



Asian Development Bank

Viet Nam Resident Mission

Hanoi, 2 February 2007

Dear Sirs,

**Subject: Call for proposals on Pro-poor Value Chain Analysis and Toolkit pre-testing**

The Making Markets Work Better for the Poor Project (M4P) in conjunction with a number of partners has developed a Toolkit of pro-poor value chain analysis entitled "Making Value Chains Work Better for the Poor" which was presented at M4P week last year.

As part of the process of testing the Toolkit, M4P is looking for a local service provider to work with the International Fund for Agricultural Development (IFAD), the M4P project and the Cao Bang People's Committee in order to undertake pro-poor value chain analysis based on the tools in the Toolkit. More details of the assignment can be found in the attached document.

The selection of the consultant to undertake this assignment will be based on Quality and Cost-based Selection (QCBS) from a shortlist of invited organizations. Details of the QCBS procedure are attached. As time is limited and it is the Tet period, we have simplified the procedures to as great a degree as possible.

In order to assess your technical capability we will request that you (1) submit CVs of the **four proposed experts** who will make up the team and (2) make a short presentation in English on the afternoon of the 1<sup>st</sup> of March at ADB VRM that outlines the approach and methodology that you propose for the assignment. In the technical assessment there is a weighting of 40% for the 4 CVs and 60% for the content of the presentation.

If you are interested in the assignment you must complete the following steps:

1. Confirm your interest in bidding and making a presentation. This confirmation must be received by dtthuy@adb.org by 1700 on Wednesday 7<sup>th</sup> February.
2. Deliver your 4 proposed CVs in a sealed envelope to

**Dang Thi Thanh Thuy  
Asian Development Bank  
Unit GF02, 23 Phan Chu Trinh, Hanoi**

by 1200 on Monday 26<sup>th</sup> February. CVs must be signed by the proposed team members and must be no longer than 3 pages.

3. Deliver your financial proposal in a clearly marked sealed envelope to Ms. Thuy at the above address by 1200 on Thursday 1<sup>st</sup> March.
4. Deliver your Powerpoint presentation during a time to be allotted during the afternoon of 1st March. **The presentation MUST be in English, MUST be delivered by at least one of the proposed team members, and MUST be no longer than 20 mins.**

5. You will be invited to attend the bid conclusion which includes the opening of the financial proposals.

If you have any further questions, please send them to [d.smith@agrifoodconsulting.com](mailto:d.smith@agrifoodconsulting.com). To maintain fairness only email queries are acceptable (no phone calls please) and copies of any questions and answers will be sent to all of the registered bidders.

Sincerely,



Alan Johnson  
Project Coordinator

## **Pro-poor Value Chain Analysis and Toolbook pre-testing**

### **Background**

The Making Markets Work Better for the Poor Project (M4P) in conjunction with a number of partners (including SNV and CIRAD) has developed a Toolbook of pro-poor value chain analysis entitled "Making Value Chains Work Better for the Poor". The Toolbook contains 8 basic and advanced tools which practitioners can utilize to undertake value chain analysis with a focus on the poor.

The first version of the Toolbook was presented at M4P week in November-December 2006. The development of the Toolbook will be an ongoing process, with future versions being developed based on field testing and feedback from users.

The testing process will include identifying international organizations interested in participating in field testing/pilot usage of the Toolbook. M4P plans to identify 3 international organizations and also to contract 3 local service providers to work alongside the international organizations in the pre-testing of the Toolbook.

The current proposed activity is the first step in this pre-testing, involving pairing a local service provider with the International Fund for Agricultural Development, the M4P project and the Cao Bang People's Committee in order to undertake pro-poor value chain analysis based on the tools in the Toolbook.

### **Overall objectives of the activity**

The activity will have 2 overall objectives. The first objective is support the Cao Bang People's Committee to undertake value chain assessments from a pro-poor perspective, in order to guide their formulation of intervention strategies for the upcoming IFAD program in the province.

The second objective will be to utilize the experience of working with Cao Bang on the value chain assessments to check the overall usefulness of the Toolbook and suggest improvements that could be made in the second version of the Toolbook.

### **Scope of Work**

The consultant team will consist of **4 experts** and will work with M4P staff, IFAD representatives and local stakeholders in order to conduct the assignment. The main activities to be undertaken by the consultant are:

1. Attend Hanoi based training on the tools in the Toolbook, in order to develop a thorough understanding of pro-poor VC analysis. This training will be undertaken by M4P staff.
2. Design methodology and workplan for undertaking the Value Chain analysis in Cao Bang.
3. Prepare materials and presentation for the initial planning workshop in Cao Bang for the week of 18<sup>th</sup> March.
4. Work together with Cao Bang PPC to undertake the Value Chain Analysis according to the designed methodology between 19<sup>th</sup> March and 13<sup>th</sup> April.
5. Support Cao Bang PPC to make a presentation of results to a private sector consultation workshop in Hanoi on the 14<sup>th</sup> April.
6. Support Cao Bang PPC to undertake preliminary design of interventions based on the results of the Value Chain analysis between 15 and 21 April.
7. Prepare a feedback report on the experience of using the Toolbook and present the feedback at a workshop in Hanoi on the 29<sup>th</sup> April.

### **Outcome and Deliverables**

Main output will be a report detailing the experience of utilizing the tools in a practical situation. Report should include suggestions for improvement and changes/additions to the

Toolbook and any other relevant information to assist in the design of Version 2 of the Toolbook.

Secondary output will be a presentation summarizing the contents of the report, to be presented at the workshop on the 29<sup>th</sup> April.

**Location and duration**

The work will be conducted in Hanoi and Cao Bang

The field work will be completed in conformation with the timeline discussed above. The workshop will be held on the 29<sup>th</sup> April, and the final report is due on the 15<sup>th</sup> May.

## Details for QCBS Selection Method

### 1. Technical Score

- The maximum number of points for the technical score will be 1000 points.
- The technical score will be based on 2 elements. The first is the qualifications and experience of the proposed team. The team will consist of 4 experts only. The evaluation of the experts will be made on the basis of the submitted CVs.
- The second element is the presentation of approach, methodology and workplan in a Powerpoint presentation on March 1<sup>st</sup>.
- The criteria, sub-criteria and points for determining the technical score are outlined below:

<b>Criteria</b>	<b>Points</b>
<b>(i) Team member qualifications and experience for task</b>	<b>400</b>
<i>(a) expert 1</i>	<i>100</i>
<i>(b) expert 2</i>	<i>100</i>
<i>(c) expert 3</i>	<i>100</i>
<i>(d) expert 4</i>	<i>100</i>
<b>(ii) Presentation of approach, methodology and workplan</b>	<b>600</b>
<i>(a) Understanding of task</i>	<i>100</i>
<i>(b) Technical suitability of proposed approach and methodology</i>	<i>200</i>
<i>(c) Innovation and originality</i>	<i>100</i>
<i>(d) Feasibility of proposed workplan and timing</i>	<i>200</i>
<b>TOTAL</b>	<b>1000</b>

### 2. Financial Score

- The maximum number of points for the financial score will be 1000 points.
- The financial score will be determined based on the following formula:  

$$S_f = 1000 \times F_m / F$$
 Where:  $F_m$  is the lowest proposed price by any bidder and  $F$  is the price bid by the organization being evaluated.
- The Financial proposal should be denominated in \$US presented on a single sheet of A4 paper. The financial proposal must follow the format attached exactly, or it will be deemed invalid.

### 3. Overall Score

The overall score is based on both the Technical Score and the Financial Score. The Technical Score is weighted as 80% of the overall score and the Financial Score is weighted at 20% of the overall score.

The overall score will be determined according to the following formula:

$$S = (S_t \times 0.8) + (S_f \times 0.2)$$

**Format for Financial Proposal**

Item	Unit	Unit Cost (\$US)	Total Cost (\$US)
Fees for Expert 1 (6 weeks maximum)			
Fees for Expert 2 (6 weeks maximum)			
Fees for Expert 3 (6 weeks maximum)			
Fees for Expert 4 (6 weeks maximum)			
Accommodation and food costs for Expert 1 when traveling outside Hanoi			
Accommodation and food costs for Expert 2 when traveling outside Hanoi			
Accommodation and food costs for Expert 3 when traveling outside Hanoi			
Accommodation and food costs for Expert 4 when traveling outside Hanoi			
Transportation Costs			
Communication Costs			
<b>TOTAL</b>			

Authorized by:

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(signature)

Date: