

TERMS OF REFERENCE

Consultant for Rural Retail Shop and Jeevika Outlet

Background of the project

Bihar Rural livelihoods Promotion Society is an autonomous society working under Government of Bihar with an objective of addressing rural poverty in Bihar. Developing community owned business model for members with common skill base could be one way of addressing rural poverty. Through its non-farm interventions, the Bihar Rural Livelihoods Promotion Society (BRLPS) has linked approximately 15,000 poor rural households.

Bihar Transformative Development Project aims to improve the rural livelihood options and works towards social and economic empowerment of the rural poor and women by promoting self-managed community institutions and further strengthening their livelihoods. BTDP intervenes with the community in the following four themes or programmes: institution and capacity building, social development, microfinance and livelihoods. Under the Non-farm sector of Livelihoods theme, BRLPS aims to create an ecosystem to catalyse entrepreneurial activity and strengthen MSME enterprises in rural Bihar.

Objectives

Build an organized rural retail chain owned by SHG members and form systems of order aggregation and logistics management to achieve quality and cost advantages to Retail Store owners.

Setting up of Jeevika Brand outlet which will display and sell products of high quality made by CBOs.

The main objective of the resource person is to handhold Jeevika CBOs in setting up Retail Chain in 3 pilot blocks and Jeevika Outlet in 6 districts.

Scope of Work

The duties of the consultant will include, but not limited to,

1. To ensure mapping of local supply chain – in terms of distribution channel of FMCG and local wholesale/retail market; Undertaking stock assessment in Retail Shop and Jeevika Outlet.
2. Training of Trainers: Training of Pilot Retail shop Owners, SHG members
3. Finalizing operational aspects prior to store launch – Raising share capital, preparing draft MoU, finalizing suitable location for nodal store, vendors for store equipment, selection of store manager and incentive system and all other perquisites.
4. Building distribution channel of retail chain.
5. Store Management: Developing internal and external control systems (e.g. stock audits etc.). Finalizing route map and replenishment cycle.
6. Undertaking regular monitoring and review of the store operations through a trained Rural Retail Expert and with support of MIS
7. A road map for scaling up of the pilot to other areas.
8. Developing a HR structure for the scale up initiative
9. Marketing and promotional strategies
10. Saras fair protocol preparations

Expected Outcome and Deliverables

Specific deliverables are:

1. Develop guidelines for Retail Rural Shop and Jeevika Outlet for BRLPS including
 - a. Process Flow
 - b. Store operation
 - c. Mapping of Supply Chain and marketing strategy
 - d. Contract management with FMCG
 - e. Identification/ selection of Brands and products
 - f. System for aggregating demand and supply
 - g. Training module for project staff, community and Store staffs
 - h. Store layout, route map and product replenished system

- i. Internal and external control system (e.g. stock audit etc.)
2. Identification of suitable location for setting Jeevika Outlet with support .
3. Developing a specific business plan for each of the three pilot blocks for Rural Retail Shop and six district for Jeevika Outlet.
4. Setting up of three Nodal Rural Store (One in each block) and six Jeevika Outlet in selected district (One in each district).
5. Initial training of shortlisted Kirana Store Owners and SHG members in the identified districts/blocks on the model.
6. Training of Jeevika Non-farm team members.
7. Finalizing the logo and brand of the retail chain.
8. Finalize agreements with FMCG partners and local wholesalers.
9. Route planning and mapping of aggregate procurement
10. Strengthen and maintain the distribution channels
11. Preparation of Planogram
12. Facilitate and participate in meeting between Jeevika Team and Retail Expert.
Facilitated Monthly Review with Bank Team.
13. Dashboard for program monitoring.
14. Develop protocol for Bihar Saras Mela and other states Saras which includes
 - a. Identification of products/SHG members
 - b. Quality of product
 - c. Stock management

Timelines

S No	Major Task	Period
1.	<p><u>Rural Retail Shop:</u> Policy preparation, Mapping of supply chain, Training of Jeevika Non-Farm team, training of Pilot Kirana Store Owners, raising share capital, Preparation of draft MoU, finalization of nodal store, vendors for store equipment, selection of store manager.</p> <p><u>Jeevika Outlet:</u> Policy preparation, Identification of location, mapping of supply chain, mapping of SHG products.</p>	Feb'18

2.	<p><u>Rural Retail Shop:</u> Finalizing agreements with FMCG partners and local wholesalers, Developing internal and external control systems, finalizing the logo and brand of the retail chain, Registration, license.</p> <p><u>Jeevika Outlet:</u> Training of Jeevika Non-Farm team. Selection of SHG members and their training, Agreement with store owner</p>	March'18
3.	<p><u>Rural Retail Shop:</u> Opening of store</p>	31 st March'18
4.	<p><u>Rural Retail Shop:</u> Dashboard for Program monitoring</p> <p><u>Jeevika Outlet:</u> Preparation of Planogram, Store designing, Registration and other legal documentation</p> <p><u>Saras Fair:</u> Development of protocol for Saras fair</p>	April'18
5.	<p><u>Rural Retail Shop:</u> Road map for scaling up of the pilot to other areas, Develop a HR structure for the scale up initiative</p> <p><u>Jeevika Outlet:</u> Registration and other legal documentation, Opening of Jeevika Store</p> <p><u>Saras Fair:</u> Development of protocol for Saras fair</p>	May'18
6.	<p><u>Rural Retail Shop:</u> Identification of new blocks, Survey Conduction</p> <p><u>Jeevika Outlet:</u> Dashboard for Program monitoring, Preparation and execution of Marketing and promotion plan</p>	June'18
7.	<p><u>Rural Retail Shop:</u> Expansion in new Blocks</p> <p><u>Jeevika Outlet:</u> Expansion in new districts</p>	July'18- Dec'18
8.	<p><u>Rural Retail Shop:</u> Documentation of best practices and learnings, Case study</p> <p><u>Jeevika Outlet:</u> Documentation of best practices and learnings, Case study</p>	Jan'19

Institutional Arrangement

The Chief Executive Officer, BRLPS in association with State Project Manager (Non-Farm) shall be responsible for reviewing and monitoring the work of consultants. S/he may constitute a review committee to monitor the progress and interact with the Consultant. The Committee may also seek comments and inputs on the Consultants work from the World Bank officials and from the other Project units. Reports and recommendations will be shared with the Project manager in a timely manner.

Qualification and Experience

Qualification of consultant is described below. Quality of experience will be in relevant field and their association with reputed institution/ agencies/ departments:

- At least Masters or equivalent degree with experience of minimum 10 years in relevant field with reputed state or national level institutions/assignment.

Reporting and Payment:

1. Reporting officer would be CEO and the State Project Manager - Non Farm (SPM-NF) will be co-ordinating with consultant will apprise him of day to day development throughout the period of assignment.
2. Have to provide a monthly tour plan and submit it to the CEO through SPM-NF before the start of month.
3. Have to provide a month wise progress report and submit it to the CEO through SPM-NF in the first week of following month.
4. Depending upon the progress report, monthly payment will be made to them in proportion of their monthly target achievement.
5. A sum of Rs. 1000.00 will be paid as telephone /internet allowance per month.
6. A sum of Rs. 4.00 /km for maximum of 100kms /day for two wheelers or 100kms /day @ Rs.10.00/km for four wheeler will be reimbursed upon submission of claim in the prescribed format if vehicle is not provided by BRLPS.

7. A sum of Rs.2000.00/day will be reimbursed towards stay in case of stay in state capital cities outside Bihar and Rs.1000/day in case of stay at other places subjected to submission of actual bill/s.

Period of Consultancy

In the beginning the services will be hired for a period of one year, however, there is a possibility of extension of contract upon satisfactory performance. The performance evaluation criteria would be agreed with the consultants before signing of the contract.