



Terms of Reference (ToR)

Hiring of
CONSULTANT
To conduct
Need Assessment
On
Dairy Value Chain and Breed Improvement

Submission Deadline:
April 7, 2026

ADRA Bangladesh
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1. Introduction

ADRA Bangladesh has been working for many years in Gouripur of Mymensingh and Daulatpur of Manikganj, implementing community-based development interventions and supporting a wide network of Community-Based Organizations (CBOs) registered under the Government Cooperative Department. Many of these CBO members rear cattle as part of their household livelihood activities; however, cattle rearing remains largely informal and subsistence-oriented. Milk production in the targeted areas is significantly low due to poor genetic quality of local breeds, limited access to improved breeding services such as artificial insemination (AI), and inadequate knowledge of advanced dairy management practices.

Recognizing the potential of the dairy sector to reduce poverty and enhance household income, ADRA Bangladesh is preparing to design a new dairy value chain project aimed at improving productivity, strengthening market linkages, and creating sustainable economic opportunities for CBO members. To inform the project design, ADRA Bangladesh seeks to conduct a comprehensive needs assessment of the current dairy value chain in these two locations. This assessment will explore the feasibility of promoting artificial insemination for breed improvement, analyze strengths and gaps within the existing dairy ecosystem, and identify the challenges that limit commercial-scale milk production.

The findings of this assessment will guide ADRA Bangladesh in developing a context-specific, evidence-based dairy value chain initiative that builds on existing community structures, enhances resilience, and contributes to poverty reduction among CBO households.

2. Purpose of the Assessment

The primary purpose of this assessment is to generate an in-depth understanding of the dairy value chain in **Gouripur Upazila of Mymensingh** and **Daulatpur Upazila of Manikganj**, with particular attention to breed improvement, milk production practices, service availability, and market opportunities for CBO members.

Specific Objectives:

- Assess current cattle-rearing, feeding, and milk-production practices among CBO households, including the use of artificial insemination and access to improved breeds.
- Identify community needs, challenges, socio-economic factors, and capacity gaps that hinder the shift from subsistence-level to commercially oriented dairy production.
- Map key value chain actors, service providers, and institutional mechanisms, including government departments, veterinary services, private actors, and market intermediaries.
- Analyze gaps in the dairy ecosystem, including breed quality, extension services, input access, market integration, and enabling environment.
- Assess opportunities for promoting AI services and hybrid breed development in the targeted areas.
- Provide actionable, evidence-based recommendations to guide the design of a new dairy value chain project for ADRA Bangladesh.

3. Scope of Work

The consultant will be responsible for conducting a rigorous field-based and desk-based assessment that includes, but is not limited to:

3.1 Desk Review

- Review relevant national policies, strategies and plans related to livestock and dairy development.
- Review existing studies, reports and data on dairy value chain, breed improvement, and livestock services in Bangladesh.

3.2 Field Assessment and Data Collection

- Conduct quantitative and qualitative data collection in selected project locations.
- Household-level assessment of CBO members involved in dairy rearing.
- Examine animal health services, feed and fodder availability, housing, water and waste management practices.
- Engage with smallholder dairy farmers, producer groups, milk collectors, processors, traders, cooperatives, and financial institutions.
- Assessment of farmers input suppliers, veterinarians, Artificial Insemination (AI) service providers, and veterinary & breeding services (public and private).
- Assess existing cattle breeds, breeding practices (AI and natural), genetic potential, and adoption barriers.
- Market assessment including milk collection points, storage, transportation processing units, and traders.
- Stakeholder consultations with DLS, BLRI, local cooperatives, milk traders, AI technicians, and private dairy companies.
- Identification of risks, barriers, and opportunities for enhancing production and profitability.
- Mapping of the dairy value chain with visual representation.

4. Methodology

The consultant will propose a detailed methodology, which should include:

- Mixed-methods approach (qualitative and quantitative)
- Sampling framework
- Tools for household surveys, FGDs, KIIs, market observations
- Gender and inclusion considerations
- Ethical data collection procedures
- Data validation process

The methodology must be approved by ADRA Bangladesh prior to fieldwork.

5. Deliverables

The consultant will be responsible for producing the following within the agreed timeline:

A. Inception report

- Detailed methodology and assessment framework
- Data collection tools and sampling strategy
- List of stakeholders for consultation
- Fieldwork plan and timeline
- Submitted and approved before commencement of field activities

B. Data Collection Tools

- Draft and final tools (questionnaires, FGD guides, KII checklists, observation checklist and any other instruments)
- Tools must align with the scope of this ToR

C. Field Data and Summary Notes

- Complete dataset from surveys, FGDs, KIIs, and other consultations
- Summary notes highlighting early findings
- Photographs and documentation following ADRA guidelines

D. Draft Assessment Report

- Comprehensive analysis of the dairy value chain in both locations
- Findings on production practices, challenges, service access, and capacity gaps
- Assessment of AI availability, breed improvement potential, and production constraints
- Market and stakeholder analysis
- Opportunities for ADRA's intervention
- Clear, actionable recommendations supported by evidence

E. Validation Workshop

- PowerPoint presentation summarizing key findings and recommendations
- Incorporation of feedback into the final report

F. Final Assessment Report

- Revised report addressing all feedback Includes:
 - Executive summary
 - Methodology
 - Findings
 - Gap analysis
 - Market analysis
 - Value chain mapping
 - Stakeholder roles and capacity assessment
 - Recommendations
- Submitted in both editable (Word) and PDF formats

G. Data Files and Annexes

- Clean quantitative dataset (Excel or SPSS)
- Transcripts/notes from qualitative consultations
- List of stakeholders consulted
- Tools used
- Photos and other relevant annexes

6. Consultancy, Profile and Evaluation Criteria:

The consultant(s) must possess the following qualifications:

A. Educational Background (Essential)

- Master's degree in Animal Science, Dairy Science, Livestock Management, Veterinary Science (DVM), or Agricultural Economics.
- Specialization in animal breeding, genetics, or dairy value chain analysis will be a strong advantage.

B. Experience and Competencies

- Minimum 5 years of professional experience in livestock, dairy development, agricultural value chains, or rural livelihoods.
- Proven knowledge of Bangladesh's dairy sector and AI service ecosystem.
- Experience working with local communities, cooperatives, NGOs, or development projects.
- Strong skills in mixed-method research and participatory assessment approaches.
- Excellent analytical, writing, and reporting skills in English.
- Fluency in Bangla for field-level data collection and community engagement.
- Proven track record of completing similar assessments (at least two sample reports must be submitted).

7. Duration of the Assessment:

The assignment is expected to be completed within 6 weeks from the date of contract signing.

8. Reporting and Coordination:

The consultant will report to the Programs Director and work Closely with the program officer and M&E officer.

Regular coordination meetings will be held during the assignment.

9. Support Provided by ADRA

- Introductory meeting
- Coordination support for field visits
- Access to CBO members and community groups

10. Ethical Considerations

- Informed consent must be obtained from all participants
- Data confidentiality must be maintained
- No photographs without explicit permission
- The consultant must comply with ADRA's safeguarding policies

11. Data Ownership

All data, transcripts and analysis generated during the consultancy will be the property of ADRA Bangladesh and cannot be shared externally without permission.

12. Payment Terms

- 50% Upon inception report approval
- 20% Upon draft report submission
- 30% Upon submission of final report

13. Application Requirements

Interested consultants are requested to submit:

- Cover letter
- Technical proposal (methodology, work plan, understanding of assignment)
- Financial proposal
- CV(s) of consultant or team members
- Two sample reports of similar previous work