CALL FOR CONSULTANCY SERVICE
TO
CONDUCT CRITICAL CONTROL POINT VALUE CHAIN ANALYSIS OF TWO WILD-HARVESTED MEDICINAL PLANT SPECIES IN NEPAL

1) BACKGROUND

Established in 1992, ANSAB is a non-profit, non-governmental organization committed to biodiversity conservation and livelihood improvement in Nepal. ANSAB implements community-based, enterprise-oriented solutions that conserve biodiversity and improve the livelihoods of the poorest of the poor while bolstering national economic development, and does so through biodiversity conservation programs and projects implemented across Nepal—spanning ecosystems from tropical forests to alpine meadows.

Nepal's alpine forests and meadows are exceptional global biodiversity hotspots. Over 40 key wild plants and fungi are harvested and traded internationally, providing critical contributions to the incomes of the rural poor. These resources are being threatened by premature and overharvesting, informal trade, inequitable supply chains and climate change, also affecting the livelihoods of forest dependent communities. Other challenges include inadequate information on sustainable harvest volumes, inadequate approach to resource monitoring, and trade regulation.

Despite these challenges, there are significant opportunities to improve both the sustainability and trade of wild-harvested forest products by scaling up successful pilot initiatives in Nepal and strengthening linkages to major markets such as India and China. In response, ANSAB, in close collaboration with the Government of Nepal is implementing programs and projects to address these challenges and capitalize on emerging opportunities. In this context, ANSAB—together with the Government of Nepal, TRAFFIC, FECOFUN, and other partners is implementing a UK Government's Darwin Initiative project entitled "Scaling conservation of Himalayan plants and fungi through sustainable trade" in the Himalayan region of Nepal. Among others, this project aims to improve local livelihoods, strengthen national and regional approaches to sustainable biodiversity-based trade, and moreover sustainable management and conservation of Himalayan medicinal plant and fungi.

It has been estimated that wild harvests account for nearly 72% of the total volume and 79% of the total trade value of commercially traded plants, and the heavy dependence of local communities, combined with growing international demand for these species, poses a threat to their sustainability. Despite this rising demand, several studies show that harvesters remain the weakest actors in the Himalayan medicinal plant value chains in terms of benefit sharing. At the same time, traders at different levels - sub-local traders operating at the village level and local traders based in district headquarters or major roadheads - report increasing resource unavailability, as the number of harvesters and their interest in collection are declining, largely due to outmigration. Central wholesalers and processors similarly highlight problems related to inconsistent quality and inadequate supply. While these challenges reflect some of the key constraints identified by actors at different levels in medicinal plants value chain, other critical control points may also exist which, if properly identified and addressed, could significantly improve the overall functioning and equity of these value chains.

In empirical terms, value chain analysis (VCA) of wild harvested medicinal plants provides a framework to examine the processes and actors involved in the harvest, trade, and processing and consumption, with the goal of identifying opportunities to increase value and benefit all actors along the chain. While numerous development workers, scholars and researchers conduct the value chain analysis of jatamansi (*Nardostachys jatamansi*) and kutki

(*Neopicrorhiza scrophulariiflora*), there exists a vacuum in identifying the critical control points where modest interventions can trigger disproportionately large and meaningful impacts.

In this regard, ANSAB seeks the services of qualified expert/s, consulting firms, NGOs, research institutions (hereinafter 'the consultant') to undertake critical control point value chain analysis of jatamansi and kutki. For each species, the analysis will map out two types of supply chains: a) certified products for socially and environmentally responsible markets, which are exported primarily to Europe and North America via Kathmandu, and b) products for the mass-market in Asia, mainly exported to India and China. The analysis will focus on medicinal plants trade from forest user groups in Nepal Himalayas, including certified production as well as conventional trade.

2) OBJECTIVES

The overall objective of this study is to conduct critical control point value chain analysis for two wild-harvested Himalayan medicinal plants namely jatamansi and kutki in certified and conventional supply chains.

The specific objectives of this assignment would be to

i. Map certified and conventional value chains of two species to domestic and international markets.
ii. Make in-depth analysis of both the supply chains and identify critical control points in both certified and conventional supply chains.
iii. Recommend targeted, practical interventions at identified critical control points that can enhance sustainability, improve benefit sharing and support the development of an effective traceability system for Himalayan medicinal plants at the broader level.

3) DESCRIPTION OF ACTIVITIES

Based on the following activities (but not limited to), the consultant shall propose a robust / innovative methodology to ensure the achievement of the stated objectives.

Literature review: Review existing publications including data, reports, manuals, articles, and books relevant to sustainability, trade and livelihoods of Himalayan medicinal plants, and value chain analysis, among the others.

Data collection instruments: Design a structured and semi structured interview guide covering harvest quantity, cost and prices, market linkages, traceability and socio-economic impacts of harvesting and trade of two species. It should also cover critical control points—stages where sustainability, livelihoods, quality, traceability, or compliance risks are concentrated, and where interventions can be most effective. The interview guide including data collection instruments needs to be presented during the inception.

Field visits: The consultant should propose at least two sourcing districts where they will conduct the field visits. In these sites, the consultants will conduct Focus Group Discussions and key informant interviews with firm (harvesters to exporters and processors) and non-firm (regulatory authorities, financial institutions, and technical service providers) actors. Additionally, experts (from wholesale markets) processors and consumer groups needs to be interviewed, including the collection of secondary data from authorities and relevant stakeholders.

Value chain mapping: In both supply chains, identify and analyse the key actors, describe practices (harvesting, post-harvest handling, value addition, quality control, and trade), product

flows and governance structures, and analyse cost benefits and power relations along each segment of the value chain. Prepare a comprehensive value chain maps for both species.

Critical control points: In both supply chains, identify leverage points or bottlenecks that affects the sustainability, quality, traceability, and supply reliability along with equitable benefit sharing among the actors.

Interpretation and data analysis: Apply statistical methods, financial indicators (such as gross margin, value-added ratios, and cost-benefit analysis), and value chain mapping tools to analyse the data collected for the value chain analysis. Identify critical control points in both supply chains, identify leverage points or bottlenecks that affects the sustainability, quality, traceability, and supply reliability.

Reporting and validation: Upon completion of the field visits and interviews, the consultant will: (i) prepare a draft report and share the raw data and preliminary findings with the ANSAB team; (ii) incorporate feedback and suggestions to prepare a final draft; and (iii) present final draft for validation and feedback to relevant experts in Nepal (in person) and to TRAFFIC and other partners (online), incorporate inputs and valid comments and submit the final report.

4) DELIVERABLES

- **Inception report** outlining methodology, work plan, and data collection instruments (within 14 calendar days of signing the contract)
- **Draft report** including preliminary findings, maps, and analysis (after 35 calendar days of inception report)
- **Final draft report** (max. 30 pages excluding annexes) incorporating suggestions and feedback from ANSAB (14 calendar days after presenting the draft)
- **Final report** incorporating suggestions and feedback from experts and partners (14 calendar days after presenting the final draft)
- Dataset, photographs and videos as appropriate

5) TIME PERIOD

The assignment shall be completed within 90 calendar days from signing the contract. The consultant should propose a detail timeline in the Gantt-chart.

6) WHO CAN APPLY?

Expert/s, research institutions, NGOs, or consulting firms can apply for this assignment.

A **minimum of following** is required for research institutions, NGO or consulting firms:

- Legally registered in Nepal (e.g., Company registration, PAN/VAT), and should have all the legal clearances (e.g., Tax clearances)
- Proven experience conducting similar assignments.
- Submit the CV of the key expert as specified in Section 7. If additional team members are proposed, clearly define their roles and submit their CVs accordingly.

If applied through a group of experts, then the team should propose CVs of proposed experts.

7) QUALIFICATIONS AND EXPERIENCE OF KEY PERSONNEL

- At least Master's degree or equivalent in natural resource management, economics, management, sustainable trade, forestry or related field.
- Proven experience and expertise in NTFPs/MAPs based value chain analysis.

- Has led at least five value chain and marketing related assignments specific to NTFPs/MAPs.
- Proven experience in applying critical control point or risk analysis methodologies.
- Strong analytical and report-writing skills; publication record in relevant fields will add advantage.

8) SPECIFICATION OF INPUTS

Description	Number of days / events	Rate	Total	Remarks
Personal Fee				
Expert 1				

Travel				
Accommodation and DSA- Expert 1				Rate as per ANSAB's policy
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Other travel costs (airfare, vehicle)				
Consultations				
Community consultations (FGDs,….)				
Sharing events				ANSAB will bear cost
Other costs….				
Total				

The payment schedule includes

Deliverables	Payment
Inception report	30% after acceptance of inception report
Final draft	40% after acceptance of final draft
Final report	30% after acceptance of final report

9) EVALUATION CRITERIA

- Educational qualification (of expert/s): 10 points
- Experience of expert/s (and firms) in conducting similar type of assignments: 40 points
- Proposed methodology: 25 points
- **Total Technical: 75 points**
- **Financial Evaluation: 25 points**

10) SUBMISSION

The consultant can reach us at jobs@ansab.org.np for any queries on this ToR by 30th Jan 2026.

The technical and financial proposals must be submitted as separate documents. Applicants may submit these either (i) as two separate attachments sent via email (jobs@ansab.org.np), or (ii) in two sealed envelopes placed within a single outer envelope, and submit in-person at ANSAB Office, New Baneshwor.

All submissions—both on the envelope, and in the email subject line—must clearly state: "**Consultancy service to conduct critical control point value chain analysis of two wild-harvested medicinal plant species in Nepal".** The deadline for submission is **8th Feb 2026**.

11) CONFIDENTIALITY AND ETHICS

All data and findings will remain confidential and shared only with ANSAB, TRAFFIC and authorised partners. Information obtained during the research must not be shared between stakeholder groups or used for any other purpose without written permission. The consultant is expected to adhere to ethical research standards, ensuring informed consent and data protection.