

REQUEST FOR PROPOSAL(RFP)

WorldFish Bangladesh

Asia - Africa BlueTech Superhighway (AABS) project

Market assessment study for coastal and marine aquaculture in Bangladesh

A. Background

With an emphasis on implementing the Integrated Multitrophic Aquaculture (IMTA) system, Asia-Africa BlueTech Superhighway (AABS) Project of the WorldFish would like to evaluate the market supply and demand for coastal and marine products, understand product forms, and analyze purchase and consumption patterns in Asia and Africa. The goal of the study is to comprehend these sectors' prospects and difficulties, especially as they relate to livelihood effects. Bangladesh, Kenya and Nigeria are the target countries of this project.

With funding from the UK's Climate and Ocean Adaptation and Sustainable Transition (COAST) initiative, the AABS project is being carried out by the WorldFish organization. The project, which is scheduled to run from 2023 to 2027, is to support climate change adaptation in coastal communities while also advancing sustainable aquaculture, improving food security, and generating jobs in Bangladesh and other nations in Africa and Asia.

Bangladesh is one of the world's top producers of both inland and marine fish because to its thriving aquaculture sector. While shellfish farming, especially shrimp, is a significant export sector, finfish farming—primarily for species like carp and tilapia—is essential for the local food chain. Seaweed farming has a lot of potential, but it is still in its infancy and might expand given the right environmental circumstances. However, the present expansion of aquaculture poses questions about sustainability and necessitates the use of cutting-edge strategies like IMTA to lessen environmental harm.

B. Objective of the Study

This study aims to assess the market supply and demand for coastal and marine products, understand product forms, and analyze purchase and consumption patterns in Bangladesh. Specifically, this study aims to achieve the following objectives:

- a. To evaluate the production capacity and supply chain structure of coastal and marine products in Bangladesh.
- b. To analyze consumer preferences, demand trends, and willingness to pay for these products in Bangladesh.
- c. To examine the forms in which coastal and marine products are available and their popularity in Bangladesh.
- d. To investigate purchase behaviors and consumption patterns.
- e. To understand regional and international market dynamics impacting the sector.

C. Study area:

The five districts of Bangladesh namely: Cox's Bazar, Khulna, Bagerhat, Patuakhali, and Satkhira are our study sites.

D. Scope of the work

The study will focus on key stakeholders in the coastal and marine aquaculture sector in Bangladesh, including aquaculture product producers (finfish, shellfish and seaweed farmers), aquaculture product consumers, aquaculture product processors, suppliers of inputs for

aquaculture farmers, distributors and retailers of aquaculture product, and aquaculture industry experts and regulators.

This is a mixed-methods study combining qualitative and quantitative approaches to collect detailed information on the supply and demand for coastal and marine aquaculture goods in the market in Bangladesh. The study comprises two different types of data collection methods, i.e., 1) Quantitative: Structured survey questionnaires, and 2) Qualitative: Focus group discussions (FGD) and key informant interviews (KII). Below we provide the key principles of the data collection tools.

Structured Questionnaires

Structured questionnaires are used to collect quantitative data from aquaculture farmers (producers) and consumers in Bangladesh. These tools may be used to get data on the supply and demand for coastal and marine aquaculture goods in the market in Bangladesh. In this study, we are using two structured survey questionnaires. This questionnaire is already developed and will be coded and deployed to KOBO toolbox by WorldFish before the start of the data collection.

Key Informant Interviews (KIIs)

Focus group discussions (FGD) and key informant interviews (KII) are used to gain insights from specific respondents (aquaculture product processors, suppliers of inputs for aquaculture farmers, distributors and retailers of aquaculture product, and aquaculture industry experts and regulators) about the market supply and demand for coastal and marine products, understand product forms, and analyze purchase and consumption patterns in Bangladesh. A guide for the FGD and KII is already prepared. This will give us context to observations obtained from the Structured Survey Questionnaires.

To effectively address the key areas outlined in the scope of work, the following data requirements need to be considered. Table 1 provides an overview of the different tools – the numbers and name are referred to throughout.

Table 1. Overview of tools

S. no	Type of tool	Stakeholders Name	Proposed total number
1	FGD	Suppliers of inputs for aquaculture farms	5FGD
2	FGD	Aquaculture products processors	5FGD
3	KII	Aquaculture industry experts and regulators	10KII
4	KII	Distributors and retailers of aquaculture products	10KII
5	Survey	Producers (farmers of fish and Seaweed)	600
		Consumers	600

Sample and data collection tools:

The contractor is required to provide a comprehensive survey sampling plan, detailing the sample size for each stakeholder group and the relevant data collection tools. The sample size

proposed by WorldFish may be subject to revision, based on your sampling techniques and grounded recommendations, following a discussion with WorldFish.

E. Methodology

The hired contractor will have to apply statistically acceptable qualitative and quantitative methods to conduct the study. The consulting firm/institution needs to consider the following aspects:

- Sampling the respondents from the target population
- Hiring high profiled and well experienced enumerators to achieve data quality
- Training enumerators with WorldFish staffs for data collection
- Planning the field work
- Pretesting the questionnaire and adjusting it based on the findings from the test
- Data collection method, and management
- Cleaning the collected data
- Providing all type of data clean set
- Writing a comprehensive report detailing the findings, analysis, and recommendations from the market assessment study data analysis.

F. Target audience

Target audiences for the structured survey questionnaire, FGD and KII interviews in coastal aquaculture include stakeholders involved in the coastal aquaculture and mariculture of finfish, shellfish, and seaweed.

Key stakeholders:

- ✓ Aquaculture Farmers- finfish, shellfish and seaweed farmers
- ✓ Consumers - finfish, shellfish and seaweed farmers
- ✓ Suppliers of inputs for aquaculture farms
- ✓ Aquaculture products processors
- ✓ Distributors and retailers of aquaculture products
- ✓ Aquaculture industry experts and regulators

G. Deliverables

The firm is expected to deliver the following key deliverables:

- Analyze both qualitative and quantitative data
- Prepare a comprehensive report detailing the findings, analysis, and recommendations from the market assessment study data analysis.
- All type of data clean set

H. Requirements from local Consulting firm/ local Contractors:

Profile of contractor's project team

- ✓ **Socio-Economist/Fisheries (Team Leader):** PhD or Master's degree in Agricultural Economics, Economics, Social Science, Statistics, Fisheries, or a related field from a

recognized university. The candidate should have 8-10 years of experience in market assessment and impact evaluations. A PhD is preferred.

- ✓ **Fisheries/Aquaculture Expert:** Master's degree in Fisheries from a recognized university, with 8-10 years of experience in market assessment and impact evaluations. Expertise in marine and coastal aquaculture assessments is required.
- ✓ **Data Management Expert:** Bachelor's degree in a relevant field with 3-5 years of experience in analyzing survey data using STATA or other statistical tools. A strong understanding of data quality is essential.

I. Working Experience

- Experience in training enumerators and conducting filed survey/research in aquaculture and fisheries
- Experience in collecting data using tablet computers, specifically using KOBO toolbox.
- Experience in monitoring and evaluation tools.

J. Contract length and time for deliverables

Start date and duration: The firm will carry out the tasks within **10 working days** from signing of agreement.

K. Evaluation

Interested vendors/agencies need to submit both financial and technical proposals.

1) Technical proposal parameters

To be considered for this opportunity, proposals must include the following:

- ✓ Organizational background & strength of the proposed assessment team.
- ✓ Past record of implementing similar assignments.
- ✓ Past record of research, impact assessment and or consultancy.

2) Financial Proposal

Agencies need to submit a financial proposal that includes separate pricing breakdown. The pricing must include applicable tax and vat rates. Required documentation.

L. Required documentation

It is mandatory for bidding organizations to submit documentary evidence demonstrating their legal, taxation and financial status. This includes:

- ✓ A certificate of incorporation (for individual companies, a trade license)
- ✓ Joint stock registration certificate (if applicable)
- ✓ An organizational organogram of key personnel, inclusive of the names of such
- ✓ Tax Identification Number (TIN)
- ✓ VAT registration number
- ✓ Proof of a bank account (providing the name and address of such an account)
- ✓ Other valid papers (provided by government institutions)

M. Submission details

Bidders are required to submit one (1) copy each of the Technical and Financial proposals in two (2) separate files, clearly labeled in the document title as “TECHNICAL PROPOSAL” and “FINANCIAL PROPOSAL.” Please include the RFP reference in the email subject line and submit by **December 09, 2024, before 5:00 PM** to procurement.wfbd@worldfishcenter.org.

Please ensure that the Technical Proposal does not contain any financial information, as this will lead to the rejection of the submission. Upon delivery, applicants may request a stamped receipt as proof of timely submission. Kindly note that incomplete proposals will not be considered.

Tax & Vat

The Financial Proposal shall specify a total delivery amount (in BDT) including mentioning taxes & Vat. Tax and VAT shall be deducted from the contract amount according to the Government Rules and Regulations.

Questions and Clarifications

All questions or requests for clarification regarding this RFP must be submitted via email to m.bhuyain@cigar.org or M.Zewdie@cgiar.org no later than **December 08, 2024**. Please ensure that all correspondence references the RFP number in the subject line. Kindly note that phone calls or in-person inquiries will not be accepted; all communications must be conducted through email.