

Development of Dairy Sector Improvement Plan for Sindh

Background

The International Trade Centre (ITC) is the joint agency of the World Trade Organization (WTO) and the United Nations (UN). It is the only development agency that is fully dedicated to supporting the internationalization of micro, small and medium enterprises (MSMEs). ITC's mission is to foster inclusive and sustainable economic development, and contribute to achieving the United Nations Global Goals for Sustainable Development.

ITC is implementing the EU funded 'Growth for Rural Advancement and Sustainable Progress' (GRASP) project which aims to contribute to the reduction of poverty through development of rural MSMEs in selected districts within two provinces of Pakistan: Balochistan and Sindh. GRASP will focus on selected product lines within livestock and horticulture.

GRASP will take a holistic approach to building MSME competitiveness in agribusiness value chains starting from a deep understanding of markets and working back through the value chain to enable MSMEs and ultimately producers to create and capture additional value. To do this, GRASP will implement three intermediary outcomes:

1. Regulatory and institutional frameworks improved at federal and provincial levels for rural value chain and MSME development.
2. Productivity, quality, and sustainability of selected value chains in horticulture and livestock improved.
3. MSME commercialization within selected value chains improved.

Under intermediary outcome 1, GRASP will seek to improve the regulatory and institutional frameworks, at federal and provincial levels in Sindh and Balochistan, in the areas of domestic commerce, agricultural policies, rural MSME development and food safety, including plant and animal health. GRASP will undertake regulatory reform by developing and sustaining policies, laws, regulations (including upgrading existing laws) and strengthening government institutions to reduce barriers to competition and market openness, and foster market dynamics, while ensuring essential social and environmental welfare. GRASP will employ highly inclusive approaches to the design and implementation of regulatory reforms through close participation of all relevant stakeholders, especially the private sector including the small hold farmers and women through wide range consultations and public private dialogue (PPD).

Agriculture, being the mainstay of the economy, generates 20.9 percent of the total GDP and employs 43.4 percent of the total workforce. With an almost 50 percent contribution, livestock is by far the most important subsector in agriculture. In the past ten years, the subsector grew by an average of 5.8 percent. The higher growth in the livestock sector has been mainly attributed to growth not only in the headcount of livestock, which is commercially important, but also in milk production. Within the livestock sector, milk and dairy products are the largest contributors to the economy. Despite decades of oversight, Pakistan is the fifth-largest milk producer in the world. As a food item, milk (both milk and liquid milk equivalents) is second only to cereals in the level of per capita consumption in Pakistan, which nationally is 190 litres.

Due to rising inflation and high poverty levels, the majority of Pakistani consumers are price conscious. Therefore, demand for raw milk is large compared to processed milk. Hence, raw milk is the primary dairy product marketed in the country. More than 90 percent of the marketed milk is collected and sold unprocessed through the informal market by a multi-tiered layer of marketing agents. Though a number of commercially operating farms have been established but the sector is suffering from a number of issues which require intervention at regulatory, institutional and enterprise levels.

In this context, ITC is hiring a national consultant to develop Dairy Sector Improvement Plan for Sindh (starting with holistic assessment of the sector) by working closely with all relevant stakeholders from government, private sector, consumers associations, academia among others.

Description of Duties/Responsibilities

ITC intends to hire a seasoned expert to develop Dairy Sector Improvement Plan for Sindh (starting with holistic assessment of the sector) by undertaking a detailed analysis of the sector and conducting review of similar plans in force in other provinces of the country/Federal level as well as international best practices and evolving trends. The proposed Dairy Sector Improvement Plan will be developed in consultation and coordination with the Livestock and Fisheries Department of Sindh and all other relevant stakeholders from public and private sectors. The proposed plan shall cover specifically regulatory, institutional and enterprise related aspects of dairy and dairy products focusing mainly on production, productivity, processing, marketing, value chain improvement, dairy colonies, potential threats to livestock breeds, control mechanism, farmer advisory services, disease controls and prevention mechanisms, extension services, genetic/breed improvement plans etc.

The Consultant will work under the guidance of the Islamabad based Deputy GRASP Coordinator/Policy Lead in association with Sindh GRASP Lead and under the overall supervision of GRASP Coordinator. The consultant will be required to collaborate with other ITC GRASP staff and consultants working on the GRASP project.

The consultant would be required to address the below specific objectives of the assignment:

- Review existing national and provincial regulatory, institutional and enterprise related laws, policies and conditions affecting the Dairy Sector in Sindh in line with the evolving trends, domestic experiences and international best practices. The consultant will employ an inclusive approach to produce the draft plan by engaging in consultations with the public and private sector (including more vulnerable groups such as small hold farmers, SMEs and women) to identify challenges and to understand government objectives to develop a comprehensive dairy sector improvement plan. Based on the collected information, the consultant will develop policy options that strike a delicate balance between government objectives and ease of doing business and present them to PPDs before further legal drafting and finalization.
- In addition to above, the plan will specifically cover the following among others:
 - Current situation of Dairy Sector in Sindh province.
 - Action plans for implementation of policy and plan.
 - Marketing of processed milk.
 - Plan may also suggest feasibility status of dairy farming in urban areas
 - Policy and may suggest the alternate use of raw milk i.e. cheese making etc
 - Value Chain analysis of milk.
 - Policy/plan may also suggest the pricing factor of milk, and its valuation i.e. on SNF, Fat etc.
 - Utilization of milk produce by other animals i.e. Goat, sheep and camels as well.
 - Effects of health on dairy sector.

"The consultant has to ensure that s/he has obtained the necessary permissions with regard to intellectual property rights required to perform his/her services under this consultancy contract and for the subsequent dissemination by ITC in any form. Documentary proof is to be submitted to ITC. S/he has further to ensure to obtain accreditation to the event(s) as required. Should any license fee be due for the use of copyrighted materials of third parties, the consultant shall request the prior written permission from ITC."

Expected Outputs and Timelines

| Activities | Expected Outputs | Timeline |
|---|------------------------------------|----------|
| Conduct literature review including existing and historical federal and provincial laws, policies, sector improvement plans and research work undertaken by different national and international organizations related to challenges facing the dairy sector and improvement strategies for the sector developed for Pakistan particularly Sindh. Based on the literature review, develop an issue paper | Issue paper is produced | Week 1 |
| Together with the Departmental Representative of Sindh Livestock Department, hold consultations with the relevant stakeholders in public and private sectors to identify the challenges faced by various private sector actors from across the value chain and to gain understanding of government objectives. | Outline and narrative are produced | Week 2-3 |

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| Come up with a draft outline of the dairy sector improvement plan specifically indicating different sections and parts of the proposed plan to show case structure. Once the structure of the plan is approved by ITC, develop narrative of the plan. | | |
| Present the proposed plan in a PPD in Karachi and Sukkur (or as decided by GRASP) to present and select policy options and plan that satisfy both public and private sector objectives | PPDs are held and policy options selected | Week 4-5 |
| Based on the discussions at PPD and feedback received from the stakeholders, develop first draft of the plan and submit to ITC. Incorporate changes as suggested by ITC and Sindh Livestock Department. | First draft is produced | Week 6 |
| Present the draft plan in SRRC and or stakeholders round table | Proposed plan is presented | Week 7-8 |
| Finalize the draft in light of the discussion at SRRC/Round table and after consultation with ITC and Sindh Livestock Department. Submit final draft of the proposed plan | Final draft of proposed plan is submitted | Week 9-10 |

Travel

Travel to Karachi and Sukkur (or as decided) will be required to hold consultations and presentation of the proposed plan. Travel and DSA as per UN rules will be provided in addition to professional fee.

Required education, skills and experience

The consultant should have the following education, skills and experience.

Education

Master's degree (or higher) in Agriculture, Veterinary Sciences, Economics, Business, Development studies or a closely related field. Extensive relevant experience may be accepted in lieu of the university degree. A combination of qualification in law and agriculture/dairy would be preferred.

Experience

- At least 10 years of progressively responsible experience working on issues related to legal affairs, drafting laws, economic development and policy formulation on agriculture, livestock, dairy development, economic/trade/rural development in Pakistan.
- Experience with research and report writing in the above-mentioned fields
- Experience with project related consultancies and drafting project related documents in relation to development of laws, economic/trade/rural development matters

Skills

- Excellent presentation and communication skills
- Strong networking and capacity to build partnerships
- Good knowledge of institutions working on and facilitating production, certification, transportation and marketing of agriculture/dairy produce
- Extensive knowledge of institutional and regulatory regime in Pakistan
- Excellent legal drafting skills

Language

Fluency in Urdu and English required. Knowledge of Sindhi language would be an advantage.