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Recruitment of Consultants for the Ocean Partnerships for Sustainable Fisheries and Biodiversity Conservation – Bay of Bengal regional Project

Name of the Assignment: Profiling of tuna retailers and development of a consumer outreach strategy in India

Ref: As per Procurement Plan for 2017-18: BOBP-OPP-CS-2

Date: 18 December 2017

A. Background

The Bay of Bengal Programme Inter-Governmental Organisation (BOBP-IGO) is a regional fisheries advisory body with headquarters in Chennai, India (for details see www.bobpigo.org). The Organisation was established in 2003 through an agreement amongst Governments of Bangladesh, India, Maldives and Sri Lanka. The Organisation works closely with the Member-Governments, communities, trade bodies and international organisations to develop sustainable marine fisheries solutions in the Bay of Bengal region. Presently, BOBP-IGO is executing the World Bank/Global Environmental Fund (GEF) programme on “Ocean Partnership for Sustainable Fisheries and Biodiversity Conservation – Models for Innovation and Reform”, a Regional Project for the Bay of Bengal (‘BoB Regional Project’). The Project, under implementation from early 2015 and until December 2018, works with a wide range of national stakeholders and partners in India and in the member-countries. Technical support to the Project is provided by a range of inputs from both national and international experts.

The objective of the BoB Regional Project is to develop *business plans* to attract investments into a long-term *pilot* on sustainable fisheries based in coastal Tamil Nadu in south India and to contribute to the global objective of the programme ‘to catalyze pilot investment into selected transformational public-private partnerships that mainstream the sustainable management of highly migratory fish stocks spanning areas within and beyond national jurisdictions’.

B. Landscaping of tuna consumers and development of a consumer outreach strategy in India

1. Activity Overview

The main objective of this assignment is to provide insight on the procurement strategy, consumer base, and sales of retailers dealing with tuna in Chennai and Bangalore cities. The complimentary objective is to profile tuna consumers and understand the demand for fresh tuna in the domestic market in order to develop a consumer outreach strategy and outreach material. The output from this consultancy will be helpful in identifying niche markets within the country to connect local fresh tuna producers.

2. Specific objectives

The specific objectives of this assignment are to map tuna retailers in two major Indian metros, Chennai and Bangalore. These cities are close to tuna production centres in India. Chennai is a major tuna production centre itself. From demographic viewpoint, both the cities are cosmopolitan, a very important characteristic from Indian food habit perspective. Different regions in India have well-defined

food preferences. Therefore, a large cosmopolitan city such as Chennai and Bangalore where people from different parts of India as well as from abroad reside, gives a platform to observe and identify potential tuna consumers in the domestic market.

Another specific objective is to understand the procurement and sales strategy of tuna retailers, especially the high-end seafood vendors. In India, tuna landed is often of poor quality not fit for sashimi/sushi preparations. However, sashimi/sushi is one of the most popular way for restaurant to serve tuna globally. Therefore, there is a need to review how the high-end seafood vendors are selling their products and whether they are procuring tuna locally or through imports. The procurement strategy of tuna vendors will shed light on production controls to be in place to link local producers to such procurement chains.

The third specific objective is to create outreach material and strategy to promote tuna for domestic consumption. Such a strategy should be backed by insight from existing tuna disposal mechanisms and consumer preferences.

C. Scope of Work

The work to be undertaken under the consultancy includes both desk-based research and field work. The study will be carried out in Chennai and Bangalore with occasional travel to Puducherry and Vishakhapatnam where two pilot activities under the project are being implemented. It may be mentioned here that there is little publicly available information on tuna marketing in India and the consultant is required to gather the necessary information through field work.

C.1 Description of Deliverables

- 1. Preparation of study methodology:** Given the novelty of the study, the consultant will propose a suitable methodology to address the above objectives. The methodology should include familiarity of the consultant with the seafood retailing sector and the contacts therein, which can be used to gather preliminary information and further leads. Familiarity and contact within the sector is deemed necessary as the information outlined above may be considered as trade intelligence and retailers may not agree to share it. In this regard, it may also be clarified that the information will be used in an aggregate form without identifying the sources, unless expressly agreed. To the extent feasible, the BOBP-IGO will support this consultancy by drawing on its existing relationship with seafood producers and traders in India.
- 2. A report on inventory of tuna retailers in the cities of Bangalore and Chennai, including demand/sale for tuna products in these establishments:** The consultant will carry out extensive field work to identify all sources of tuna retailing to the maximum extent. This should include tuna retailing from local markets, restaurant and eateries having tuna in their menu as well as speciality stores catering mostly to expatriate population. The consultant will then draw representative samples from this inventory to gather detailed information on sale of tuna from these establishments. The consultant will be required to adopt a suitable sampling methodology for this purpose.
- 3. A report on profiles of tuna consumers:** The consultant will work with selected tuna retailers to profile the tuna consumers. The consultant will be required to develop a suitable questionnaire covering areas such as demography, socio-economic status, nationality, general preference for seafood and particular preference for tuna.
- 4. A report on the scope of linkages between restaurants and tuna fishers for selling of quality tuna:** In this major deliverable, the consultant will be required to work with a team of national and international experts working with BOBP-IGO. Based on the information collected above, especially on procurement strategy and sales, the consumer will propose different avenues to link or to strengthen ties of tuna producers with seafood restaurants and other speciality stores. The avenues will be evaluated by the team to assist the consultant to develop a final strategy. The strategy will be also evaluated through interactions with stakeholders before finalization.

- 5. A report on an outreach strategy to promote tuna consumption domestically, including development of model outreach material (print/electronic):** In this major deliverable, the consultant is required to produce an outreach strategy and outreach material such as posters and scripts for animation films. The outreach strategy is likely to be implemented on a trial basis before finalization.

C.2. Delivery Schedule

#	Deliverables	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
1	A report on methodology of the study	■									
2	A report on inventory of tuna retailers		■	■	■	■	■				
3	A report on profiles of tuna consumers		■	■	■	■	■	■			
4	A report on scope of linkages				■	■	■	■	■	■	
5	A report on an awareness strategy							■	■	■	■

C.3. Estimated Budget:

The total cost of the consultancy is fixed at US\$ 19,000, payable in equivalent Indian Rupees.

D. Qualification

D.1 A consultant for this assignment:

- Should have experience in development of outreach strategy and product/concept positioning.
- Should be familiar with seafood sector. Familiarity with tuna will be an added advantage.
- Should be able to work independently, including building contacts within the sector.
- Should have an advance educational degree in Biological Science; Environmental Science; Business Administration or related disciplines.
- Should be an Indian national.

D.2 Method of selection:

The consultant will be selected under 'Quality-based Selection' procedures, in accordance with the policies of the World Bank detailed in the Consultants' Guidelines which can be found at the following website: www.worldbank.org/procure.

D.3 Application procedure

To apply for the job, please send email to info@bobpigo.org with the following details by **12 January 2018**:

- Letter of intent (Explaining your suitability and willingness to take the job);
- A detailed curriculum vitae (CV) to demonstrate relevant expertise and qualifications; and
- Contact details of three independent referees.

Please specify the name of the position in the subject line.
