



# Network Activities Group (NAG)

No.51, Shukhinthar Street, Rose Garden , Ward- 27, North Dagon Township, Yangon, Myanmar.  
Tel: 09-450694361~5, Email: info@nagmyanmar.org, Web: www.nagmyanmar.org

## Call for Expression of Interest

### Consultancy Service – Aquaculture Market Assessment in Pauk Taw Township

Reference No: NAG/ VA-SR-014/2022

Date: 21<sup>st</sup> February 2022

<b>Organization</b>	Network Activities Group
<b>Country</b>	Myanmar
<b>Services/Work Description:</b>	Consultancy Service for Aquaculture Market Assessment
<b>Duration</b>	21 Working Days (Between 7 <sup>th</sup> March 2022 to 27 <sup>th</sup> March 2022)
<b>Location</b>	Pauk Taw Township, Rakhine State
<b>Applications closing date</b>	4 <sup>th</sup> March, 2022
<b>How to apply</b>	Submit application together with “Consultancy service for Aquaculture Market Assessment” in subject line together with, 1. Technical and Financial Proposal 2. CV of proposed experts 3. Organizational profile & relevance experiences to <a href="mailto:procurement@nagmyanmar.org">procurement@nagmyanmar.org</a> , <a href="mailto:recruitment@nagmyanmar.org">recruitment@nagmyanmar.org</a>
<b>Note</b>	Only short-listed candidates will be invited for interview. <b>Please, do not send original documents as they will not be returned.</b>

## I. Background of the Project

Food and Nutrition Security in Rakhine State (FNS Rakhine) project, funded by EU implemented by GIZ, is dedicated to “Improving the production, nutrition and market values of small-scale aquaculture in Myanmar’s Rakhine State”. The project is contribution to a larger goal to increase the availability and access of aquaculture products that are produced sustainably by small-scale producers and local processors and provide nutritious affordable food and incomes for the poor and vulnerable in the Rakhine State.

The project is partnered with NAG to support on **Aquaculture Development in Pauk Taw, Rakhine State** during December 2021 to July 2022. It aims to introduce sustainable management practices and strengthen small scale aquaculture farmer (SSA) communities in the coastal region through trainings, workshops, and knowledge transfer through setting up of piloting/demonstration plots.

This program partnered with NAG has two specific outcomes:

Outcome 1: Improved SSA institutions, their capacity, and network

Outcome 2: Improved productivity, quality, and market access through upgrading SSA’s knowledge, skills, and practices



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## II. Objectives

The purpose of the consultancy is to conduct market assessment to understand the existing trends and market opportunities of aquaculture products in Pauk Taw Township, Rakhine State. This assessment will identify the supply & demand of aquaculture products in the market with the key value chain actors. In addition, this assessment will explore key issues, challenges, and services along the value chain. The findings of the assessment will be feed into the designing an aquaculture market linkage with key value chain actors.

## III. Scope of Work

The assessment will focus only on small scale aquaculture products, related processing & marketing services in Pauk Taw Township. More specifically to identify at least three small scale aquaculture products and at least three value added aquaculture products relevance to small holder farmers. The assessment will cover production means, production costs, market actors, profit and challenges of current practices to explore possible value addition and/or reduce transactions through multi-stakeholder approaches.

### 3.1 Key Roles

Coordinate and work closely with NAG's Program Team and Project Team in developing the methodology, work plan and time schedule with a direct supervision of a Program Officer and overall supervision of Chief Executive Officer of Network Activities Group (NAG).

### 3.2 Key Process

#### 1) Design and development of Methodology

- Develop and propose the design and appropriate methodologies (Methods should be based on participatory of the targeted community and key-Informant Interview with stakeholder groups)  
The methodology should be developed with the contents including-
  - ❖ Identifying the SSA products, production costs, value chain actors, related processing, marketing arrangements and coordination for business
  - ❖ Price lists and profit analysis within the market
  - ❖ Market and Value Chain Mapping
  - ❖ Explore the possible aquaculture market scenario between the actors involved and potential multi-stakeholder approaches
  - ❖ Key Challenges & Constraints
- Develop a brief inception report indicating methodology, tools, workplan and time schedule prior to field

#### 2) Develop data collection instruments and Training to enumerators

- Develop data collection instruments and Conduct training to data collection team
- Conduct pretest and finalize the data collection instruments

#### 3) Conduct Market Assessment

- Conduct and supervise the data collection
- Analyze the data and interpretation

#### 4) Reporting

- Present the results and submit the report

## IV. Deliverables

The key deliverables of the consultancy service are:

- A brief inception report indicating methodology, tools, workplan and time schedule
- Conduct a presentation of Key findings and recommendations to the project and program team to ensure a relevancy and quality of the assessment
- Market Assessment Report (within 3 weeks from the contract signature) in English Language has to be submitted to NAG together with summary power point presentation to be presented via online



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platform to GIZ and NAG

## V. Requirements

The consultancy service requires the following:

- At least 5 years of working experience in the development field preferably in fishery and aquaculture sector
- Experienced in aquaculture market and value chain analysis
- Demonstrated ability to identify and connect with potential market suppliers and value chain actors at Pauk Taw township
- Extensive knowledge and experience working with communities
- Fluency in English and Myanmar language and prefer knowledge of language spoken in the project area (Rakhine)
- Computer literacy in MS word, Advanced knowledge of Excel, Power Point, etc.,

## VI. Expression of Interest

Interested consultants should submit the following:

- Technical proposal including description of methodology and workplan
- Financial proposal including per diem, communication and other related costs etc.

## VII. Expected Timeframe

The assignment is expected to deliver within 3 weeks during 7<sup>th</sup> March 2022 to 27<sup>th</sup> March 2022.

Particular	Date	Working Day
Contract signed	7 <sup>th</sup> March 2022	
Design and Development of Methodology	7 <sup>th</sup> to 8 <sup>th</sup> March 2022	2
Develop data collection instruments and Training to enumerators	9 <sup>th</sup> to 10 <sup>th</sup> March 2022	2
Conduct Market Assessment	11 <sup>th</sup> to 20 <sup>th</sup> March 2022	10
Reporting	21 <sup>st</sup> to 27 <sup>th</sup> March 2022	7
<b>Total</b>		<b>21</b>

## VIII. Background of Network Activities Group

Network Activities Group (NAG) is a national registered non-profit organization in Myanmar. In fostering our vision “Emergence of a peaceful, prosperous and dignified society that values equity and diversity”, NAG focuses on the Governance Approach, intending to necessary changes of various stakeholders and existing practices towards good governance which is essential and core for the sustainable development and win-win solutions for all stakeholders. Accordingly, NAG has engaged stakeholders of all levels and different areas including local, regional and national government departments, trying to promote interaction, good relations, and eventually coordination and collaboration among them. Given that nature of facilitating and coordinating activities, and creating networks of development efforts with partners, and promoting governance among relevant stakeholders, NAG implements livelihood, natural resources management and rural development programs and projects in Central Dry Zone, Coastal and Delta, Hilly Region and South-Eastern Part of Myanmar.