Terms of Reference

Developing Street Market Management System for Gandhi Bazar Market

Green Logistics Project

PN 2013.2112.4-001

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1. BACKGROUND AND CONTEXT

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH cooperates with the Government of Karnataka in implementing the project "Sustainable Supply Chains for Perishables into Cities" (Green Logistics Project – GLP). GIZ is a global service provider in the field of international cooperation for sustainable development. As a public-benefit federal enterprise, GIZ supports the German Government – in particular the Federal Ministry for Economic Cooperation and Development (BMZ) – and public and private sector clients in around 130 countries in achieving their objectives in international cooperation. With this aim, GIZ works together with its partners to develop effective solutions that offer people better prospects and sustainably improve their living conditions. Germany has been cooperating with India by providing expertise through GIZ for more than 50 years.

With the Green Logistics Project (GLP), GIZ supports the Government of Karnataka to improve the access of urban populations to fresh, regional food products in an adequate hygienic setting. Under the project component "Improvement of the management, and social and health standards for points of sale of fresh food" it is planned to improve the physical conditions, technical infrastructure and the management of the Gandhi Bazar street market section for vegetables and fruit. In 2012 – 2013 the Directorate of Urban Land Transport (DULT) has prepared an initial pedestrianization study and baseline studies on mobility, physical form and Solid Waste Management have been completed under the project.

GIZ has agreed with DULT to provide support to develop Gandhi Bazar Street market on the stretch of the Gandhi Bazar Main Road designated for fruit and vegetables.

2. OBJECTIVE OF THE ASSIGNMENT

Against this backdrop, the objective of this assignment is to develop a comprehensive street market management system in Gandhi Bazar that ensures efficient utilization of street market facilities / services and adequately responds to the needs of the market users. This system will eventually act as a template for replication established urban street markets elsewhere in Bangalore and other cities.

The comprehensive street market management system will be based upon a Street Market Management Model that has been agreed with and suggested for implementation by relevant public and private stakeholders in Gandhi Bazar Street market and is available with the concerned department within the City Municipality. The model will be inclusive of social, hygiene and gender standards relevant to the time and location of the street market where it is to be implemented.

The assignment will also raise awareness and build capacities for successful implementation and enforcement of the developed street market management system at Gandhi Bazar amongst the relevant public and private stakeholders.

3. TASKS OF THE CONSULTANT

In order to achieve this objective, the consultant shall carry out the following tasks and activities:

3.1 Review of market information and preparation of a participative approach methodology and detailed work plan

- Meetings and interactions with all identified stakeholders (including consultants, project partners and GLP team). Review of all relevant data, plans and reports available with the GLP project team.
- Preparation of a participative approach methodology in coordination with DULT, GLP team and spatial planning consultant firm for preparation of Gandhi Bazar street market management model. The methodology should elaborate on a step wise detailed procedure for carrying out the participative approach with details of (communication tools used, resources required, list & contact details of stakeholders involved, outputs, roles & responsibilities of DULT/GLP/Consultant) for each step.
- Preparation of an updated work plan with timelines, responsibilities and budgets

Expected Output: participative planning methodology, detailed work plan for the complete assignment

Time Duration: 2 weeks

3.2 Preparation of a Market Management Model

- Review existing and best practices in market management models
- Prepare alternative Gandhi Bazar Street Market Management Systems
  - Make a realistic assessment of the existing public market management system in Bangalore and particularly in Gandhi Bazar. Develop frameworks for suitable institutional changes, enhance management capacities for efficient utilization of available street market facilities and address needs of the market users in Gandhi Bazar.
  - Develop at least 3 radically different ownership models (e.g. under the authority of a Municipal department or a market management Authority or the vendors/traders organization) with details of market management procedures separately under these ownership models. Each market management model should comprise of the following:
    - Street Market Rules / Bye-laws
    - Standard Operating Procedures (SOPs) for street market management and operation
  - Each model should clearly allocate responsibilities for the street market's operation and administration under the ownership structure. They should also clearly define

detailed procedures for executing control and policy functions on a day-to-day basis to ensure a well-functioning street market.

- Market Rules and/or SOPs should cover details of:
  - Institutional actions – roles and responsibilities of the authority including agreeing on financial and institutional arrangements, such as modes of market ownership, operating procedures, and levels of fees; extending the licensing of vendors/traders and improving marketing practices; agreeing with public bodies on solid waste collection' street lighting, drainage and environmental issues; and staff training.
  - Define duties of a market authority for efficient day-day operations of the market. This could include procedures for allocation of vending space, maintenance of the market and enforcement of hygiene standards; enforcement of market rules and regulations; the collection of market fees; traffic control and management; provision of services, such as water supply and waste collection
  - Market fees and revenues – different sources of revenue collections and procedures for fee collection for each revenue stream
  - Market rules and regulations – develop proposals for new regulations for smooth market operations and proper use of its facilities that are easily comprehensible, relevant, and enforceable within the constraints of cultural norms and staff limitations. For example, setting of rules for governing street market operations, marketing practices, public order, security and fire safety, hygiene control and inspection, market maintenance, etc.
  - Market administration – name and address of the market authority, their general liability and disciplinary powers; sanctions for breaches of market rules or defaults in payment defined separately; contract duration specified, including renewal or termination conditions; liability of vendors/traders for any damage to market facilities; name of authority and procedures for conflict resolution between users and administration should also be specified.
  - Any other section deemed necessary for successful implementation and enforcement of and effective street market management system;

- Organise and conduct stakeholder consultations (max. 8) with relevant stakeholders in close coordination with DULT, GIZ and spatial planning consultant firm for discussing the developed market management models. Expenses towards hiring of meeting rooms for these consultations will be borne by GLP. In these consultations,
  - Explain & discuss the 3 ownership models in detail with all relevant stakeholders in these consultations
  - Build consensus on one ownership model and market procedures for execution in the Gandhi Bazar market area and gather stakeholder feedback
- Finalise Gandhi Bazar Street Market Management Model
  - Prepare final draft of market management model after reviewing of stakeholder feedback and finalising the Gandhi Bazar street market ownership model.
  - Ensure that the final market management model is compliant with relevant local and, city, state and national legislation.

- Address all issues raised in the stakeholder feedback justify reasons for accepting or rejecting the feedback in a document and communicate it to the stakeholders.
- Provide necessary support in procuring formal approvals from all relevant authorities as mandated by applicable local, state and national laws in coordination with DULT

• Prepare a Street Market Management System Report comprising of the following:

- review learnings from the experience in Gandhi Bazar Market Management System and other successful cases in India and abroad
- A toolkit providing a stepwise instructions for preparing simple clear and practical steps for successfully implementing participative planning process and developing street market management system in Bangalore and other Indian cities
- Templates for Street Market Management Models (comprising of street Market Byelaws and Standard Operating Procedures) for replication by Municipalities in other street markets in urban areas.

Expected Output:	3 Street Market Management Models relevant to Gandhi Bazar; Final approved Street Market Management Model for enforcement in Gandhi Bazar market; Street Market Management System Report
Time Duration:	6 weeks for 3 street market management models; 4 weeks for drafting Final Street Market Management Model; 4 weeks for Street Market System Report;

3.3 Capacity Building on street market management

• Design content for conducting training modules on street market management system in a way that can be easily communicated to relevant public agency officials and stakeholders engaged in Gandhi Bazar street market and other urban street markets

• Conduct at least 2 training workshops on street market management system for stakeholders of Gandhi Bazar street market and representatives of BBMP engaged in regulating public markets in Bangalore. Expenses towards hiring of training workshop venues will be borne by GLP.

Expected Output:	Training modules on final approved street market management model for Gandhi Bazar street market for public officials and stakeholders (including vendors) separately
Time Duration:	2 weeks for preparation of training modules; 2 weeks planning, preparation & delivery for 2 training workshops

4. SELECTION OF CONSULTANT FIRM

Interested consultant firms shall submit 3 documents – Company Profile, Technical Proposal and Financial proposal. The Technical Proposal shall contain details of the approach and detailed work plan with timelines for fulfilling the expected outputs and assignments outlined in Section 3. The Financial Proposal should clearly identify as a separate amount, the local taxes, duties, fees, levies, and other charges imposed under the applicable law on the consultants, sub-consultants and their personnel.

- The consultant firm should be experienced in developmental work. Prior experience in engaging with rehabilitation of street vendors in urban settings will be preferred.
- At least three years of working experience in last 5 years in planning, organising and moderating stakeholder consultations involving private and public agencies
- Proven record of financial and institutional soundness of the firm
- Proven record of maintaining social activists, lawyers and urban designers in the regular payroll of the firm

The interested firm should provide a list of key professional positions whose CV and experience would be evaluated. Additional manpower will not be considered during the evaluation process.

No.	Key professional	Qualification	Requested time input	Area and specific expertise
1	Socio Economic Market Expert	Post Graduate in Social Sciences / Humanities / Urban Planning with 10 years of experience	100 man-days	Good analytical and communication skills. Expertise in organizational behaviour & conflict management strategies. Experience in planning and moderating multi-stakeholder consultations.
2	Social Activist	Post Graduate in Humanities / Sociology / Law with 10 years of experience	100 man-days	Proven track record in working with poor and marginal sections of society in urban settings particularly street vendors and traders. Fully conversant in written and spoken English, Kannada and Tamil. Experience to constructively engage with marginal communities and negotiate with government authorities on their behalf. Experience in drafting

				legislation and/or reviewing existing legislation
3	Lawyer/ Advocate	Graduate or Post-Graduate in Civil Law with 5 years' experience	40 man-days	Proven track record in drafting legislation. Experience in drafting bye-laws & public issues is preferred. Fully conversant in written and spoken English & Kannada.
4	Junior Expert	Graduate / Post Graduate in relevant discipline	100 man-days	For logistics and technical support

5. LOCATON AND DURATION

The consultant firm will work from its own office space. The total time input for the assignment will be up to a total period of 5 months from start of the contracted date. The work on this assignment can be started as soon as the consultant firm is selected and contracting formalities are completed.

6. REPORTING AND DELIVERABLES

The consultant will report to the Senior Technical Advisor of GLP in Bengaluru and keep the Project Director well informed about the work progress. All deliverables will be produced in English and Kannada.

Deliverables

Duration (in weeks)	Outputs
2	Detailed stakeholder participative planning methodology, detailed work plan for the complete assignment
6	3 street market management models for Gandhi Bazar market
4	Final Street Market Management Model for Gandhi Bazar market
4	Street Market Management Guidelines & Toolkit for participative planning process
2	Training Modules of approved Street Market Management Model
2	2 Training Workshops on Street Market Management Model & participative planning process