

## Terms of Reference (ToR)

Consultancy services for Comprehensive Business scoping study/Market Survey for processed drinking water and Sanitary Pad with detail Business Plan development and also explore other WASH related possible enterprises.

### 1. Background

Sabal Nepal in a partnership with Welthungerhilfe (WHH) is implementing “Up-scaling WASH systems strengthening approach in the Terai region of Nepal (NPL 1082-22)” project in 5 Municipalities of Siraha District namely Siraha Municipality, Karjhana Municipality, Kalyanpur Municipality, Golbazar Municipality and Bishnupur RM since March 2023. The overall objective of the project is “promoting the availability and sustainable management of water and sanitation through community engagement, WASH systems strengthening and advocacy”. The project is focus on development of WASH entrepreneurs typically revolves around creating sustainable business models that provide essential services and products related to water, sanitation, and hygiene. It is also focused on maximum utilization of Drinking water (after fulfilling the demand of users) and extra water as business perspective for generation of income of the groups like WSUCs, Total sanitation women groups with technical Assistance support by respective municipalities. In this regard, Karjanha Municipality has made a request for Technical Assistant support for detail technical study of Comprehensive Business scoping study/Market Survey for processed drinking water and Sanitary Pad, with detail Business Plan development and also explore other WASH related possible enterprises.

The ToR requires a qualified individual consultant/ consulting firm who has proven expertise on technical study of such Comprehensive Business scoping study/Market Survey for processed drinking water and Sanitary Pad and Business Plan development of both trade. The study is mainly focused on the business scoping

study- cost and benefit analysis for process bottled/jar water to be run by Water Sanitation Users Committee and to carry out the comprehensive market scoping study to establish the 100% bio-degradable sanitary pad production company by local people (Women Group/Cooperatives/Youth club/Water sanitation Users Committee) and also explore other WASH related possible enterprises.

## **2. Objective**

The major objectives of the assignment are as follows:

- Conduct detail market research and analysis to understand the market status and market actors of Processed Water (Bottled or Jar) and Sanitary Pad also explore other WASH related possible enterprises.
- To understand the viability and recommend business model and both products to local community level MSMEs.
- To develop business plan of both product and develop implementation plan.

## **3. Scope of Work:** The consultant will be responsible for

- Desk Review
- Review the relevant secondary information.
- Detail action plan preparation.
- Develop checklist/questionnaires for the survey and format for business plan and finalize in consultation with project personnel.
- Conduct detail market survey (Customers, wholesalers, retailers, input suppliers, related entrepreneurs) in Siraha and Saptari districts
- Data analysis and report preparation.
- Develop business plan of both products.

## **4. Key Deliverables:** The Consultant will undertake the following duties and responsibilities.

- A comprehensive Market Analysis report with recommendations for the suitable business model.
- Develop a complete business plan of both products including (Market plan, production plan, expenses plan, financial plan, SWOT Analysis,

competitors' analysis, cash flow, Break Even Point (BEP), Return on Investment (ROI) and Internal Rate of Return (IRR)

- Provide list of possible WASH related enterprises

## **5. Timeline of Assignment**

The expected timeline for the assignment is 13- 15 days including final detail study report submission and presentation to the Municipality. The assignment period will be from 24 June to 24 July 2024.

## **6. Qualification/Expertise required within the study team:**

To conduct a comprehensive business scoping study and develop the viable business plan of a processed drinking water to be supplied in the form of bottled or Jar and bio-degradable Sanitary Pad to be run by a community group, following experts are required:

### **I. Market Survey and Business Development Expert-1**

- Sound knowledge in conducting Market research and analysis, understanding of market dynamics, customers and their purchasing behavior, Financial Analysis of the business and business modeling, cost benefit analysis, SWOT Analysis.
- Understanding of social business models and experience in designing business models that prioritize both financial sustainability and social impact.
- Understanding of value chain.
- Ability to develop innovative strategies for generating revenue while addressing social or environmental issues.
- Strong communication and presentation skills.
- Familiarity with the Water, Sanitation Hygiene (WASH) and WASH related business including relevant regulations, policies, and procedures related to enterprise development.
- Knowledge of environmental sustainability principles and practices related to water resource management and bottled water production.
- Master's degree in economics, business studies and similar level with experience of conducting at least 2 Market research and analysis and at least 8 viable Business Plans and similar types of study.
- Experience of developing Business plan and facilitation skills.

### **II. Market Surveyor: 2 Nos.**

- Sound knowledge in conducting Market Survey and research.
- Good understanding of market dynamics, customers and their purchasing behavior.

- Strong communication and presentation skills.
- Familiarity with the Water, Sanitation and Hygiene (WASH) and WASH related business.
- 10+2 in economics, business studies and similar field with at least experience of conducting 5 market surveys.
- Experience of developing Business plan and facilitation skills.

## 7. Budget Requirements:

The expected days of consultancy service is not exceeding 15 days from the date of signing including reporting day. The fee must be inclusive of applicable government taxes.

Particulars	Days	Unit	Rate	Totals	Remarks
Consultancy fee		Day			
<b>A. Human Resources</b>					
i. Market Survey and Business Development Expert-I					
ii. Market Surveyor: 2 Nos.					
<b>Sub Total (A)</b>					
<b>B. Other cost</b>					
i. Transportation					
ii. Others (Please specify with line items)					
<b>Sub-total (B)</b>					
<b>Total Cost (A+B)</b>					

## 8. Basic documents required for the submission of application.

### A. In case of Consultancy Firm:

- Detail technical proposal with budget and CV of experts/consultant
- Copy of PAN/VAT registration certificate.

- Copy of latest tax clearance certificate.
- Copy of company/organization registration and renewal documents.
- Detailed contact address including telephone, mobile, address, email etc.
- Contact details (Name, Designation, Email address, Phone no. and Organization) of at least 2 referees with whom the firm has worked before in similar consultancy assignment.
- Organization profile with its experience in related sectors.
- Latest Audited report.

**B. In case of individual consultant.**

- Detail technical proposal with budget and CV of experts/consultant.
- Copy of PAN registration
- Contact details of two referees

**Terms of Payment** The payment of the contract will be made through AC payee cheque upon receipt of final detail report along with business plans based on detail study. All applicable taxes will be deducted while making payment.

**9. Insurance of persons involved in the assignment:**

Insurance and other related costs of the consultant and person(s) associated to this assignment will be solely responsibility of the consultant.

**10. Applicable procedures**

Interested consultant/firm/company of individual's consultant is required to submit an expression of interest with the following:

1. Cover letter: A short cover letter indicating understanding of ToR and commitment outlining the expertise available within applicant.
2. Technical Proposal shall include:
  - Detail Methodology.
  - Profile(s) of the consulting firm(s) along with CV of key personnel(s), two sample copy of business plan of similar nature.
  - Understanding of the task to be accomplished
  - Details of day wise work plan.
3. Financial Proposal: The financial proposal should provide complete cost estimates for the firm/company (Separate file)

## **11. Confidentiality / non-disclosure**

All material issued in connection with this ToR shall remain the property of Sabal Nepal and shall be used only for the purpose of this procurement exercise. All information provided shall be either returned to Sabal Nepal or securely destroyed by unsuccessful applicants at the conclusion of the procurement exercise.

During the performance of the assignment or at any time after expiry or termination of the Agreement, the Consultant shall not disclose to any person or otherwise make use of any confidential information which s/he has obtained or may in the course of this agreement relating to Sabal Nepal, the respondents or otherwise.

The consultant will be required to sign a non-disclosure / confidentiality agreement as part of their undertaking of this work.

## **12. Deadline for EoI submission**

The interested individual consultant/ consulting firm must submit their technical and financial proposal, including legal documents and CV by 17:00 hours (COB) dated 27 June 2024 via email address [procurementsabal@gmail.com](mailto:procurementsabal@gmail.com)

Only short-listed applicants will be contacted for further evaluation process. Sabal Nepal reserves all the rights to reject any or all application without assigning any reasons.