Note: The consultant work in this TOR will design a promotional or marketing program to increase energy use in newly electrified rural areas, particularly for productive uses. After a diagnostic phase, the consultants will recommend a program outline. After Bank approval, the details of the program are developed.

Terms of Reference

Design of a Promotion Program for Electricity-Related Livelihood Activities in Rural Areas

Background

Objectives of Bank rural electrification project; benefits of promoting electricity use to expand existing economic activities and create new ones; potential for achieving this in the project areas.

Objective

Review the constraints to increased productive uses of electricity in newly electrified areas in the country, identify opportunities for improvement and recommend specific actions to be taken through a marketing program.

Tasks

Phase 1

1. Identify the market for productive uses by small businesses in rural areas. This will include estimating the magnitude of the current and potential market for rural productive uses, in terms of sectors, locations, employment and sales and/or assets, technology use, current energy use, purchases from the utility, and captive power.

2. Identify the constraints to increasing kWh sales for productive uses by rural businesses. This will include considering the situation from the perspectives of (i) rural enterprises who are presently using manual or diesel power (e.g., information constraints related to technology, capital sources; capital access constraints; technology constraints) and (ii) the utility (e.g., tariffs and charges, village selection constraints, power supply problems, internal organizational and incentive issues).
3. Identify the programmatic opportunities to increase kWh sales for productive uses in rural areas. Specify possible organizational approaches to address the constraints at the firm and utility levels. One program approach that will be considered is to promote productive uses through improved marketing of the utility’s services and improved collaboration with other enterprises and organizations so as to solve problems of rural businesses which constrain their access to the electricity.

4. Outline a recommended program, indicating the proposed scope and organizational framework.

**Phase 2**

5. Once approval is given for the program recommended in Task 4, elaborate the details of the design of the recommended program.

The work will be lead by an international consultant and be supported by a national firm.

**International consultant**

Main tasks:

1. Serve as the team leader, providing professional and substantive leadership for the team. Most tasks will be conducted in a collaborative fashion by the team members working as a collegial group. A key role of the international specialist, as team leader, is to develop this collegial working mode of the team.

2. Provide guidance on the technical approach to the assignment and the analytical frameworks to be employed.

3. Establish the detailed tasks and schedule of other team members within the overall team workplan. The detailed workplan for Phase One will be included within the inception report. The draft of the detailed workplan for Phase Two will be included within the Phase One report.

4. Establish the team’s internal operating arrangements, including communications.

5. Agree on operating arrangements with the Project Management Unit on behalf of the team.

6. Establish the detailed outlines of the reports, including establishing the data and analytical inputs that will be provided by the team members.

7. Provide guidance to the team on international experiences that offer lessons or practices that may be useful to consider. The international specialist will ensure that the design builds on international best practice.
8. Assist team members revise and develop their contributions to the team’s reports.

9. Edit and issue the final versions of the reports on behalf of the team.

**National Consultant**

Main tasks:

1. Assist the international consultant to establish the collegial working arrangements of the team.

2. Provide data and analytical inputs for the reports as agreed with the team leader, in particular provide detailed information to the team on rural enterprise opportunities and define roles and responsibilities of various governmental, non-governmental and private sector organizations. These will be set forth in the workplan for Phase One that will be included in the inception report and, for Phase Two, the draft workplan that will be included within the Phase One report.

3. Provide guidance to the team on local experiences in livelihood promotion/development that offer lessons or practices that may be useful to consider and institutional approaches that would be workable. The national consultant will ensure that the design builds on actual local experience and that they are practical and viable within the country’s organizational and other frameworks.

4. Play a lead role in the team’s scheduling and coordination tasks, including field visits.

**Outputs and Schedule**

**Deliverables**

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inception Report</td>
<td>Within 3 weeks of contract award</td>
</tr>
<tr>
<td>Problem Definition (Tasks 1 and 2)</td>
<td>Within 4 months of contract award</td>
</tr>
<tr>
<td>Recommended Program (Tasks 3 and 4)</td>
<td>Within 5 months of contract award</td>
</tr>
<tr>
<td>Detailed Design (Task 5)</td>
<td>Within 7 months of contract award</td>
</tr>
</tbody>
</table>

**Consultant Qualifications**

A consultant team will comprise of a national firm and an individual international consultant. The national consultant firm must have experience in rural enterprise development and rural electricity service provision. Experience in rural outreach and information dissemination, and working with the electricity cooperatives is essential. The international expert must have demonstrated expertise in rural enterprise development/promotion, design of programs, and demonstrated experience in designing/managing similar programs successfully.
Estimated Cost

International Consultant: Approximately 12-15 staff-weeks of international consultant services including three visits to the country plus internal travel in the country will be required.
National Consulting Firm: Approximately 8-12 staff-months of services will be required. Considerable internal travel within the country will be required.