

TERMS OF REFERENCE FOR CONDUCTING FISH VALUE CHAIN & MARKETING STUDY IN KAMPALA, WAKISO, MUKONO AND JINJA

1.0 BACKGROUND.

Yalelo Uganda Limited (Referred to as Yalelo (YU) operates in the Aquaculture industry. Yalelo is a pioneer in African aquaculture, combining local resources with world-class aquaculture practices. Yalelo began its operations in 2019 and has grown to become Uganda's market leader in sustainable fish production. Our cages are among the largest in Africa providing an open environment for our fish to swim far and deep against the natural lake currents.

Yalelo's main drive is to lead Uganda in becoming a regional Aquaculture powerhouse by sustainably developing region-wide fish Protein and stabilizing regional food security by sustainably producing reliable and affordable supply of fresh fish.

Yalelo Uganda (YU) in partnership with the Private Sector Foundation of Uganda (PSFU) under the Young Africa Works Uganda program sponsored by Master Card Foundation aims at creating employment opportunities for both the youth and women entrepreneurs in the fish value chain (Advancing Women and Youth 's entrepreneurs in the fish value chain for wealth creation) in the age range of 18-35 years.

YU strives to engage 7215 youth entrepreneurs in different sales channels to avail fresh fish to consumers in the Kampala Metropolitan Areas (KMA) , Wakiso , Mukono and then country wide over the course of the next 3 years .

YU, therefore, invites competent consultant/s to implement the assignment on Financial Literacy, Mindset skills and Progress thinking training.

2.0 PROJECT SPECIFIC OBJECTIVES

- Young men and women are accessing jobs and become self-employed through fishery value chain development interventions
- Strengthening Lead Firms' capacity to efficiently produce and sell fish in expanded markets

3.0 OBJECTIVES OF THE STUDY

- To assess the status of the fish sector in terms of employment, production, local consumption and probably export chains, constraints and recommend possible interventions to mitigate the observed constraints
- Identify key market chain actors and analyze the cost, margins, and profits of different stakeholders in the fish value chain
- Identifying and quantifying the fisher mongers (female to male ratio), competitive factors and challenges faced by specific actors with more focus on women
- Provide analysis on the potential of job creation in the fishery sector and share considerable recommendations on how the sector could have gender sensitive job creation capacities especially for young women.
- Identify fish business environmental weakness, strengths, opportunities, and challenges, as well as market failures

- Assess mode of transporting fish from landing sites/fish farms to end markets, the various techniques used in processing and/or preservation fish and the challenges and opportunities related to transportation and processing of fresh fish within our scope
- Recommend intervention measures required to improve contribution of specific actors and overall performance of the fish value chain in Uganda
- Provide data that can be used to make decisions on future investment opportunities especially value addition opportunities in the fisheries sector.

4.0 SCOPE OF WORK

This will be implemented in the greater Kampala Metropolitan Area(KMA) , Wakiso , Mukono ,Buikwe and Jinja . The assignment aims to train approximately 7215 youth as targeted by the project in three years.

5.0 METHODOLOGY

The study will use both quantitative and qualitative data collection techniques to source for appropriate information from the respondents. The consultancy will be conducted through a series of discrete activities beginning with desk reviews before face-to-face interviews. The consultancy team will utilize appropriate means and tools to collect information.

The consultancy bidders should indicate in the technical proposal with their sampling plan including how they will select the various market players to be assessed and interviewed. Bidders may indicate their proposed methodology including aspects of sampling, sample size, tools, design, and administration, which will inform the first phase of the selection process. The successful consultancy team will be expected to provide a detailed methodology with tools for field work as part of their inception report.

6.0 DELIVERABLES

The deliverables expected from the individual consultant/consultancy firm include the following:

- Prepare and share an inception report with Yalelo Uganda. The report should include a detailed methodology, including sample size, sampling plan, data collection tools, plan for field work, and data analysis.
- Undertake desk-based review of relevant documentation
- Undertake field data collection and analysis processes.
- Conduct FGDs, and other qualitative studies from relevant or key actors in the value chain including the government.
- Make a debrief presentation of findings for feedback from the Yalelo Uganda team
- After the debrief and initial feedback received, the consultancy team will produce a draft report that will be shared with Yalelo Uganda team.
- Based on feedback, prepare a final study report

The Final report, with the following structure:

Title page, Table of content to three levels, List of annexes as appropriate, Table of tables, figures and pictures, Abbreviations and acronyms, Executive summary (1 to 2 pages), Introduction, Main body divided into different sections as appropriate, normally Context, Methodology, Performance

in relation to TOR, and discussion (up to 25-35 pages), Conclusions and recommendations (each recommendation must be preceded by a conclusion, that refers to a discussion in the main body of the report), and Annexes as required including Terms of Reference, Schedule and People met.

7.0 ASSIGNMENT DURATION/TIME FRAME

The consultancy duration will be a maximum of 25 days from the date contract is signed by the consultancy bidder. Below is a breakdown of the work cover and the time frame.

No.	Description	Period in days
1	Production of the Inception report	2
2	Development of tools for data collection (reviewed and approved by Yalelo Uganda)	4
3	Field data collection	7
4	Production of the Draft report	6
5	Incorporation of comments from Yalelo Uganda	2
6	Presentation of findings	1
7	Deliver final report and approved by Yalelo Uganda	3
	Maximum days accepted	25

8.0 EVALUATION CRITERIA

Provide a copy of business/company registration and a copy of tax registration

Provide information on ownership and company structure

Work experience in conducting similar research on markets and value chains (agriculture, fishery, livestock etc.)

Detailed CVs of key consultants with a full description of their profiles and academic documents

Consultants' capability statement, proposed methodology, and sampling approach that will be used in the study

Financial Proposal (including the total cost to deliver and payment terms)

Clear work plan including outputs/deliverables and time frames not exceeding 25 days

Preferred Qualifications

Bachelor's or a Master's degree in either Fisheries Science, Food Science, Agro-economics, Fisheries Economics/Socio-economic studies, Marketing economics, Statistics research or any related fields

At least 5 years with proven experience in fisheries economics, fish marketing and Value Chain Analysis (VCAs), fish quality and processing and trade at the domestic and regional level

Ability to organize and facilitate meetings and workshops, translate technical information for a non-technical audience and local context with diplomatic and multi-cultural skills

Excellent analytical and research skills and strong interpersonal skills to work and deliver results independently and within a team

Mastery of computer tools: Microsoft Word, Excel, PowerPoint and others as applicable

Experience working with Master Card Foundation projects is an advantage

Ability to travel in remote and isolated areas

APPLICATION PROCESS.

Interested Consultancy Firms may obtain further information by sending an enquiry to the email procurement@yalelo.ug. Detailed Terms of reference can be accessed on the Yalelo (u) Limited Website www.yalelo.ug

Yalelo (u) Limited will only consider Physically sealed proposals submitted to Steadman Global, 1ST Floor Britam House, Plot 24A, Akii Bua Road – Nakasero by 06th October 2022 before 1600hrs.