

TERMS OF REFERENCE

STUDY ON FAIRTRADE MARKET OPPORTUNITY FOR SALE OF ELIGIBLE VARIETIES OF RICE WITHIN INDIA AND NEARBY RICE CONSUMING COUNTRIES

August 2026

1. Background:

Fairtrade is an alternative approach to conventional trade and is based on a partnership between producers and consumers. Fairtrade offers producers a better deal and improved terms of trade. This allows them the opportunity to improve their lives and plan for their future. Fairtrade offers consumers a powerful way to reduce poverty through their everyday shopping.

Fairtrade NAPP supports and empowers Fairtrade certified farmers and workers across the Asia Pacific region. The producers share a 50% ownership of the Fairtrade system and have an equal voice in all decisions that affect them. Currently, NAPP has around 270 Producer Organizations across 19 countries in Asia and the Pacific Region, supporting more than 199,800 farmers and workers. Fairtrade strengthens the position of farmers and workers in the value chain. By offering an alternative approach to trade, NAPP supports producers in securing better markets, contributing to greater sustainable development in the Asia Pacific region under Fairtrade – Network of Asia and Pacific Producers (NAPP). To know more about NAPP & Fairtrade visit: <https://www.fairtrade.net/napp-en.html>, <https://www.fairtrade.net>

2. Context:

Fairtrade NAPP has around (31) rice producer organization in the region specifically in India, Pakistan, Thailand and Sri Lanka. Rice is a staple food in many parts of the region, with over 90% of the world's rice produced and consumed in this region. Even though rice is a staple crop widely produced and consumed in the Asia-Pacific region, there is often limited consumer awareness or concerns regarding how rice is sourced and produced, especially with regard to sustainability and ethical considerations. Most consumers and stakeholders traditionally focus on factors like price, taste, availability, rather than whether the rice is sustainably grown.

However, with increasing global emphasis on sustainable agriculture, food security and responsible sourcing, the importance of promoting and differentiating sustainably produced rice is gaining importance in select markets and also requires to be promoted. This context underlines the relevance and timeliness of research aimed at mapping opportunities for supply chain, while also understanding the level of awareness about sustainable rice, particularly Fairtrade rice among consumers, producers, and traders with focus in India and neighbouring rice consuming countries.

The research will be considered to be a product of Fairtrade NAPP and owned by Fairtrade NAPP. It is not allowed for any additional modification to be made or for it to be shared / presented externally without the permission of Fairtrade NAPP.

3. Geographic and commodity-specific scope of the study

As noted above, India, Pakistan and Thailand are the main rice producing countries within Fairtrade NAPP. Among these countries around 50% of the producers are from India. The geographic focus of this research will be focused on India and its neighboring rice consumption countries. In India, the registered offices are in Haryana, Delhi and Jammu, although the sites are in Jammu, UP, Uttarakhand. Therefore, samples are to be collected from the sites and additional data as requirement will be acquired from the registered offices. In addition to this, mapping of data related to supply chain and various stakeholders in the neighboring rice consumption countries will also be carried out with help from NFO/FMOs, traders and buyers within and outside of the Fairtrade system.

The study is expected to deliver:

- i. A documentation of eligible varieties of rice with the potential to be traded under Fairtrade from all regions – Jammu, UP and Uttarakhand
- ii. List of potential supply chain members and their scale of market, whether small, medium or large, which

can serve as future prospect for the producers to explore.

Additionally, the scope can be extended to include:

- i. Study to include perspective from commercial team from Fairtrade NAPP, FMO India and other applicable NFOs/FMOs within Asia Pacific region for Realtime information and not limiting it only to secondary data
- ii. Post identification of possible supply chain and its market size, the study should give recommendations which the Fairtrade NAPP Commercial team can follow up for future action.
- iii. The marketing team of all Producer Organizations to be invited for the dissemination of the study outcome (virtually) with support from Commercial team to create convergence and develop further action plans for mapping the opportunity
- iv. To prepare 1 to 2 year phase wise plan to reach out to multiple supply chain members with support from Commercial team (optional).

4. Objectives and goals

The objective of this research is to study on Fairtrade market opportunity within India and nearby rice consuming countries by mapping the eligible varieties of rice being traded under Fairtrade from all regions – Jammu, UP and Uttarakhand.

The goals of this research are:

- i. To understand the level of awareness of Fairtrade in these countries
- ii. To document potential supply chain members and their scale of business
- iii. To assess the level of engagement of these stakeholders in creating potential new supply chain
- iv. To make recommendations on how Fairtrade can efficiently scale up its presence in the identified markets

5. Methodology

The study will integrate quantitative and qualitative methods to ensure that data collected & analysed can be communicated in an easy-to understand way. It is expected that the research team in collaboration with producer organization, FMO/NFO will conduct in-depth interviews and focus-group discussions.

Both primary data and secondary data need to be collected. The primary data can be corroborated with secondary data. Qualitative analysis for interviews and quantitative analysis for numeric data point can be done to arrive at the inferences and recommendations.

6. Expected output and deliverables

6.1 Inception report

- i. An inception report of maximum 20 pages including suggested methodology, data collection and analysis tools and timeline for implementation
- ii. An inception presentation, highlighting key early findings and a tentative outline of the final report, as well as key updates to the timeline and scope (allowing for the study to evolve flexibly in response to the consultants' assessment of the task).

6.2 Project Management

- i. Meeting with Fairtrade NAPP committee steering the study at least once every two weeks with more frequent meetings during peak delivery periods. Meetings to include project updates and to be minuted.
- ii. A project management Gantt chart with detailed submission and feedback milestones schedules on a week-by-week basis, to allow for transparent oversight by Fairtrade NAPP. In particular, this should highlight proposed interview schedules and points of submission for feedback to Fairtrade NAPP, so that this can be factored into the calendars of those whose feedback is required.
- iii. The proposed schedule and project plan should include time for Fairtrade NAPP to provide written feedback, and for feedback to be implemented. Generally, for the final draft submitted, a minimum of two rounds of feedback would take place.

6.3 Field work/ brief back to office report

- i. Latest two weeks after fieldwork a brief back to office report should be produced so that some preliminary information can go back to the producer organizations from whom the data has been collected. The report should entail major findings, highlight unclarities and ask Producer organizations for comments on the same (within two weeks), which if relevant should be considered for the final report

6.4 Final report

- i. A concise digital final narrative research report including explanatory detail alongside data and graphic representations including graphs and tables, with creative and innovative approaches to communicating data, of no more than 50 pages (excluding annexes).
- ii. The report should follow a structure agreed between the research team and Fairtrade NAPP such that it meets the objectives of the research and answers the overall research question and considers the proposed indicators that have been articulated in this ToR.
- iii. A range of photographs and/ or video footage from the research (with signed consent forms!) suitable to illustrate and communicate the findings (eg. Appropriate resolution for online publication). Signed consent forms are mandatory.

6.5 Data, Workshops and Presentation

- i. All raw data and cleaned data collected through the research process handed over to Fairtrade NAPP
- ii. One recorded general presentation (online which can be used for internal learning purposes accompanying the study)
- iii. One learning workshops for research participants and key stakeholders

7. Proposal submission process

Please send a short proposal (3-5 pages max) to the email address below, elaborating on (1) the technical proposal including the approach you would take to the research, including a proposal with a research design and gantt chart proposing timelines and deliverables (2) the financial proposal correspondent to project gantt chart confirming resourcing (including human resources and budget). Finally, an Appendix is required, detailing your research (including links to past relevant work). Please include your team's CVs (not counted towards the page limit). The proposal and all attached documents should be in English.

- i. The technical offer should clarify the consultants' understanding of the assignment and the topic at hand, a proposal for a suitable analysis framework, a workplan including time plan and division of roles (in case of a research team) as well as a communication plan with Fairtrade NAPPs and ethics considerations.
- ii. The financial offer should include a calculation of days and personnel needed including any potential expenses (e.g. for travel, software, data access subscriptions etc. Note that this assignment does not foresee to include field travel). (Financial proposal should be in the letterhead with seal and signature in the form of a quotation).
- iii. The CVs of the individual consultant/s working on the assignment (providing proof of the qualifications) should be provided in the Annex together with other relevant documentation (e.g. work examples if applicable).
- iv. Technical Proposals (with credentials) and a financial quote should be two different pdf files. Files to be named Technical Proposal and Financial Quote
- v. Please write proposal by email only, in English, with the subject line: "Study on Fairtrade market opportunity for rice" to rebecca@fairtradenapp.org with a copy to research@fairtradenapp.org

8. Budget

The budget head for the study will be MEL and ICT and is budgeted at 2500 Euros.

9. Ethical Standards and Confidentiality

- i. The consultant must adhere to ethical guidelines and maintain confidentiality of all reports and research papers.

- ii. Any dissemination of findings must be pre-approved by Fairtrade NAPP
- iii. Unauthorized use, reproduction, or sharing of research content is strictly prohibited.

We aim to have this research started by September 2026. All deliverables for the project should be finalized by end of December 2026. Last date for application is **12th August 2026**.

The contact person at Fairtrade NAPP for this research is Rebecca Anns at Fairtrade NAPP rebecca@fairtradenapp.org