

# **Consultancy Announcement**

## **Title: Consultancy for Market Assessment**

### **1. Background**

The organization is a global federation working for a world free from poverty and injustice. In Myanmar, the organization works in partnership with local and national non-governmental organizations and community-based organizations.

### **2. About the Project**

The overall objective of this project is “Vulnerable peri-urban communities improved nutritional status, livelihood, and resilience through advancing nutritional practices, income generation, negative coping strategies, protecting labor rights, and promoting GESI leadership”. The proposed action aims to contribute by working under 5 IOs - IO 1.1 and 1.2 (Nutrition component), IO 2.1 (SME component), IO 2.2 (Safe Migration, Labor Right) and IO 3.1 (Community-led SHG/CBOs strengthening) – as detailed in Outcome/Output section. The project aims to address gender equality, women economic empowerment and women rights as well. The project has targeted the most vulnerable peri-urban communities, being categorized as two major groups,

- Group 1 - vulnerable individual and community members’ groups including Pregnant and Breastfeeding Women (PBWs), fathers, Children under 2-year of age, women’s groups/networks, entrepreneurd women and their networks/associations, women leaders and local women groups, men from migrant population, people living with poverty, peer to peer/self-help groups, persons with disabilities or households having persons with disabilities.
- Group 2 - workers and labor groups such as factory/garment workers, migrant workers, victimized workers, out of job workers, enterprise workers, labor unions.

Strategic Outcome 1 (SO1) -The project SO1 with its statement “Improved nutritional status of targeted beneficiaries (pregnant and breastfeeding women and children under 2)” aims for nutritional improvement of the project targeted beneficiaries. To achieve this, the project has proposed 2 Intermediate outcomes which are inter-linked and complementary to each other. Strategic Outcome 2 (SO2)- “Enhanced community resilience through improving access to genderresponsive SME assistance, labor justice and information”. 2 IOs will contribute to reach this SO – IO 2.1 focusing on the SME component while IO 2.2 focusing on labor justice.

Finally, our “SO – 3 Locally led systems strengthened to better serve communities addressing vulnerabilities” IO - 3.1 Community led SHG, and CBOs are better supported to keep functioning on addressing vulnerabilities

### **3.Rationale of the Assessment**

Market Assessment is crucial for understanding the dynamics of the local SME market, which is essential for designing effective support for small entrepreneurs and vulnerable populations. This assessment will analyze supply and demand conditions, stock availability, logistical challenges, consumer preferences, and gaps in entrepreneurial skills. By gathering this data, the assessment will guide the development of targeted interventions, such as business management training, vocational skills development, and improved access to nutritious food. The findings will help prioritize key areas for business development, ensuring the support is relevant and effective in fostering the growth and sustainability of small enterprises. Additionally, the assessment will align with previous labor market data and will be shared with Implementing Partners to enhance collaboration and promote small business development in the region. Ultimately, the market assessment will inform the provision of small grants, on-the-job coaching, and other support to empower beneficiaries, particularly survivors of violence, while strengthening household resilience against economic shocks. The insights derived from this assessment will lay the foundation for designing interventions that drive lasting improvements in livelihoods and overall well-being.

### **4.Objectives of Market Assessment**

The purpose of this consultancy service is to design and conduct a market assessment and prepare a comprehensive report outlining the findings and recommendations for the project. The report will inform the organization of skill development (vocational) and business management training for vulnerable groups, including migrant workers. The assessment will identify key skills that are in demand within local markets in the project areas and surrounding regions, ensuring that the training provided aligns with market needs and supports the sustainability of small businesses. Based on the assessment, the project will be able to tailor its interventions to effectively address skill gaps and improve employability and entrepreneurship among the target population.

### **5.Scope of Work, Specific Duties and Responsibilities**

The selected consultant will be responsible for the following:

- Develop and submit an inception report that details out methodology including both qualitative and quantitative to analyze the market, data collection tools, workplan and contains list of reference documents.
- Designing a survey to explore opportunities in the labor market in Peri-urban Yangon, particularly focusing on Hlaing Tar Yar, South Dagon, Dagon Seikkan and Shwe Pyi Thar townships and its vicinity.
- Recruiting and training enumerators for data collection.
- Based on plans for field work, data collection will be conducted utilising the data collection tools approved by organization.
- Following the field visit/data collection, the consultancy team will prepare a short presentation of the initial findings, and tentative conclusions and recommendations. This will be used to debrief the Programme team to identify and address any misinterpretations or gaps. Building on the debrief and initial feedback received, the consultancy team will produce a draft report that will be shared with organization for review.
- Conducting the data collection with a sample of 5% respondents covering different views

- from gender, age, and income aspects.
- The consultancy team will also prepare a Powerpoint presentation and two-page brief to facilitate sharing of the key findings, conclusions and recommendations. The Brief will include project information; assessment background (purpose, team structure, timeframe, methodology); and key findings and/or conclusions, and key recommendations.
- The selected consultant will be responsible to undertake a participatory, gender and conflict sensitive approaches for data collection and utilise feminist research guidelines.
- Preparing a report featuring an executive summary, detailed findings, and recommendations for a total of 20 pages without including annexes.

## 6. Qualification Requirements

The ideal candidate will be experienced in conducting rigorous research, writing academic papers and reports for agencies and is familiar with conflict in Myanmar.

### a) Education

- Master's degree in social science, sociology, political science, development studies or any other related field from any reputed academic institution

### b) Experience

- A Minimum of 7 years of relevant experience in conducting evaluations of development programs; Minimum 3-5 years' experience working with international organizations and donors
- Proven knowledge and experience in Nexus Approaches, labor rights, human trafficking, Gender-Based Violence, Social Cohesion, Skill Development (SMEs), Community development work experience especially in Revolving Fund working with CSOs, CBOs, Networks at the local level and national level in Myanmar.
- Experience in high quality report writing and editing for international development agencies' documents.
- Good network of experienced enumerators, supervisors and data entry assistance.

### c) Language

- Fluency in English written and spoken.
- Ability to write high quality academic report in English.

### d) Others

- Demonstrate strong written communication, research and analytical and ability to rapidly integrate information from various sources.
- Excellent analytical, negotiation and communication skills.
- Excellent writing skills.
- Excellent presentation skills.
- Ability to work under pressure, meet deadlines and handle multiple tasks simultaneously.
- Ability to adapt quickly to crisis context, to establish and maintain good working relations with individuals of diverse backgrounds and

cultures.

- Strong interpersonal skills, team spirit, innovative and takes initiative.
- Technical skills in production, editing, and ability to write quickly, clearly and concisely in English.
- Ability to deliver on time as committed and be responsive to all communications from organization.

## 7.Expected Timeframe (to deliver this work)

<i>SN</i>	<i>Deliverables</i>	<i>Deadline</i>
1	Desk Review of exiting project documents and relevant reports	15 <sup>th</sup> March 2025
2.	Developing market assessment inception report <ul style="list-style-type: none"> <li>▪ Detailed methodology based on the ToR, initial meeting, and desk review, with detail timeframe, list of stakeholders to be interviewed, proposed sampling methodology and list of data collection tools.</li> </ul>	22 <sup>nd</sup> March 2025
3.	Developing Data Collection Tools <ul style="list-style-type: none"> <li>▪ Develop data collection tools (quantitative and qualitative) in consultation with hiring agency, Local IPs, and protocols for data collection and analysis, and ethical procedures to be followed.</li> </ul>	30 <sup>th</sup> March 2025
4	Data collection <ul style="list-style-type: none"> <li>- Data Collection by conducting interview, KII, FGD, Survey</li> </ul>	5 <sup>th</sup> April 2025
5.	Analysis and Draft Reporting <ul style="list-style-type: none"> <li>- Analyzed collected data of quantitative and qualitative.</li> <li>- Preliminary analysis with key findings from review of project documents and collected data.</li> <li>- Conducting Validation Workshop Second draft report including comments made during Validation</li> </ul>	10 <sup>th</sup> May 2025
6.	Final Report Submission (this will include few rounds of comments exchange) <ul style="list-style-type: none"> <li>- To include a section and time line on presentation on brief findings of the assessment to project stakeholders</li> <li>- Annexes will be included</li> </ul>	30 <sup>th</sup> May 2025

The report should be written in English and should not exceed 20 pages excluding annexes. To complement the full report, the document should be accompanied by tools and plan for evaluation, list of documents reviewed, list of interview and FGD

respondents, reference list, ToR, itinerary for field visit if possible, list of documents reviewed and data collection tools and dataset. The full report and report should be submitted electronically in a MS-Word document.

Reference in APA format will be cited after each important facts and figures. Completed checklists, methodology and plan have to be submitted to organization.

The consultant is expected to build on the assessment plan in consultation and the organization will provide the necessary feedback upon receiving the reviewed report.

## **8.Management/Reporting**

The successful candidate will report to head of Programme Quality Research and work closely with consortium manager and program quality manager.

### **How to apply**

Interested consultant/team should submit following documents not later than **5:00 PM, 20th March 2025** through the following email address: **recruitteam.hrmm@proton.me** .

1. Expression of Interest (one page), CV (s) of consultants
2. Proposal including detailed budget breakdown for consultancy fee, logistics cost, enumerators, FDG/KII fees if relevant)

### **Application Deadline: 20<sup>th</sup> March 2025**

Please note that due to high volume of application, only shortlisted candidates will be contacted for interview. The organization reserves the right to fill the post prior to the closing date if a suitable applicant is found beforehand.

***The organization is an equal opportunity employer and women are encouraged to apply. All of the organization's International and Myanmar Staffs/Consultants/Interns/Volunteers are required to sign and adhere with organization's SHEA and Safeguarding Policies at all times.***