



This project is co-funded by the European Union



FAIRTRADE NAPP – TERMS OF REFERENCE

A. ASSIGNMENT: *“Conducting a Study to identify the Cost of Sustainable Production (COSP) for different Rice Varieties listed under Fairtrade Certification and other potential varieties grown by the Fairtrade certified Producers, in case applicable”*

B. SUMMARY:

S No	Particulars	Summary
1	Project Title	Cost of Sustainable Production Study of Fairtrade Rice Varieties and Other Potential Varieties (as applicable)
2	Study Location	Jammu; Haryana, Uttarakhand and Uttar Pradesh
3	Maximum Budget	5000 Euros

C. About Fairtrade NAPP and Study Overview:

Fairtrade NAPP was established in 2014 and is a member of Fairtrade International Producer Networks. It supports and empowers Fairtrade certified farmers and workers across the Asia Pacific region. The producers share 50% ownership of the Fairtrade system and have an equal voice in all decisions that affect them. As a Producer Network, NAPP ensures their voice is heard in the system. Currently NAPP has 300+ Producer Organizations across 21 countries in Asia and Pacific Region supporting more than 260000 farmers and workers.

Fairtrade strengthens the position of farmers and workers in the value chain. By offering an alternative approach to trade NAPP supports producers in securing better markets, contributing to greater sustainable development in Asia Pacific region under Fairtrade – Network of Asia and Pacific Producers (NAPP).

NAPP being the official representative of Asian and Pacific Producers within Fairtrade Labeling Organizations (FLO) its mission is to connect disadvantaged producers and consumers, promote fairer trading conditions and empower producers to combat poverty, strengthen their position and take more control over their lives based on the below mentioned three pillars:

- To serve as an organ of representation, coordination, exchange and collaboration for the empowerment of small-scale farmers and farm workers from Asia and the Pacific within the framework of Fairtrade certification.
- To facilitate the incorporation of more producers to be able to join the Fairtrade movement in Asia and the Pacific through an existing wide range of products and services.
- To ensure that Asian and Pacific realities and conditions are taken into account while setting Fairtrade Standards without compromising on the basic principles of Fairtrade.

As one of the key features of Fairtrade certification is the payment of Fairtrade Minimum Prices and Premiums to certified producers, there is a need to understand the current market prices of applicable rice varieties produced by Fairtrade Certified Producers.. Because the Minimum Price is a floor price based on the producers costs of sustainable production (COSP), thereby providing a safety net for our certified farmers, NAPP is keen in undertaking this study to understand the cost (and price) structure of rice varieties produced by Fairtrade certified producers within the India region.

D. Purpose of the Assignment/ Study:



This project is co-funded by the European Union



The main purpose of this study is to develop a compendium, highlighting COSP of all Fairtrade listed rice varieties applicable to date covering 4 major Indian states – Jammu, Haryana, Uttarakhand and Uttar Pradesh, where Fairtrade has its presence through farmer groups. The compendium shall also cover other applicable varieties beyond those sold as Fairtrade certified (optional), if Fairtrade farmers are involved in the production of those varieties (to enhance future market opportunities). Additional objectives of the study are:

- Understand the current applicable prices (i.e., Farm Gate Price - EXW – Exworks) for produced Fairtrade rice varieties under the Minimum Price concept of Fairtrade and identify the gap, if prevalent.
- To develop a guiding document in the form of compendium for Fairtrade and its stakeholders to use the same for marketing initiatives.
- The study outcomes shall support Fairtrade members like NAPP & NFOs to develop a case study for foraying into new markets based on Purchasing Power Parity.
- The COSP developed for new rice varieties (if applicable) shall help the Fairtrade system, farmers and traders in the supply chain to add them under the scope and initiate business opportunities.
- Finally, the COSP developed shall be used in advocacy work by the Fairtrade stakeholders for multifarious objectives.

E. Scope of Work:

- Understand and analyze the existing Fairtrade Minimum Price concept of Fairtrade, through secondary data support from NAPP.
- Conduct desk review of available Fairtrade COSP standards and guidelines and accordingly develop the work plan and the necessary formats for data collection.
- Conduct primary data collection from respective districts of primarily 4 states – Jammu, Haryana, Uttarakhand and Uttar Pradesh respectively.
- Conduct secondary market review and establish correlation with primary data collection outcomes to showcase the market trends vis-à-vis the primary findings.
- Explore non Fairtrade rice varieties produced by the Producer groups to develop the COSP for creating future market opportunities.
- Develop a compendium of COSP of all Fairtrade and non-Fairtrade rice varieties as a final product for further usage.
- And a presentation and visually appealing summary of key findings and recommendations

F. Required Qualification and Experience:

The Individual Consultants/ Firm should have an expertise in carrying out such baseline surveys and studies. The consultant should have good experience on participatory research methods and tools. S/he should have competency in managing and organizing and interpreting quantitative and qualitative data and information. The Individual Consultants/ Firm should have the following academic qualification and experiences:

- The team/ consultant should have relevant members who have an experience in social studies, economics or any other developmental field with minimum 10 years experiences in undertaking similar type of studies.
- Should have relevant experiences in their respective areas with minimum 5 year experiences including field level data collection and qualitative research in similar type of studies.



This project is co-funded by the European Union



FAIRTRADE INTERNATIONAL

- Should have comprehensive understanding of the tools development and draw the information from the baseline data and analytical report writing skills.
- Ability and availability for the duration of the survey independently
- Good written and verbal communication skills in English.
- Experience with basic technology as well as using voice recorder.
- Must have good writing and speaking skills in at least 2 languages – English & Hindi
- Able to communicate effectively and work in the project areas for the duration of the data collection.
- Willingness to comply with all applicable procedures, including the [Fairtrade research ethics policy](#), protection policy and other applicable policies.

G. Outputs/ Deliverables:

The Individual Consultant/ Firm's is/ are expected to submit the following deliverables during and at the end of the study.

- Inception Report - Inception report will have to be submitted after signing of the agreement detailing on the survey methods, tools and work plan.
- Develop Survey proposal (brief concept) includes, research questions, conceptual frame of the research, consent forms and procedures for Fairtrade NAPP review;
- Develop final survey proposal which includes introduction, literature review and methodology including sample districts/communities;
- Prepare schedule for field work
- Presentation of the key findings to the Producers and NAPP team.
- The consultant shall submit a final report (of minimum 50 pages) and summary of 15 pages in both hard copies and electronic copies along with all survey data (in Excel or SPSS compatible formats), transcripts of the FGDs, KIIs, photographs with consent forms and and comply with the terms of the duly signed Non-Disclosure Agreement.
- Deliverables
 - The draft report is expected from the consultant before final report. The report will be written in simple English language and must be comprehensive. Reference shall be cited after each important facts and figures.
 - The final report should be submitted after incorporating all comments and corrections if any from respective stakeholders.
 - A presentation and visually appealing summary of key findings and recommendations
- Completed checklists, questionnaires, case stories, quotes, photos have to be submitted to Fairtrade NAPP

H. Timeline of the Study:

The study is planned to start by mid-August/ September' 2021 and to be completed within a span of maximum 3 Months from the date of signing of the contract.

I. Submission of Proposals:

The interested Individual Consultants/ Firm's are requested to submit their “**Technical Bid**” and “**Financial Bid**” to research@fairtradenapp.org on or before 15th July 2021. All expressions of interest should mention the subject line as “*Application for COSP Study of Rice Varieties of Fairtrade*” while sending the bid.