

## **Terms of reference ( ToR ) Consultancy for Developing Private Sector Engagement (PSE) Strategy for CARE Nepal**

### **1. Background**

CARE Nepal is a not-for profit organization that works across the range of humanitarian action and long-term development programs to fight poverty and achieve social justice by addressing gender-based violence, women and girls' leadership and voice, inclusive governance, sexual & reproductive health, inclusive education, livelihoods, food and nutrition security, economic resilience, disaster risk reduction, and resilience to climate change. It brings on its global experience to address the underlying causes of poverty and social injustice, with a distinct focus on the most marginalized and vulnerable women and adolescent girls.

CARE's new strategy prioritizes private sector engagement as a key driver for sustainable impact and systemic change. By fostering meaningful and inclusive partnerships with businesses, CARE seeks to leverage innovation, resources, and expertise to co-create market-based solutions that advance gender equality, strengthen livelihoods, promote social equality and create win-win for the stakeholders. This approach aligns corporate objectives with development goals, ensuring shared value and long-term resilience for communities and economies at local to global level. Recognizing the transformative role of businesses in advancing economics, creating jobs, driving innovation, and influencing market systems, CARE seeks to build strategic partnerships with local enterprises, and national and multinational corporations.

CARE Nepal is launching Pratham project, its first strategic initiative to engage the private sector in a deliberate and impactful manner. The initiative aims to strengthen private sector engagement for sustainability of effective models and resource mobilization by developing a comprehensive strategy that prioritizes long-term sustainability of CARE Nepal's proven impact models while leveraging complementary resources from the private sector.

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### **2. Objective of the Assignment**

To develop a comprehensive Private Sector Engagement Strategy for CARE Nepal that:

- Aligns with CARE's mission and global strategy
- Identifies potential private sector actors and opportunities for shared value partnerships.
- Provides actionable recommendations for de-risking models, blended financing, CSR engagement, resource mobilization, and sustainability.

- Provide suggestions on developing sustainable delivery and financing model of CARE's priority program models.
  - Integrates PSE across CARE Nepal's programs and delivery models.
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### **3. Scope of Work**

The consultant/firm will:

#### **1. Context Analysis**

- Conduct a CSR landscape analysis focusing on priority sectors (banking & financial services, telecom, FMCG, IT, handicraft, food processing, tourism, agribusiness, energy, media).
- Review CARE Nepal's ongoing PSE initiatives, strengths, and gaps.
- Analyze broader trends and patterns related to development partners engagement with PSE.
- Analyze appropriate sub-sectors and value chains fertile for CARE's future PSE.

#### **2. Strategy Development and Implementation Support**

- Consultations with relevant stakeholders, Private sector Actors, Market actors, Business associations, and Government line agencies
- Review of existing national policies, provisions and plans of Private sector engagement in development agendas to identify opportune entry points.
- Develop a PSE strategy aligned with CARE's global strategy with KPIs and benchmarks for implementation. This should include
  1. Actions to be undertaken at the organizational level to improve institutional readiness to partner with private sector actors.
  2. Well defined integration pathways and actionable steps to be undertaken across CARE programs
  3. Development of market led delivery model for Krishipath<sup>1</sup> and UDAAN<sup>2</sup>.

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<sup>1</sup> Krishipath- An agriculture mobile app that provides various information on weather, input services, pricing to farmers and link them with value chain actors, market actors and customers for selling their products in fair price.

<sup>2</sup> UDAAN- An accelerated learning program for out of school girls to get back to formal school and continue their education.

### 3. Partnership Mapping

- Identify potential private sector actors (local/national companies, cooperatives, business associations, buyers, and anchor firms) at the national level and provincial level with shared value propositions.
- Recommend engagement platforms (business forums, chambers, associations).
- Recommend partnership approaches and innovative financing instruments for engagement with identified actors and platforms

### 4. Final Deliverables

- Draft PSE Strategy.
  - Final strategy document with implementation roadmap.
  - CSR Landscape mapping document
  - Market led delivery model of UDAAN and Krishi path
  - Presentation to CARE Nepal leadership.
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### 4. Required Expertise

- Proven experience in **private sector engagement** and strategy development.
  - Knowledge and experience in development/humanitarian sectors, especially aligning corporate interests with social objectives.
  - Strong understanding of **health, education, climate, green economy, and agriculture sectors**.
  - Strong knowledge on the value chains and market access.
  - Expertise in CSR, innovative financing instruments, and resource optimization.
  - Experience in social enterprise development and market system development.
  - Strong networks and relations with business chambers, corporate houses, and associations.
  - Excellent writing and facilitation skills.
  - Open to **individual consultants** and **organizations**.
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### 5. Duration and Timeline

- Estimated duration: **18 weeks**. (4.5. months)

- Tentative start: 5 January 2025
  - Key deliverables:
    - Inception report: Week 4
    - Consultations: Week 8
    - Draft strategy: Week 12
    - CSR landscape map: Week 14
    - Market led delivery model of Krishipath and UDAAN : Week 16
    - Final strategy and roadmap: Week 18
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## 6. Reporting and Coordination

The consultant will report to **Sr. Coordinator – Program Management and Quality Assurance** and work closely with CARE Nepal's Market System Development Specialist and Private Sector Engagement Working Group.

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## 7. Eligibility

Open to **individual consultants** or **consulting firms** with relevant expertise.

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## 8. Submission Guidelines

Interested applicants should submit:

- Technical proposal (approach and methodology).
  - Financial proposal.
  - CVs of key personnel.
  - Examples of similar work.
  - Copy of VAT registration, company registration documents along with the latest tax clearance certificate or extension letter.
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## 9. Evaluation Criteria

- Relevant experience and expertise.
- Quality of proposed methodology.
- Cost-effectiveness.
- Past performance and references

**10. Payments terms:** Jointly defined based on delivery of key deliverables as defined in section 5.

**11. Submission of Proposals**

Please send a brief four-to-five-page proposal detailing the understanding of ToR, methodology and your firm's relevant experience, workplan, timeline, budget and daily rate(s) to [npl.carenepal@care.org](mailto:npl.carenepal@care.org) **no later than 21 December 2025** . Please also include resumes or CVs for any consultant included in the proposal. If you need any additional information, please send your email on [npl.carenepal@care.org](mailto:npl.carenepal@care.org) .