

Term of Reference: Local Market Assessment for Identifying Trades for Young Girls and Young Women in Madhesh Province

SheLeads Skills and Empowerment Project

Summary of Project

SheLeads project is designed to address systemic and legal challenges faced by young women and girls in Madhesh Province. It aims to support access to skill development and entrepreneurship opportunities, thereby addressing barriers to economic access and fostering transformative change. The project focuses on vocational skills (short-, medium-, and long-term dual VET), results-based financing, enterprise development, financial inclusion, and youth engagement in local governance projects and initiatives. This project is financially supported by a Swiss Foundation, Ursula Zindel Hiliti Foundation and will be implemented in three different municipalities of Madhesh province namely, Karjanha, Lahan and Ganeshmancharnath.

To achieve the overall objective, there are three outcomes:

Outcome 1: Increased income for young girls and women through wage employment and self-employment.

Outcome 2: Reduced barriers for young girls and women to access skills, employment, and entrepreneurship, fostering transformative change and strengthening local institutions.

Outcome 3: Enhanced the synergy and strengthened the impact of the three participating organizations (Nepal Alliance) in supporting young women within and between Nepal and Ethiopia.

Objective of the assignment:

The primary objective of this assignment is to conduct a comprehensive market assessment focused on Karjanha, Lahan and Ganeshmancharnath municipalities, while also incorporating insights and trends from the broader Madhesh Province to identify **locally viable, market-relevant, and gender-responsive trades** for young girls and women (ages 13–40). The assessment will focus on uncovering both **Traditional and Non-traditional Trades**, with a strategic emphasis on **Non-traditional Trades** that offer higher income potential, sustainable employment, and entrepreneurial opportunities. The assessment must analyse both broader market and industry need as well as the preferences, motivations, and learning interests of young girls and women of Madhesh Province, ensuring that the training opportunities align with both market needs and the demand for trades that interest and empower them.

Key Deliverables:

- **Inception Report** detailing methodology, tools, and timeline.
- **Draft Market Assessment Report** including:
 - Trade Mapping for Madhesh Province focusing on the three target municipalities (Karjanha, Lahan and Ganeshmancharnath Municipalities), highlighting high-growth trades, localized trends, and area-specific opportunities.
 - Market Demand and Supply Analysis highlighting current labour market gaps, value chains and potential for scale for identified trades.
 - Assessment of trades that offer viable self-employment or small enterprise potential for young women.

- Feasibility Justification on why identified trades are suitable for the project participants in terms of market demand, social acceptance (for non-traditional trades), and accessibility to training and financing.
- Priority trade list categorized by traditional/non-traditional.
- **Final Market Assessment Report** incorporating feedback from the Helvetas Nepal/SheLeads Project Team.
- **Presentation** to Helvetas Nepal/SheLeads Project Team.

Timeline:

The assessment will be carried out over a period of approximately 15 days, starting from the date of contract signing. The detailed timeline is as follows:

- Proposal Submission: 27th May 2025
- Approval and Contract: 2nd June 2025
- Inception Report: 5th June 2025
- Draft report and presentation: 15th June 2025
- Final Submission: 17th June 2025

Institutional Arrangement:

Helvetas Nepal/SheLeads Project will provide all the necessary project documents, information to ensure a successful market assessment.

Confidentiality

All the project documents, outputs, reports, information, etc. provided and produced during the assignment will be treated as the property of Helvetas Nepal and will remain confidential. The outputs of the assignment cannot be sold, distributed or reproduced.

Attached code of conduct will be an integral part of the contract (Section 2)

Evaluation Criteria:

1. **Technical Proposal (75%)**
 - **Experience (30%):**
 - a. At least 6 years of experience in conducting **Market and Trade** assessments, labour market surveys, or value chain analyses, particularly in the context of Nepal.
 - b. Demonstrated experience in identifying **Non-Traditional and Gender-Responsive** trades, especially those suited for marginalized and disadvantaged women and girls.
 - c. Strong understanding of **Technical and Vocational Education and Training (TVET)** systems, entrepreneurship development, and economic development in Nepal.
 - d. Prior experience working in **Madhesh Province** or similar socio-economic contexts will be a strong asset.
 - e. Ability to conduct assessments using both **Qualitative and Quantitative** research methods, including participatory tools.
 - f. Experience of effective surveys with local government, educational stakeholders, financial institutions including other private sectors and marginalized communities.
 - **Human Resource (25%):**
 - a. Master's degree or higher in **Economics, Development Studies, Market Systems, Vocational Training, or any related field.**
 - b. At least ability to work collaboratively in a participatory manner.
 - c. The resumes of the respective human resources are a must clearly stating their roles and responsibilities.
 - d. Knowledge of the ethnic language of the local communities is an asset.

- **Understanding and Approach (20%):**

- a. The technical proposal should demonstrate a clear understanding of the assignment's objectives and incorporate a context-specific, gender-responsive, and participatory methodology tailored for conducting the Market Assessment in Madhesh Province.
- b. The approach should include tools and techniques for identifying high-growth, non-traditional, and entrepreneurial trades, along with justification for their selection based on market relevance, area potential, and social feasibility.
- c. The proposal should highlight a practical plan for fieldwork, data collection, analysis and validation, considering the socio-cultural and linguistic context of the three target municipalities.
- d. Good spoken and written communication skills in Nepali and English is a must.

- **2. Financial Proposal (25%)**

- Interested consulting firms are requested to send a financial proposal.

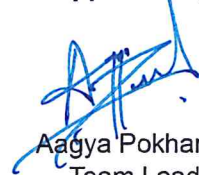
Budget:

- The total budget of the assignment is up to NPR 7,00,000 (In words: Seven Lakhs Only)

Submission Procedure:

- The deadline for proposal submission is 27th May 2025, 5:00 PM Nepali time. The proposal should be submitted at npl.sheleads@helvetas.org. The submitted proposal must be signed and compiled in a PDF file before its submission.
- All the Interested evaluators/consulting firms are also required to submit mandatory organizational documents, PAN/ VAT Certificate.

Approved by:



Aagya Pokharel
Team Leader

SheLeads Skills and Empowerment Project
Helvetas Nepal