CARE International in Myanmar

Terms of Reference: Social Mobilization Implementation Guideline
Project: The Western State Agribusiness Project

Location of assignment: Homebased, Mindat and Kan Pet Let Township, Chin State
Duration of assignment: Estimated 30 working days
Responsible to: Program Director – Rural Program
Main counterparts: Senior Manager (Coordination)

Background
CARE International is one of the world’s largest independent development and humanitarian organizations dedicated to ending poverty and injustice. CARE’s vision is a world of hope, tolerance and social injustice, where poverty has been overcome and all people live in dignity and security. Since 1995, CARE International in Myanmar (CARE Myanmar) has worked in partnership with remote, rural, conflict-affected and urban communities, government and non-government actors to reach those affected by humanitarian crisis and living in extreme vulnerabilities through a non-religious and non-partisan approach.

Putting women and girls at the centre of our work, whilst equally focusing on engaging men and boys, CARE Myanmar’s 15-year Long-Term Programs focus on achieving lasting change for women and girls in urban areas; and women and girls in remote, rural and conflict-affected areas.

Project Overview
The Western States Agribusiness Project (WSAP) goal is to increase the food security and economic status of rural households in an environmentally sustainable manner in southern Chin state. Its objective is to increase the incomes of rural households through improved production technologies and market linkages in a climate resilient manner. Its scaling up objective is to create optimal models of land ownership and profitable farming systems that are adapted to climate change and strengthen the resilience of landless, ethnic groups and vulnerable households across the hilly/mountainous areas of Myanmar. The geographic focus areas of the project included Mindat and Kanpetlet township of Mindat district in southern Chin State.

The project’s target groups consist of: (i) small and medium size farming households in upland areas; (ii) livestock producers; and (iii) non-farming and landless households. Women and women-led households will be prioritised, and youth, as the primary agents of change at community level, will be the focus of activities involving technological innovation and commercialization.

CARE is an implementing partner for the Western State Agribusiness Project (WSAP) with responsibilities for social mobilization, including ensuring inclusive consultation and participation across project participants. The following key components are to be implemented working with local civil society organizations.
Component 1: Infrastructure. The project will finance strategic investments in productive and social infrastructure.

Sub-component 1.1. Productive Infrastructure. The project will finance: (i) rehabilitation of irrigation schemes to ensure adequate and reliable supply of water to farms; (ii) rural access roads linking farms to markets; (iii) irrigation technology for home gardens to ensure food security and nutritional diversity; and, (iv) land consolidation on a pilot basis. These investments will generate opportunities for increased incomes, reduce on-farm and off-farm production costs, and improve food security for communities and households. They will improve water management, reduce water conveyance and application losses by 30-40%, improve drainage and reduce siltation, and conserve groundwater.

Sub-component 1.2. Social Infrastructure. The project will invest in social infrastructure facilities mainly at household level, particularly targeting the needs of women and the poorest households. Domestic water supply, rainwater harvesting, and renewable energy solutions will be eligible for support. Scheme selection will be participatory, sensitive to cultural considerations, and subject to social, technical, financial and environmental feasibility. The ownership, management, operation and maintenance of all facilities constructed will be carefully articulated to ensure sustainability.

Sub-component1.3 Capacity Building. The project will build the capacities of the ID and DRD of MoALI (responsible for productive and social infrastructure respectively) through the provision of technical assistance, strengthening of staffing and office facilities, awareness of water, sanitation and hygiene issues, awareness of nutrition diversity, and capacity development in social mobilisation.

Component 2: Services. The project will invest in agriculture modernisation and enabling services to optimise resource management, productivity and benefits in areas of infrastructure investment.

Sub-component 2.1. Agricultural Modernisation. The project will invest in a range of agriculture, livestock and technical services to modernise production and trigger improvements in food security and nutrition, livelihoods, and economic returns. Service delivery to farming households will include land titling, technology transfer, skills improvement, access to inputs and supplies, access to markets and information, contractual linkages, and access to financial resources. Climate resilient sloping agricultural land technology (SALT) will be promoted. Service delivery to the landless will focus on technical and business management skills, micro-enterprise development and private sector linkages.

Sub-component 2.2. Financial Services. The project will support financial inclusion for small farmers, livestock owners and the landless, ensuring equal access for ethnic groups and women. It will invest in: (i) savings and credit groups, promoting financial literacy; (ii) a Rural Business Fund to support micro-enterprises; (iii) an Agribusiness Fund to support agribusinesses to establish processing facilities in the project area; (iv) a line of credit to refinance project-related agriculture, livestock and enterprise lending operations of licensed financial institutions.

Sub-component 2.3: Policy engagement. The project will contribute to an evidence-based and inclusive policy framework for rural development in Myanmar, specifically related to the project’s implementation experiences. It will focus on: (i) transition from shifting to sedentary agriculture and associated customary land laws; (ii) re-categorisation of high-value commercial crops from non-timber forest product to agricultural or industrial crops; (iii) agricultural service delivery and market linkages.

The Purpose of the Development of Social mobilization Implementation Guideline
The purpose of the social mobilization guideline is to provide community mobilizers, field project staffs and different key stakeholders with guidelines for social mobilization approach and process which relevant to the nature of W SAP project. The guidelines show how to approach and work with the community groups in a way that build the sense of participation of ownership.
The Specific Objectives
The specific objectives of the social mobilization guideline are to have clear guidelines in working with community groups which are supported by CARE and different key stakeholders. Effective formats and tools should be including as followings;

- Formation of community based management structures (including Village Development Committees) and capacity development to support WSAP implementation
- Working Procedures at community based consultations, planning, implementation, monitoring and evaluation, and operations & maintenance systems.
- Support the coordination between various government departments and stakeholders responsible for implementing various components within the project

Responsibilities of the Consultant
- The consultant is responsible to develop the design for the process and approach of developing social mobilization guideline
- To make desk review of Operational Manuals of Community Driven Development (CDD) Project
- The consultant has to draw on lessons learned by the community and Department of Rural Development (DRD) from the CDD project implementation
- The consultant is also responsible to launch draft guidelines to appropriate CARE and DRD staffs before it is finalize.
- Produce social mobilization guideline with both Myanmar version and English version
- Provide training on of key social mobilization approaches and process for all relevant implementing departments, CARE and partner staff

Responsibilities of the CARE
- To ensure that the consultant receives the necessary information, documents, timely input, suggestions on the draft and coordination of communication.
- To arrange the logistics of the meeting/workshop preparations including materials.
- To provide transportation and accommodation for the consultant for the meeting or workshops with CARE staffs, key stakeholders and communities

Schedule
Schedule of the consultancy, for a total of about 30 days, will be set after discussions between the consultant and Program Director and Senior Manager (Coordination).

Time/timing
The consultancy should commence in second week of September following exchange of contracts with the successful offer.

Selection criteria
The Consultant shall be selected based on the following criteria:

- Minimum of five years of progressively senior advisory experience in social mobilization and working with communities
- Extensive facilitation skills and ability to analysis for community groups formation
- Minimum of five years experiences in strengthening civil societies in Myanmar
- Excellent grasp of planning and management of development projects
• Proven practical experience in training, workshop and capacity-building for civil societies

Submission of Proposal
Interested Consulting firms or individuals are expected to submit a detailed expression of interest (technical and financial proposal) with the following components:

- Proposed methodology and work schedule
- Proposed Budget (Including daily consultancy rate, domestic transport and accommodation will be covered by CARE International. Per diem or meal costs will not be provided).
- A profile of the firm including full name(s), physical addresses, telephone numbers or a copy of CVs of the individual consultant who will undertake the developing guideline
- A writing sample of max. 5 pages from a previous report, preferably of related to community based groups or civil societies

CARE is an equal opportunity employer committed to a diverse workforce. Women, ethnic minorities and people with disabilities are strongly encouraged to apply. CARE is committed to protecting the right of children. CARE reserves the right to conduct screening procedures to ensure a child safe environment.

Please note that the consultants are required to provide proof of registration and payment of applicable taxes as per Myanmar Law. Unless, withholding tax will be applied as required by Myanmar Law and we will deduct Withholding tax 2.5% of the total contract amount.

Interested applicants are requested to submit above-mentioned documents to the address below not later than 27 August 2020. Please clearly mention the announcement number ‘CARE/CO/CONS/1560’ and job title “Consultant for Development of Social Mobilization Implementation Guideline” in the Subject line.

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