and highlighting business opportunities especially for women of district Jhelum. New startups and opportunities for being part of existing mainstream businesses will also be identified.
- Identification and recommendation of livelihood strategies that to be adopted for different categories based on gender, access to assets and different context.

4. Use and Users:

The key audience of the study is the local communities of the target area as the study would support them in understanding the local market dynamics, business opportunities for startups and also support those interested in value chain of their products. However, the assessment report will also be aimed primarily at multiple stakeholders like decision makers, public policy makers and important stakeholders. The study Analysis report will also be used for the long term program planning.

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5. Methodology and Approach:

Consultant will be conducting study around identification of existing businesses and startup opportunities in district Jhelum. This study will be participatory Action oriented and focused on the available natural, physical, financial, social and human capital available market trends and development of small business cases for women of Jhelum. The following key methods can be used for this study:

- Desk/literature review
- Identify the potential value chains in Markets
- Focus Group Discussions (FGDs) with (right holders, producers, suppliers, vendors, consumers)
- In-depth interview (right holder, producers, suppliers, vendors, consumers)

6. Assignment Deliverables:

Following are the deliverables of the assignment;

- Situation Analysis methodology and assessment tools as part of inception assessment plan.
- A detailed study report fulfilling the objective. Study will be covering all aspects mentioned in objective of the study.

7. Guidelines for Final Report:

Final report of the study will be produced as per below guidelines: The agreed outputs of the Situation Analysis are:

- Study report of no more than 35 pages, (excluding annexes) as a Word document written in clear and concise English with minimal jargon. The report will include:
 - Cover page (title of the study report, date, name of consultants, photo)
 - Contents table o Executive summary of no more than 2 pages outlining the purpose of the study, main points of analysis, key findings, conclusions and recommendations
 - Introduction outlining the background to the intervention and the study
 - Purpose and objectives of the study
 - Methodology/approach, indicators used, and limitations of the study
 - Major findings (data analysis, including gender analysis)
 - Lessons learned and recommendations Annexes: details of data collection tools, schedule of field visits and meetings; list of people interviewed; bibliography of key documents consulted; TOR for the study

8. Duration:

The assessment study intends to be initiated in first week of December, 2017 and must be completed before 20th of December, 2017. Total time allocated for the study is not more than 3 calendar weeks.

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9. Time Frame & Work Plan:

Time frame and work plan will be developed and finalized on signing of contract. The assignment will be initiated and completed in the month of December, 2017.

10. Responsibilities of Consultant:

Consultant supposed to be responsible for following tasks under the proposed assignment;

1. Designing of assessment methodology, finalization of samples size and development of assessment questionnaire.
2. from the field and data analysis
3. Development of report in consultation with assigned focal person at PWS

11. Responsibilities of PWS:

PWS will perform following tasks under the proposed task;

1. Facilitating assessment team in coordination, communication and other logistic management for field visit and data collection.
2. Providing office premises for assignment related office work
3. Advising and giving feedback on assessment methodology, tools and final report.

12. Qualification of Consultant Firm:

Following are the key qualifications for intended consultant to be hired;

1. Valid registration certificate, bank account details in the name of consultancy firm (in case of firm) and to individual name (in case of individuals)
2. Valid Tax certificate and National Taxation Number (if tax exempted must be produced in advance)
3. Excellent expertise and prior experience of designing and undertaking similar assignments.
4. Excellent research, communication and writing skills for producing quality Study Report in English.

13. Consultant's Fee:

Fee of the assignment will be agreed and PWS will pay consultants' fee at least in two installments after deducting all the applied tax as per FBR regulations.

Sr.	Tasks	Rate
1	A detailed situation assessment report fulfilling the objective. Study will be covering all aspects mentioned in objective of the study	



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How to Apply:

We invite individual consultant/Firms to send (1) their formal expression of interest, (2) latest resume/Company Profile highlighting the strength and relevant experience and (3) Financial proposal till **December 8, 2017** on the following email address: procurement@pwspk.org