



SOSEC Nepal

Terms of Reference for

The consultancy service for “Conducting a Market assessment to identify potential needs and products of the local and adjoining markets.”

1. Introduction of SOSEC Nepal

SOSEC Nepal, established in 1997, is a non-profit organization dedicated to empowering women, children, youth, Dalits, and marginalized communities in rural Nepal. With over 65 completed projects, SOSEC Nepal specializes in education, WASH, livelihoods, climate change adaptation/DRR, health, and human rights, implementing need-based interventions through participatory planning. SOSEC operates across 10 districts and engages in provincial-level advocacy in partnership with INGOs and government agencies. SOSEC has six key thematic areas, including WASH & Nutrition, Resilient Livelihoods, Inclusive Education, Child Prosperity, Rights Advocacy, and DRR.

2. Background of the project

SOSEC Nepal is implementing the Migration Centered Integrated Livelihood and Economic Sustainability (MILES) Project, funded by AWO International. The project aims to contribute to economic prosperity, ensuring safe migration, and promoting socio-economic reintegration in Nepal for migrant families. To strengthen local livelihoods and reduce distress migration, it is essential to understand existing market demand, supply gaps and growth potential with in local and adjoining markets.

To support evidence-based planning and market linkage development, the project intends to conduct a market assessment focusing on identifying potential needs, high-demand products and feasible livelihood options for local farmers and community members.

3. Objective of the assignment

Overall Objective

To conduct a market assessment to identify potential needs and products of the local and adjoining markets that can be promoted for income generation and sustainable livelihoods.

Specific Objectives

- To understand the local market needs and identify the types of products.
- To analyze demand and supply dynamics in local and adjoining markets.
- To identify products and value chains with strong income- generation potential.
- To assess existing market gaps, opportunities and constraints
- To generate practical recommendations to guide future project intervention and market linkages.

4. Scope

The consultant/firm will undertake the following tasks.

- Conduct desk review of the relevant reports, market studies and project documents.
- Design appropriate market assessment tools and methodologies.
- Carry out field-level market assessment in local and adjoining markets.
- Engage with key stakeholders, including farmers, traders, buyers, cooperatives and service providers.



- Analyze market demand, pricing trends, supply capacity seasonality and competition.
- Identify priority products and enterprise opportunities suitable for local communities.
- Facilitate sharing and validation of findings with stakeholders.
- Prepare and submit the assessment reports in Nepali and English language.

5. Location and official travel involved

The study requires intensive visits in the Bhairabi Rural Municipality ward no. 1-7 of Dailekh, adjoining markets and district level service providers, youths, women, District and municipality level Chambers of Commerce and Industry (DCCI), Entrepreneur’s Association, Disabled Peoples’ Organization (OPD), Community forestry user’s group (CFUG), market networks, umbrella organization, other agencies, etc. The consultant is responsible for using his/her IT equipment, including the camera.

6. Methodology

The suggested methodology for the assignment has been described below. However, the consultant can propose her/his methodologies as per the scope of the work.

- Desk review
- Focus group discussions
- Key informant interviews
- Market observation and trader consultations
- Primary and secondary data collection from the government stakeholders and analysis.
- Stockholders meeting and validation workshops

7. Key Deliverables

The consultant/firm, during the contract period, will ensure that the study objective and the following deliverables are met as per the set deadline.

S. N	Deliverable title	Description	Deadline
1	Inception report	The report is to define the project’s exact work plan and scope for the rest of the duration. The report should be supported by quantitative/qualitative evidence, study framework, checklist, questionnaire, etc., from internal and external analysis	April 11
2	Field study	Conduct surveys and participatory approaches in the field with relevant stakeholders as proposed in the inception report	April 21
3	Draft report	The comprehensive draft report, along with the recommendations	April 26
4	Presentation of draft report	The consultant will present the findings of the research to the SOSEC and Rural Municipality level stakeholders’ workshop and get their inputs, if any	April 28
5	Final report	After incorporating the inputs obtained in the presentation above, the consultant will submit a final report to SOSEC, including an electronic copy in Nepali and English Language	May 01



8. Acceptance

Deliverable 1 – The report contains the realistic tools and methods of gathering information, no. of events/meetings/workshops/FGDs, procedural steps and processes from the beginning of the assignment to the end to run the assessment. The inception report will be accepted by SOSEC within 7 days of the delivery date.

Deliverable 2 – The field study consists of market assessment workshops, meetings, FGDs, and KIIs with youths, and key stakeholders, as proposed in the inception report. The report contains all the materials developed during discussions as an annex or the main table/text as appropriate.

Deliverable 3 – The report should be in a reasonable template and be accepted by SOSEC within 7 days of the delivery date

Deliverable 4 –The report should properly capture the information obtained from the field assessment and is presented with lots of evidence.

9. Duration of assignment

The total duration of the assignment is expected to be 25 working days (exact timeline to be finalized in consultation with the project

- Estimated Commencement Date: April 07, 2026
- Estimated End Date: May 01, 2026

S.N	Proposed Activity	Proposed working days
1.	Inception report	5
2.	Field study	10
3.	Draft report	5
4.	Presentation of draft report	2
5.	Final report	3
Anticipated total days		25

10. Reporting and coordination

The consultant/firm will report to the project coordinator of the MILES project and will work closely with the project staff and local structure.

11. Required qualifications and experience

The consultants/firms need to have the following competencies:

- Proven experience in conducting market or value chain assessments.



- Strong understanding of the rural market system.
- They should have sound knowledge, extensive experience, and proven skills in feasibility assessment in diverse local resource-based livelihood and micro-enterprise development sectors.
- Good knowledge of economic analysis of on farm/non-farm/off-farm enterprises.
- The consultant should have a master’s degree in Economics, enterprise development, business agriculture or similar disciplines with at least 5 years of relevant experience.
- Ability to produce quality work, excellent analytical and report writing skills.

12. General assumptions and dependencies

SOSEC along with its Field staff in the field will help the consultant to establish contacts with the respondents for the workshops and interviews wherever needed and relevant.

13. Payment Modality

The payment will be made in 2 instalments. The first instalment will be 40% of the contract amount, which will be released as an advance within 7 days of contract signing. The second instalment (60%) will be released after the final report submission and approval.

The consultancy fee shall include all costs, including travel, accommodation, and logistics.

14. Evaluation criteria:

The evaluation method will be the technical competency, experience, and cost-based selection. A two-stage procedure shall be utilized in evaluating the proposal: a technical evaluation and a financial evaluation. The proposal will be ranked according to its combined technical and financial scores, with the weights of 75% for the technical proposal and 25% for the offered price.

Technical evaluation: For the evaluation of the technical proposals, SOSEC Nepal shall take the following criteria and weights into consideration. SOSEC Nepal reserves the right to discard offers below a technical score of 75 points.

S..	Evaluation criteria	Full marks	Candidate				
			A	B	C	D	E
1.	Understanding of ToR and scope of works	15					
2.	Clarity of the technical proposal and the previous relevant experiences of consultants/firm	30					
3.	Proposed methodologies, approach, data collection and analysis tools, and implementation plan	30					
4.	Proposed team composition, team members' profiles, and division of roles and responsibilities	15					
5.	Quality of sample reports	10					
Total technical score		100					



15. Ethical Considerations

The consultant/firm must ensure informed consent, confidentiality of response and ethical data collection practices throughout the assignment.

16. Application procedure:

Interested firms/individuals should submit their expression of interest to SOSEC by 30 March, 2026. In the subject line, please mention “Conduct a Market assessment to identify potential needs and products of the local and adjoining markets”. Application should include:

- Technical Proposal which contains a cover letter, firms/individuals’ profile, previous experience, team profile, including Curricula Vitae, Valid business license. latest audit report, Tax clearance. In the case of an individual consultant, a tax clearance certificate is acceptable.
- Financial Proposal, which contains a breakdown of all costs.

17. Invitation for letter of Interest

The proposal should reach the address below via email or courier or hand delivery by **30 March, 2026 by 17:00 Hrs.** (Nepal Local Time). Please, enclose the proposal in an envelope (or subject of email) and mark it “Proposal for Conduct Market Assessment for MILES project” through the procurement@sosec.org.np. Any kind of external influence will automatically disqualify the candidate. All rights related with procurement process will be held by procurement committee.

Financial proposal

S.N	Particular	Unit /form	Quantity	Estimated Unit Cost	Event/ Days	Total Cost	Remarks
1	Consultant Fee						
2	DSA						
3	Interaction workshop facilitation						
4						
	Total						

Submitted by

Name:

Address

Date

Signature