

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



Ministry of Economic Development
Male',
Republic of Maldives



Maldives: Enhancing Employability and Resilience of Youth Project (MEERY)

P163818

Term of Reference

for

Consultancy Services for the Development of a Packaging Facility

1. Introduction

Several aspects of the Maldives' recent development pattern highlight imbalances between labor demand and supply. Public sector jobs are predominantly in the civil service with the rapid expansion of cadres in the 1990s and 2000s. However, with the increasing standard of living over time, the labor market has become more challenging for Maldivians in general. Increasing educational attainment among the younger generation and expectations have coincided/collided with the rapid growth in low-skill service jobs associated with tourism and construction, leading to a mismatch in skills supply and demand. Despite the high levels of growth and labor market conditions in public investments, tourism, fisheries and non-tradable tourism related activities, important challenges remain for young Maldivians. These relate to (i) the need for greater inclusion and productive employment for youth, especially for those who cannot rely on public sector jobs (because of a sharp reduction of public sector employment) or who are from the most vulnerable segments of the population; and (ii) an increasing reliance on foreign labor in important sectors such as tourism and construction services and limited opportunities for women.

The Government of Maldives (GoM) is implementing the "Maldives: Enhancing Employability and Resilience of Youth (MEERY)" Project. The project is funded by the World Bank. The objective of the project is to improve the relevance of technical and vocational skills and foster entrepreneurship to promote youth employment in priority sectors. The project is being jointly administered by the Ministry of Higher Education (MoHE) and Ministry of Economic Development (MoED), with a Project Steering Committee that is co-chaired by the MoHE and the MoED.

The project comprises of three components and a Contingent Emergency Component. The three primary components are;

Component 1: Fostering skills development and entrepreneurship in priority sectors through four sub-components:

1.1: Labor-market assessment and analysis for demand driven skills identification

1.2: Revision of Skills Development (TVET and Entrepreneurship) Curriculum

1.3: Face-to-Face Skills Delivery.

1.4: Support for Entrepreneurship Development.



-2-

Component 2: Promoting entrepreneurship and employment through skills Development and eLearning Strategy through three sub-components:

2.1: Strategy Development, Strengthening and Diversifying skills development programs.

2.2: IT infrastructure for skills development and jobs platform.

2.3: Career hubs for education-industry linkages.

Component 3: Project Coordination, Monitoring and Evaluation

2. Project Background

Packaging experts, services, and solutions in the space of food processing packaging and those for fisheries, agriculture and horticulture products, or any other manufactured products in Maldives are non-existent. The entrepreneurial activity has been driving the packaging based on their own understanding and not proper scientific research. The current set of packaging practices impacts the quality, marketability and is non-standard in most cases, therefore impacting product value and increases wastage in the absence of ease of handling.

The Packaging Facility is envisioned to provide packaging solutions to entrepreneurs and Micro, Small, and Medium Enterprises (MSMEs) largely based on sustainable, and green materials and processes. The facility will prioritize sourcing locally available materials for packaging solutions, and at the same time have aesthetic appeal, practical, easy to handle and durable.

The planned locations for the packaging facility are the fast-developing Hulhumale' from the Greater Male' region and Addu City, the second largest urban area in the Maldives. Hulhumale' being the most ambitious land reclamation project in the Maldives, it also resides a mix of various talents and opportunities from different parts of the country making it an excellent location for entrepreneurship development activities. Apart from developing Hulhumale' region and providing greater opportunities for the local businesses, it is also the aim of this project to kick start the economic activity in the southern region of the Maldives. This project aims to help entrepreneurs and MSMEs produce innovative, and quality local products, and help them find local, regional, national, and international markets. The development of a packaging facility is to focus on building substantial value chains and reach the right market for the products, at the same time reduce wastage and enhance customer satisfaction. Currently in Maldives the fisheries, agricultural and horticultural produce are sold mostly fresh, directly from farm to the market. Only a handful of the products are processed, and value addition is done. Furthermore, Hulhumale' is nearby Velaanaa International Airport and Addu city having an International Airport and an International Port, making it easier for products to access regional and international markets.

3. Objectives

The purpose of this assignment is to design, develop, and implement a fiscally sustainable packaging facility in Hulhumale' and Addu City. This would involve three tasks, firstly, to undertake an all-encompassing assessment based on secondary information, international experience as well as key informant interviews, workshops, focus group discussions with relevant stakeholders on the issues pertaining to the needs of packaging solutions, need for



a packaging facility, feasibility, adequacy, fiscal, etc. Secondly, advise the government on appropriate design options and support design, development and implementing the packaging facility. Thirdly, help implement, develop, and operationalize the packaging facility.

4. Scope of Work

Within the three weeks of the assignment, the consultant will submit a detailed inception report that will outline the process, schedule, and the requirements for undertaking the tasks. Further, the consultant is required to undertake the above tasks as per the following:

a. Needs Assessment Report

To do the assessment, the consultant will undertake a needs assessment that should include a review of the existing packaging of the products and see the array of the packaging items/designs/products and packaging processes that is currently in practice. Such a review should also throw light on the need for packaging in the Maldives, by assessment of the packaging market, its scope and areas of improvement including introduction of new packaging material and designs, and any possible changes that may be required to introduce and implement a packaging facility.

Once the draft of this needs assessment report is prepared, the Consultant will facilitate one or more validation workshops with stakeholders to present the findings and incorporate any feedback into the final version.

b. Report of Simulations and Design Options

Based on historical information generated from secondary sources, the consultant is expected to undertake fiscal sustainability simulations that analyze the implementation of the packaging facility and suggest.

- a) appropriate fiscal projections to cater for counter-cyclical effects of any significant growth and slumps,
- b) long- and short-term costs associated with the packaging facility,
- c) how economic and demographic profile of the region will influence the project

Based on the analysis, the consultant is expected to make proposals about the products/solutions/services to be offered by the packaging facility with due consideration for green, sustainable, and practical aspects.

In terms of services/products/solutions offered by the Packaging Facility, the consultant should provide proposals for coverage of a wide range of beneficiaries including those involved in the informal sector, self-employed, entrepreneurs and MSMEs.

This report will also delve into the international experience on packaging, and packaging facilities and analyze the same in the context of Maldives.

It is also expected that this document would include possible design options for the proposed packaging facility project along with the cost implications. These options should adequately cover issues around packaging methods, materials, current packaging challenges, and



developing local packaging capacity for long term benefit for products in fisheries, agriculture, horticulture, processed food, bulk commodities, and export products.

As part of the design options, the consultant should make proposals regarding administrative and institutional arrangements including human resource considerations, cost of implementation, possible financing mechanism and the ICT requirements for operating the packaging facility. This should include a last mile delivery mechanism that is relevant in the context of the Maldives.

Once the draft of this report is prepared, the Consultant will facilitate with relevant stakeholders to present the content and incorporate any feedback into the final version.

c. Draft Packaging Facility Project Report

Based on the tasks envisaged above, the consultant will draft a packaging facility project report for the consideration of the Government of Maldives. This draft should contain the project design, its components, financial requirement, procurement plan, implementing arrangements, monitoring and evaluation structure and plan, staffing and training requirements, risks, and its mitigation strategy, operational framework, quality, and standards certification etc.

d. Implementation, Development and Operationalization of the Packaging Facility

Based on the packaging facility project report, the consultant is expected to manage, oversee, and supervise the implementation of the project and ensure successful development and operationalisation of the Packaging Facility in Hulhumale' and Addu City.

5. Deliverables

1. A detailed inception report including a stakeholder engagement plan that will guide and facilitate the process of obtaining buy-in from relevant stakeholders (3 weeks).
2. Needs assessment report (6 weeks).
3. Report of simulations and design options (6 weeks).
4. Draft packaging facility project report (6 weeks).
5. Consultancy Services to ensure successful implementation, development, and operationalisation of the Packaging Facility (21 weeks)
- 6.

6. Duration of the Consultancy

The consultant is expected to complete this assignment in a period of 42 weeks including time for feedback from the government, and for the development and implementation of the envisaged Packaging Facility.



7. Inputs provided to the Consultant

All expenses related to the workshops and their planning will be covered by the government. In addition, the government will facilitate domestic travel required for the Consultant to visit a representative set of atolls for data gathering and validation.

Data required for the diagnostics will be provided by the government to the Consultant where possible, or summaries of data prepared by the government for the Consultant in the case that raw data cannot be shared.

8. Qualification

The Government of Maldives aims to obtain the services of a consultant, with appropriate and relevant expertise and experience in the field of food processing, quality control, packaging and labelling especially those having the experience of having worked in small island states. The consultant should have adequate experience of assessment relevant country systems and should have formulated relevant projects.

Qualifications at a minimum should include:

- Post-Graduate Degree in Economics, Finance, Food Processing, Quality Control, Packaging and Labelling or other relevant field in the food sciences.
- At least 10 years of progressively responsible professional work experience in development, implementation, supervision, research, analysis, and evaluation of packaging, labelling, processing, and value addition to products in developing countries.
- Experience and knowledge in brand development, management, and design.
- Excellent project management skills.
- Excellent verbal and written communication skills and demonstrated experience working with a variety of stakeholders.
- Experience in small island states would be a plus.
- Fluency in English.
- Demonstrated ability to deal sensitively in multi-cultural environments.
- Excellent diplomacy and demonstrated political acumen.
- Flexibility and willingness to travel locally

9. Institutional Arrangements, Reporting, and Supervision

The consultant will work under the guidance and direction of Ministry of Economic Development (MoED), and the consultant shall report to the Project Director on the status of the assignment on a regular basis.

If the consultant is international, he/she should be available to work in the Maldives. The consultant will work in a place agreed with the Ministry and will be required to take part in all the relevant meetings.



-6-

10. Fee

The Consultant shall quote an all-inclusive lump-sum fee based on per day rate for the entire consultancy duration using the number of working days stated in the Deliverables (Section 5 of the TOR). Fees should be quoted in Maldivian Rufiyaa (MVR).

Since the fees are quoted based on the satisfactory delivery of predetermined outputs, the quoted lump-sum fee will not be revised even if the duration of the consultancy increased due to any reason.

11. Payment Terms

Proportionate payments will be made as per the **contract** after each deliverable is submitted, subject to approval of the deliverable by the Ministry.

12. Required Documents

Interested individual Consultants must submit the following documents/information to demonstrate their qualifications, experience, and responsiveness to this TOR.

- I. Expression of interest letter
- II. Curriculum vitae indicating all experience from similar projects
- III. Financial proposal
- IV. At least 3 (three) professional references

13. Expression of Interest Application Submission

- I. Deadline for submission of the application is 24 July 2022 (14:00 Hrs).
- II. Application should be emailed to the following contact details.

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