



Request for Proposals / Applications

Contracting Institution	Disability Rights Advocacy Center (DRAC) Plot 690 AKON HOUSE, Idris Gidado Street, Wuye District, Abuja drac.nigeria@gmail.com
Project	Break the Cycle (BTC) Project
Type of Contract	Short – term Consultancy (RFA 011/2020)
Title	Market Study
Purpose	<p>The purpose of this task is to undertake an in-depth analysis of businesses and their market opportunities in the 6 Area Councils of the FCT and Mararaba in Nasarawa State.</p> <p>The study will focus on; identifying the sustainable market potential for agreed businesses, determining strategic entry points into the identified markets and highlighting the capacity needs of local communities in entrepreneurship and business management. It will also provide recommendations for enabling the optimum deployment of the select businesses.</p>
Location	Abuja and Environs (Mararaba, Nasarawa State)
Issue Date	May 29, 2020
Submission Deadline	June 14, 2020
Duration	June 30 – July 30, 2020
Start Date	June 30, 2020
Reporting to	Executive Director, DRAC

Break the Cycle (BTC) Project - empowerment to combat violence against women/girls with disabilities in Nigeria - is a multi-year socio-economic empowerment project addressing the drivers of violence against women and girls with disabilities, funded by UK AID through CBM, and implemented by Disability Rights Advocacy Center (DRAC).

DRAC seeks to conduct a Market Study, undertaking an in-depth analysis of businesses and their market opportunities and therefore, invites applications/technical proposals for the conduct of this study.

The Application/Technical Proposal should include an understanding of the terms of reference, the proposed methodology, an organized work plan with timeframe for deliverables, detailed budget and names and CVs of proposed personnel. Proposals should be sent to BTCProject@drac-ng.org not later than June 14, 2020.

Background:

DRAC is implementing a project titled; “Break the Cycle”, an initiative that aims to strengthen socio-economic opportunities for women and girls with disabilities and select beneficiaries. The project is funded by UK AID through CBM. The overall goal is to help WGWDs be self-sufficient, providing for themselves their basic needs thereby reduce dependency on their family, friends and partners.

Globally, intimate partner violence is 2-4 times higher for women and girls with disabilities. DRAC’s 2017 study on violence against women and girls with disabilities in this project’s target areas highlighted WGWD’s triple marginalization due to the intersection of their gender, disability and poverty, often leading to violence. The study identified socio-economic dependence as a major reason.

Persons with disabilities experience higher levels of socio-economic disadvantage than non-disabled people. For example, lack of access to education and job opportunities. Unemployment in Nigeria is 19% and must be much higher for WWD. None of the WWDs from Focus Group Discussions (FGDs) had ever been employed. Some had tried to access vocational training opportunities and start businesses, but barriers such as transport, stigma and lack of capital prevented meaningful participation or success. Women with poor access to education and work are more likely to suffer intimate partner violence. Lacking financial resources for independence, women and girls are often trapped in violent relationships.

Clearly this quick sketch of the issues confronting women with disabilities gives us a clear indication of the critical need to adopt an inclusive approach when providing socio-economic services.

The projected 2016 population of BTC’s seven target Area Councils is 3.9 million (49% female). 22% of Nigeria’s female population has a disability so the estimated number of WGWD in BTC’s target areas is 409,526. BTC will work in two communities in each Area Council, directly supporting 786 WGWDs.

Purpose/Objectives:

Purpose:

The purpose of this task is to undertake an in-depth analysis of businesses and their market opportunities in the 6 Area Councils of the FCT and Mararaba in Nasarawa State.

The study will focus on; identifying the sustainable market potential for agreed businesses, determining strategic entry points into the identified markets and highlighting the capacity needs of local communities in entrepreneurship and business management. It will also identify potential businesses that will be willing to accept placement of persons with disabilities.

It will also provide recommendations for enabling the optimum deployment of the select businesses.

Objectives:

The main objectives of the study are:

1. Conduct market and value chain analyses of selected goods and services to determine sustainable market potential, opportunities for value addition and the necessary policies and systems to support such enterprises.
2. Highlight strategic entry points and undertakings for enhanced community participation in the market from the trade.

3. Identify and create a database of business owners who are willing to accept placement of persons with disabilities to learn the trade.
4. Identify capacity gaps of local communities in sustainable utilization and marketing of the trades
5. Provide recommendations for enabling the optimum deployment of the select businesses.

Methodology and Scope of Work:

This study will be conducted in the 6 Area councils of the FCT and Mararaba in Nasarawa State with the following in view:

1. Review of key project and other documents and materials as deemed relevant by DRAC
2. Screening the potential businesses identified
3. Conduct preliminary community consultation at the inception level to identify the business interest of the target audience for analysis through participatory approaches
4. Develop brief inception report detailing key questions and approach for agreed businesses
5. Research and identify potential local opportunities for businesses from the target areas and determine ways in which to best penetrate selected markets. This should include:
 - (a) Mapping and description of key markets including composition, key players, characteristics, distribution and sales channels (e.g. local or state markets) and potential points of opportunity or barriers to entry and growth
 - (b) Description and analysis of current market positioning including business and trade gaps, supply and demand considerations (i.e. values and volumes, quality standards), expected size, trends and values for each (including derivatives)
 - (c) Identification of opportunities for value addition, supply chain and distribution synergies and gender-specific development opportunities
 - (d) Any other considerations as considered appropriate by the consultant and DRAC project team
6. Conduct detailed strategy assessment of key markets including;
 - (a) SWOT or similar analysis of identified businesses and market opportunities
 - (b) Any relevant success stories and case studies to highlight approaches from other businesses
 - (c) Key partnership opportunities, business development and training needs and opportunities
 - (d) Policy issues (e.g. levies) and supporting information requirements
 - (e) Discussion of financial and credit considerations (e.g. revolving funds from cooperatives)

Tasks, Deliverables and Timeframe:

The Study will be required to be completed by July 30, 2020. Below is a tentative timescales/table of dates to be revised as appropriate.

Key Tasks	Key deliverables	Description	Timing
1. Inception and scoping meetings	Draft Inception Report and research protocol letter and document	The inception report should identify the key assessment criteria and breakdown of target groups. The report should also include a detailed methodology and activity plan for the survey / assessment / audit including draft tools and plans for collating and analyzing data A research protocol is also outlined clearly	
2. Review and finalization of the inception report	Final Inception Report	A Final Inception report that has been thoroughly consulted and approved by BTC Project Coordination Group (PCG)	
3. Training of research assistants 4. Pre-test of tools	Pre-tested and fine-tuned tools ready to be deployed	Data collectors understand the tools and mode of data collection	
5. Field Work starts	Progress update of field work and major findings	A PowerPoint presentation with details of the field activities undertaken and preliminary findings.	
6. Data analysis and report writing	PowerPoint Presentation with major findings and recommendations. Draft Report	A report that presents major findings and recommendations of the study	
7. Review, finalization and validation of the report	Final assessment report and PowerPoint Presentation with finalized major findings and recommendations	A full technical report with detailed activities, key lessons and next steps/plans resulting from lessons learnt	

Institutional Arrangements

The assignment will be implemented under overall guidance of the Executive Director, DRAC. The consultant is expected to regularly liaise with the ED throughout the process, starting with the identification of study objectives and study destinations. These will need to be approved by the ED throughout the process.

DRAC ED will among other things, facilitate the consultant's contacts with key actors and access to relevant documents.

DRAC shall provide the workspace, office equipment, supplies, etc. for the consultant's use where and when necessary. Expected expenses should be part of the submitted quotation/estimates.

No contract may commence unless the contract is signed by both DRAC and the Consultant.

Person Specifications:

- At least 10 years' experience / expertise in market study, disability and social inclusion.
- Minimum of 5 years of hands on experience in conducting market study for development projects in the Nigerian context.
- Strong research (qualitative and quantitative) and analysis background.
- Previous institutional experience undertaking similar assignments.
- Good knowledge of market study, disability and social inclusion in Nigeria
- Knowledge of the specific situation of women and girls with disabilities in Nigerian context, especially issues regarding socio-economic empowerment, human rights and gender equality and social inclusion;
- Excellent communication and report writing skills are required.
- Good facilitation skills for internal and external consultations;
- Strong analytical and good inter-personal communication skills; experience in participatory processes;
- Professional command of English, both oral and written, good report writing skills.
- Working knowledge and experience in gender equality work in Nigeria are an added advantage
- Knowledge/skills in disability programming is added advantage

Selection/Evaluation criteria:

Individual consultants will be evaluated based on the methodology outlined below:

The award of the contract shall be made to the individual consultant whose offer has been evaluated and determined as:

- Responsive/compliant/acceptable, and;
- Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

Only candidates obtaining a minimum score of 70% of the criteria laid out in Parts A – D would be considered for the Financial Evaluation in Part E.

Beyond a review of documentation, shortlisted candidates could be invited to do a brief PowerPoint presentation of their methodology for further assessment.

Assessment Area	Average Total Score
<p data-bbox="266 302 756 331">A) General Understanding of TORs</p> <p data-bbox="266 380 1235 447">The proposal demonstrates clearly the way in which the consultant understands the expectations expressed in the terms of reference.</p> <p data-bbox="266 495 1235 716">The proposal demonstrates the consultant’s understanding of the context, purpose and objectives and intended users of the market study. The consultant makes an effort to interpret the baseline objectives/themes to be examined and does not simply just “<i>cut and paste</i>” or paraphrase from the TORs, demonstrating an understanding of the separateness yet collectiveness of the proposed study.</p> <p data-bbox="266 764 1235 867">The proposal provides sound analysis of available information with a view to answering research questions/assumptions. The reasoning is explicit and well-founded.</p> <p data-bbox="266 915 1235 1018">The proposal describes the scope as regards its temporal, geographic and regulatory dimensions (especially accountability and other ethical considerations). It justifies the choices made for selecting the scope.</p>	<p data-bbox="1370 569 1435 598" style="text-align: center;">20%</p>
<p data-bbox="266 1037 1243 1066">B) Technical Feasibility of Proposed Indicative Methodological Design</p> <p data-bbox="266 1115 1235 1255">The proposal describes the data collection and analysis methods to be applied in the process. The methods should be feasible within the study context. Clearly specify foreseeable difficulties and limitations and possible solutions if any.</p> <p data-bbox="266 1304 1235 1486">The proposal shows how the selected methods will allow all the study objectives to be addressed appropriately. The choices of the methods are discussed and reasons for selection are coherent. The methodology presents a sound sampling approach – indicate how the sample size will be determined – how businesses will be selected (if applicable).</p> <p data-bbox="266 1535 1235 1638">Possible sources of qualitative and quantitative data are also stated and a self-assessment of the reliability of data is provided. Possible limitations to validity of data sources are clearly stated and how they might be handled.</p> <p data-bbox="266 1686 1235 1789">The methodology presents a credible quality assurance plan – how the consultant will ensure quality is maximized at all levels (checks and balances proposed).</p> <p data-bbox="266 1837 1235 1866">The proposed methodology presents a clear detailed work plan and realistic</p>	<p data-bbox="1370 1381 1435 1411" style="text-align: center;">30%</p>

time schedule for completing the assignment	
<p>C) Participation and Learning by Stakeholders including Target Communities</p> <p>The proposal clearly indicates how the different stakeholders including marginalized and under-represented rights holders and disability clusters and duty bearers will participate and learn from the entire process.</p> <p>The proposal also clearly articulates the roles of DRAC, implementing Partners and community. The proposal demonstrates how the presented methodology will enable DRAC and Partners to participate and learn.</p>	20%
<p>D) Consultant Competencies</p> <p>The consultant and or proposed team have the necessary competencies (as described in the TORs) to carry out the market study.</p> <p>The proposal demonstrates clear understanding of social protection, disability and sexual and gender-based violence issues by the Consultant. Knowledge of rights-based approaches and disability programming is key.</p> <p>Knowledge of the Washington Group short set of disability questions is key.</p> <p>The proposal includes the core BTC team, their field of expertise and their role. CVs are written in the standard format and declarations of absence of conflict of interest included accordingly.</p> <p>The experiences of the consultants are sound with clear references (<i>This will be verified as part of assessment</i>)</p>	20%
<p>E) Financial Proposal</p> <p>The consultant presents a clear and adequate cost and financing plan (budget) in Nigerian Naira (NGN) ONLY for the entire process broken down in their specifics.</p> <p>The budget clearly aligns with the detailed work plan</p>	10%

Adherence to DRAC Values and Policies:

DRAC is committed to the principles of equality and equity in terms of gender, nationality and culture. Individuals from minority groups, indigenous groups and persons with disabilities are equally encouraged to apply.

DRAC does not tolerate sexual exploitation and abuse, any kind of harassment, including sexual harassment, and discrimination.

Consultants and their Agents (and their teams where applicable), contracting with Disability Rights Advocacy Center (DRAC) are required to observe and adhere to the following values of the organization in the form of policies, statements and forms.

It is the Consultants' or Agents' responsibility to familiarize themselves with and adhere to the policies, including the standards, behaviors and principles.

Child Protection and Adult Safeguarding:

DRAC recognizes that we have a fundamental duty of care towards all children and adults we engage with, including a duty to protect them from abuse.

Anti-fraud and Corruption:

In line with the Corrupt Practices and other related offences Act 2000 and the EFCC Establishment Act 2004 DRAC has a 'zero tolerance' policy towards fraud, bribery, corruption and money-laundering.

Confidentiality:

The documents produced during the period of this consultancy will be treated as strictly confidential, and the rights of distribution and/ or publication will reside solely with DRAC.

The contract signed with the consultant will include other general terms defined by DRAC.

Method of Application:

Persons Interested in this assignment should submit a detailed proposal to: BTCProject@drac-ng.org. This should include but not limited to the following:

- Details on understanding of the ToR, scope of work, draft methodology to be used and key criteria for business selection.
- Understanding of the subject area and recent developments on the topic in Nigeria.
- Demonstrating your approach to delivering the study that has representation and credibility with details on how you propose to effectively execute this at community level
- Timeline, with specific dates from commencement to final submission of all deliverables
- Detailed budget breakdown with work plan based on expected daily rates and all likely expenses with clear distinction on cost of delivery at all levels. The consultant should submit necessary documents pertaining to licenses; a Tax Identification Number (TIN) or Value-added Tax (VAT) certificate is mandatory.
- CV of the lead researcher and other contributing individuals (if planning to work in a team)
- Cover letter
- Names, Organizations, and Contact details of three Referees whom we may contact
- Sample of previous work done