



# Technical Assistance Report

---

Project Number: 50006-001  
Policy and Advisory Technical Assistance (PATA)  
July 2016

## People's Republic of China: Poverty Reduction in Liupanshan, Ningxia Hui Autonomous Region

This document is being disclosed in accordance with the Asian Development Bank's Public Communication Policy 2011.

**Asian Development Bank**

## CURRENCY EQUIVALENTS

(as of 11 July 2016)

Currency unit	–	yuan (CNY)
CNY1.00	=	\$0.1495
\$1.00	=	CNY6.6881

## ABBREVIATIONS

ADB	–	Asian Development Bank
CPS	–	country partnership strategy
NDOF	–	Ningxia Department of Finance
NHAR	–	Ningxia Hui Autonomous Region
PRC	–	People's Republic of China
TA	–	technical assistance

## NOTE

In this report, "\$" refers to US dollars.

<b>Vice-President</b>	S. Groff, Operations 2
<b>Director General</b>	A. Konishi, East Asia Department (EARD)
<b>Director</b>	Q. Zhang, Environment, Natural Resources, and Agriculture Division, EARD
<b>Team leader</b>	N. Sapkota, Social Development Specialist, EARD
<b>Team members</b>	H. Luna, Senior Operations Assistant, EARD C. Pak, Counsel, Office of the General Counsel Y. Zhou, Senior Water Resources Specialist, EARD

In preparing any country program or strategy, financing any project, or by making any designation of or reference to a particular territory or geographic area in this document, the Asian Development Bank does not intend to make any judgments as to the legal or other status of any territory or area.

## CONTENTS

	<b>Page</b>
POLICY AND ADVISORY TECHNICAL ASSISTANCE AT A GLANCE	
I. INTRODUCTION	1
II. ISSUES	1
III. THE POLICY AND ADVISORY TECHNICAL ASSISTANCE	3
A. Impact and Outcome	3
B. Methodology and Key Activities	3
C. Cost and Financing	4
D. Implementation Arrangements	5
IV. THE PRESIDENT'S DECISION	5
APPENDIXES	
1. Design and Monitoring Framework	6
2. Cost Estimates and Financing Plan	8
3. Outline Terms of Reference for Consultants	9

## POLICY AND ADVISORY TECHNICAL ASSISTANCE AT A GLANCE

<b>1. Basic Data</b>		<b>Project Number: 50006-001</b>	
<b>Project Name</b>	Poverty Reduction in Liupanshan, Ningxia Hui Autonomous Region	<b>Department /Division</b>	EARD/EAER
<b>Country</b>	China, People's Republic of	<b>Executing Agency</b>	Ningxia Department of Finance
<b>2. Sector</b>	<b>Subsector(s)</b>	<b>ADB Financing (\$ million)</b>	
✓ Agriculture, natural resources and rural development	Agro-industry, marketing, and trade		0.40
		<b>Total</b>	<b>0.40</b>
<b>3. Strategic Agenda</b>	<b>Subcomponents</b>	<b>Climate Change Information</b>	
Inclusive economic growth (IEG)	Pillar 2: Access to economic opportunities, including jobs, made more inclusive	Adaptation (\$ million)	0.40
		Climate Change impact on the Project	Low
<b>4. Drivers of Change</b>	<b>Components</b>	<b>Gender Equity and Mainstreaming</b>	
Knowledge solutions (KNS)	Knowledge sharing activities	Effective gender mainstreaming (EGM)	✓
<b>5. Poverty Targeting</b>		<b>Location Impact</b>	
Project directly targets poverty	Yes	Rural	High
Geographic targeting (TI-G)	Yes		
<b>6. TA Category:</b>	B		
<b>7. Safeguard Categorization</b>	Not Applicable		
<b>8. Financing</b>			
<b>Modality and Sources</b>		<b>Amount (\$ million)</b>	
<b>ADB</b>		<b>0.40</b>	
Policy and advisory technical assistance: Technical Assistance Special Fund		0.40	
<b>Cofinancing</b>		<b>0.00</b>	
None		0.00	
<b>Counterpart</b>		<b>0.00</b>	
None		0.00	
<b>Total</b>		<b>0.40</b>	
<b>9. Effective Development Cooperation</b>			
Use of country procurement systems		No	
Use of country public financial management systems		No	

## I. INTRODUCTION

1. During the 2015 country programming mission, the Government of the People's Republic of China (PRC) requested policy and advisory technical assistance (TA) from the Asian Development Bank (ADB) for poverty reduction in the Liupanshan area of Ningxia Hui Autonomous Region (NHAR).<sup>1</sup> The TA was included in ADB's country operations business plan, 2016–2018 for the PRC.<sup>2</sup> In April 2016, an ADB mission visited NHAR, held discussions with local officials and stakeholders, and reached an understanding with the Ningxia Department of Finance (NDOF) and other stakeholders on the TA project's impact, outcome, outputs, implementation arrangements, cost, financing arrangements, and consultants' terms of reference. The design and monitoring framework is in Appendix 1.

## II. ISSUES

2. The PRC's Thirteenth Five-Year Plan (2016–2020)<sup>3</sup> has set the target of alleviating poverty by 2020; and the Liupanshan area has been designated as one of the extremely poor areas under the PRC's national poverty alleviation program.<sup>4</sup> The Liupanshan area includes a mountainous section in the southern part of NHAR, which is the poorest among the extremely poor areas. Out of NHAR's 22 counties, eight are national-level poor counties; and one is a provincial-level poor county. Seven of NHAR's national-level poor counties are located in the Liupanshan area: Haiyuan, Jingyuan, Longde, Pengyang, Tongxin, Xiji, and Yuanzhou (district).<sup>5</sup> The Liupanshan area's population is 2.29 million, just about one-third of NHAR's total population of 6.67 million. The seven poor counties together have 1.93 million inhabitants, of which 69% are rural residents and 22% are under the national poverty line; 92 poor villages; 111,600 poor households; and 424,400 poor women and men. The widespread poverty in the Liupanshan area is mainly the result of (i) a remote and harsh environment; (ii) inadequate infrastructure and public services; (iii) low levels of industrial development and jobs; and (iv) limited income-generating opportunities because of poor market access for local products, and inadequate local nonfarm employment. The rural–urban gap in per capita income is huge. The average disposable income for urban people is CNY25,186, while the average net income for rural people is CNY9,119. A large number of farmers have left their villages in search of jobs in urban areas. This has been a source of remittances, but it has also greatly reduced human resources and created many difficulties in rural areas.

3. The PRC and NHAR governments attach great importance to the development of the Liupanshan area. They have conducted ecological conservation and watershed protection programs, including prohibition of grazing and farming in areas with very harsh living conditions and desertification. Since 1983, the governments have also relocated a total of 1.16 million people from places prone to natural hazards or with very difficult environments. These efforts have resulted in the restoration of ecology; and some ecological benefits have started to emerge, such as an increase in forests and grassland. Most slope lands (>25 degree) are now covered with tree plantations. According to the Ningxia Forestry Department, the forest coverage in the seven poor counties in the Liupanshan area was 14.08% in 2015. This has

---

<sup>1</sup> The TA first appeared in the business opportunities section of ADB's website on 8 June 2016.

<sup>2</sup> ADB. 2016. *Country Operations Business Plan: People's Republic of China, 2016–2018*. Manila.

<sup>3</sup> Government of the PRC. 2016. *13th Five-Year Plan for National Economic and Social Development*. Beijing. [http://news.xinhuanet.com/english/2016-03/17/c\\_135198333.htm](http://news.xinhuanet.com/english/2016-03/17/c_135198333.htm)

<sup>4</sup> Government of the People's Republic of China, the State Council Leading Group Office of Poverty Alleviation and Development. 2011. *Outline of Poverty Alleviation and Development Strategy in Rural Areas of China (2011–2020)*. Beijing.

<sup>5</sup> The two other counties in the Liupanshan area of NHAR are Hongsibu and Yanchi.

opened up opportunities for development of rural tourism and local products. The National Tourism Administration has identified the Liupanshan area as an experimental zone of tourism.

4. During the Twelfth Five-Year Plan (2011–2015) period, the local governments implemented several programs aimed at reducing poverty by focusing on six bases: ecology, education, information technology, transport, urbanization, and water supply. The programs included labor skills enhancement, industrial development, human capacity development, and financial support. However, achieving the poverty alleviation target and a sustained improvement of living standards in rural areas remains difficult for several reasons: (i) the constrained fiscal situation of local governments, which makes it difficult to continue or upscale poverty alleviation programs that require a large amount of funding; (ii) less-developed pro-poor economic enterprises; (iii) low levels of education and skills among middle-aged farmers; and (iv) fewer livelihood opportunities for farmers.

5. Rural tourism and local products have great potential to help reduce poverty with the participation of local governments, enterprises, and communities. The Liupanshan area and the Helan Mountain, where the famous Xia imperial tombs are located, are Ningxia's important mountain tourism areas. Tourism attractions in the Liupanshan area include Mount Sumeru cultural heritage site, Shizhaishan fire, Liupanshan national forest park, Dan Zhaiguo geoparks, old Longtan rouge gorge, yellow Tudor fort, Shanjiayi revolutionary sites, and Xiji terraces. Tourist arrivals and tourism revenues are showing upward trends. It is estimated that tourism currently contributes 6% of the Liupanshan area's gross domestic product. Local products with comparative advantage are (i) herbs and livestock products; (ii) handicrafts and folk items; and (iii) wolfberries, flowers, and other special products.

6. NHAR's Thirteenth Five-Year Implementation Plan on poverty alleviation in the Liupanshan area identified tourism and local products as the key poverty alleviation measures.<sup>6</sup> It set the following targets on tourism to be achieved by 2020: (i) total tourism revenue equivalent to 9% of gross domestic product; (ii) direct employment of more than 30,000 people, and indirect employment to many farmers; (iii) development of more than 1,000 farmhouses; (iv) involvement of 3,000 poor households; and (v) an increase in annual per capita net income of poor households involved in tourism to CNY10,000. The plan calls for detailed studies of ideas and goals for rural tourism and local products to strengthen poverty alleviation results, particularly in poor counties in the Liupanshan area.

7. The TA will help NHAR accomplish the priorities of the Thirteenth Five-Year Plan on poverty alleviation in the Liupanshan area, focusing on on-site solutions rather than relocation. The TA will support studies on local poverty issues, and value chain analysis of tourism and local products. The studies will improve knowledge and capacity of local governments in planning and implementing poverty reduction measures that focus on tourism and local products. The knowledge on tourism and local products, and poverty reduction will be shared with the various stakeholders.

8. ADB's strategic priorities in the country partnership strategy (CPS), 2016–2020 for the PRC include supporting inclusive development and reducing poverty and inequality.<sup>7</sup> The CPS states that ADB will assist the government's efforts in reducing poverty, particularly in the lesser-developed regions of the PRC. The PRC's Thirteenth Five-Year Plan has set a target of

---

<sup>6</sup> NHAR. 2016. *13th Five-Year Implementation Plan on Regional Development and Poverty Alleviation in Liupanshan Area of Ningxia*. Yinchuan (original publication in Chinese).

<sup>7</sup> ADB. 2016. *Country Partnership Strategy: People's Republic of China, 2016–2020*. Manila.

eliminating extreme poverty by 2020. The TA is highly relevant and closely linked to ADB's CPS 2016–2020 for the PRC and the PRC's Thirteenth Five-Year Plan.

### III. THE POLICY AND ADVISORY TECHNICAL ASSISTANCE

#### A. Impact and Outcome

9. The impact will be poverty alleviation and improvement of rural livelihoods in the Liupanshan area in NHAR. The outcome will be improved knowledge and capacity for planning and implementing poverty reduction measures in the Liupanshan area in NHAR. This will be measured by a circular issued by NDOF, which disseminates the recommended measures from the studies on enhancing poverty reduction in the Liupanshan area.

#### B. Methodology and Key Activities

10. The TA will achieve the outcome through three outputs.

11. **Output 1: Study on local poverty status and poverty reduction programs conducted.** This output will analyze the poverty situation in the seven poor counties of the Liupanshan area and determine measures to boost alleviation efforts by reviewing literature and databases, holding detailed discussions with local governments, and consulting with local stakeholders. The study will be gender-inclusive and will focus on targeting the poor women and men. The activities to achieve this output involve (i) examination of local poverty data and/or databases; and assessment of local poverty conditions, including poverty factors and issues of specific social groups such as women, ethnic groups, and vulnerable households; (ii) review of ongoing poverty alleviation programs, and assessment of their strengths and weaknesses; (iii) assessment of opportunities and challenges for poverty reduction in the seven poor counties; (iv) analysis of aspects of social and gender inclusion; (v) organization of consultation meetings with local stakeholders (including specific social groups with at least 35% participation by women) to discuss issues and share information on poverty analysis; and (vi) synthesis of lessons from the review of ongoing poverty alleviation programs, and recommendation of measures to boost poverty alleviation and improve rural livelihoods in respective counties and among specific social groups.

12. **Output 2: Value chain analysis of selected enterprises involved in tourism and local products conducted.** This output will focus on tourism and local products and their importance for reducing poverty and improving rural livelihoods in the Liupanshan area. The study will select tourism activities and local products based on their inclusiveness and sustainability, including their potential for job creation and livelihood improvement among the rural poor and low-income population. The study will be gender-inclusive in assessing and recommending measures for creating jobs for the poor. The activities to achieve this output involve (i) review of existing information on tourism and local products, including key local attractions, tourist numbers, trends, markets, visitor expenditure, contribution to employment, accessibility, and local products with comparative advantage; (ii) selection of enterprises for value chain analysis related to tourism and local products (about one per poor county), focusing on those that are inclusive and would benefit the poor; (iii) value chain analysis of the selected enterprises, including the analysis of demand, supply, financial and technical aspects, sustainability, and benefit sharing; (iv) analysis of challenges and opportunities of relevant enterprises; (v) analysis of aspects of social and gender inclusion through collection of data on creation of jobs for poor women and men; (vi) exploration of opportunities of public–private–community partnerships, and use of information technology by relevant enterprises; and

(vii) recommendation of measures for improving, upgrading, and/or replicating enterprises. The measures will take into account the potential of enterprises to contribute to poverty reduction and improvement of livelihoods of women and men in rural areas.

**13. Output 3: Knowledge on tourism and local products, and poverty reduction enhanced.** This output will provide (i) knowledge-sharing workshops and seminars for government officials and other stakeholders with a focus on lessons from outputs 1 and 2; with at least 35% participation by women; (ii) training on value chain analysis of tourism and local products for selected local officials and stakeholders; (iii) circulation of the reports among relevant governments and/or agencies; and (iv) preparation of a knowledge product on the TA findings and dissemination through the websites of the government and ADB. Since poverty reduction is a national agenda, key agencies with mandates of poverty alleviation from the national government (e.g., National Poverty Alleviation Office) will be also invited to attend knowledge-sharing seminars.

14. All outputs will be undertaken in a participatory and social- and/or gender-inclusive manner. These will take into account specific issues or needs of different social groups, particularly women, vulnerable people, and ethnic minorities. Priority will be given to eco-friendly, sustainable, and socially inclusive tourism activities and local products. Enterprises participating in the TA activities will be encouraged to adopt an inclusive business approach for livelihood improvement of the poor and low-income women and men.<sup>8</sup> Lessons from ADB's initiatives on inclusive businesses support will be taken into account.<sup>9</sup> Findings by the project preparatory TA<sup>10</sup> for the rural road improvement will also be taken into account when selecting enterprises for poverty reduction, since the improved road network is expected to give these enterprises market access. Efforts will be made to maintain close coordination between this proposed TA, the project preparatory TA and the ensuing loan for rural road improvement, and other relevant programs in the seven poor counties in the Liupanshan area. Private sector as well as public sector agencies and enterprises involved in tourism and local products will be encouraged to participate in the TA workshops and knowledge-sharing events.

15. The risk of delays in selecting enterprises for the study exists in some counties. Another risk is that NDOF may fail to issue the circular to disseminate recommended measures from the studies for the Liupanshan area on time. This may cause delays in implementing the measures. These risks will be mitigated by close coordination with the pertinent local governments and regular communications with NDOF to ensure that required actions are undertaken on time.

### C. Cost and Financing

16. The TA is estimated to cost \$440,000, of which \$400,000 will be financed on a grant basis by ADB's Technical Assistance Special Fund (TASF-other sources). The government will provide counterpart support in the form of counterpart staff, office accommodation, secondary data and documents, and other logistic support as in-kind contributions. The cost estimate and financing plan is in Appendix 2.

<sup>8</sup> Companies that create scalable systemic and innovative solutions to the problems of the poor and low-income women and men (bottom 40%) are called inclusive businesses.

<sup>9</sup> ADB. 2013. *Technical Assistance for Inclusive Business Support*. Manila (TA 8550-REG, \$400,000, approved on 10 December 2013).

<sup>10</sup> ADB. 2014. *Technical Assistance to the People's Republic of China for the Ningxia Liupanshan Poverty Reduction Rural Road Development*. Manila (TA 8771-PRC, \$600,000, approved on 24 November 2014).



#### **D. Implementation Arrangements**

17. The TA will be implemented from 1 January 2017 to 30 June 2018. NDOF will be the executing agency and provide overall guidance. On behalf of NDOF, the Ningxia Department of Social Sciences Management will (i) provide the TA Management Office and be responsible for day-to-day operations and communications with ADB, the TA consultants, and stakeholders; and (ii) coordinate between the government agencies, including the Ningxia Development and Reform Commission, the Ningxia Poverty Alleviation Office, the Ningxia Women Federation, and the Ningxia departments of agriculture, finance, tourism, and transport. It will also coordinate with the pertinent counties' poverty alleviation offices, and nationally, as needed.

18. The TA is estimated to require 6 person-months of international and 36 person-months of national consultants—one international consultant (tourism and local products value chain specialist, and deputy team leader) and three national consultants (poverty and social specialist, and team leader; tourism and local products value chain specialist; and a local facilitation and survey specialist). The consultants will be engaged individually in accordance with ADB's Guidelines on the Use of Consultants (2013, as amended from time to time). Consultants will be engaged individually because (i) different experts with individual experience and qualifications are required, but collective responsibility is not a main requirement; (ii) additional outside and/or home office support is not required; and (iii) individual engagement will be faster and more flexible for all four experts needed. Operational expenses for printing, survey, and organization of TA-related workshops and training will be included in the consultants' contracts. The proceeds of the TA will be disbursed in accordance with ADB's *Technical Assistance Disbursement Handbook* (2010, as amended from time to time). The outline terms of reference for consultants are in Appendix 3.

19. ADB will hold review missions during inception, and interim and final reviews of the TA. During these missions, ADB, NDOF, the TA consultants, and stakeholders will review the progress of the TA; and provide feedback for improvement of the TA implementation. The TA progress will be measured against the design and monitoring framework and the consultants' work plan. ADB missions will also monitor the governments' contributions, as documented in the TA report. ADB and NDOF will review the TA progress reports and provide feedback and guidance. The best practices and lessons learned will be disseminated through the TA reports, TA workshops, and publications.

#### **IV. THE PRESIDENT'S DECISION**

20. The President, acting under the authority delegated by the Board, has approved the provision of technical assistance not exceeding the equivalent of \$400,000 on a grant basis to the Government of the People's Republic of China for the Poverty Reduction in Liupanshan, Ningxia Hui Autonomous Region, and hereby reports this action to the Board.

## DESIGN AND MONITORING FRAMEWORK

<b>Impact of the Project is Aligned with</b>			
Poverty alleviation and improvement of rural livelihoods in the Liupanshan area in the Ningxia Hui Autonomous Region achieved. (NHAR's Thirteenth Five-Year Plan on Poverty Alleviation in the Liupanshan Area, 2016–2020) <sup>a</sup>			
<b>Results Chain</b>	<b>Performance Indicators with Targets and Baselines</b>	<b>Data Sources and Reporting</b>	<b>Risks</b>
<b>Outcome</b> Knowledge and capacity for planning and implementing poverty reduction measures in the Liupanshan area improved.	By June 2018 A circular issued by the Ningxia Department of Finance (NDOF) to disseminate recommended measures from the studies on enhancing poverty reduction in the Liupanshan area (2016 baseline: 0; target: 1)	NDOF's annual report and the technical assistance (TA) completion report	NDOF fails to issue the circular on time, which may cause delays in implementing the recommended measures.
<b>Outputs</b> 1. Study on local poverty status and poverty reduction programs conducted  2. Value chain analysis of selected enterprises involved in tourism and local products conducted  3. Knowledge on tourism and local products, and poverty reduction enhanced	1a. Study on local poverty and poverty reduction programs in the seven poor counties in the Liupanshan area— Haiyuan, Jingyuan, Longde, Pengyang, Tongxin, Xiji, and Yuanzhou (district) completed by month 8; study will be gender-inclusive and will focus on targeting poor women and men. (2016 baseline: 0; target: 1)  2a. Value chain analysis of selected enterprises in the seven poor counties completed by month 12; study will be social and gender-inclusive with a view to creating jobs for poor women and men. (2016 baseline: 0; target: 1)  3a. About 450 participants for workshops and seminars to be conducted by month 18, with at least 35% of participants being women (2016 baseline: 0; target: 157)	1a. Interim report of the TA.  2a. Draft final report of the TA.  3a. Final report of the TA	Delays in selecting enterprises for the study may occur in some counties.
<b>Key Activities with Milestones</b> <b>1. Study on local poverty status and poverty reduction programs conducted</b> 1.1 Examine the local poverty data and/or database and poverty conditions, including poverty factors and issues of specific social groups such as women, ethnic groups, and vulnerable households (Q1 2017–Q2 2017).			

1.2 Review ongoing poverty alleviation programs; assess their strengths, weaknesses, opportunities, and challenges for poverty reduction; and analyze aspects of social and gender inclusion (Q1 2017–Q2 2017).

1.3 Organize consultation meetings with local stakeholders to discuss issues and share information on poverty; and ensure at least 35% participation by women (Q1 2017–Q2 2017).

1.4 Draw lessons from the review of ongoing poverty alleviation programs; and recommend measures for enhancing poverty alleviation and improvement of rural livelihoods of women and men (Q2 2017).

## **2. Value chain analysis of selected enterprises involved in tourism and local products conducted**

2.1 Review information on tourism and local products, including key attractions, tourist numbers, trends, markets, visitor expenditure, contribution to employment, accessibility, and local products with comparative advantage; and select enterprises involved in tourism and local products for a value chain analysis—about one per poverty county (Q2 2017–Q3 2017).

2.2 Undertake a value chain analysis of selected enterprises, including the analysis of demand, supply, financial and technical aspects, sustainability, benefits sharing, challenges, and opportunities; analyze aspects of social and gender inclusion focusing on creating jobs for poor women and men; and explore opportunities of public–private–community partnerships and use of information technology by relevant enterprises (Q3 2017–Q4 2017).

2.3 Recommend measures for improvement and upgrades to, and/or replication of enterprises (Q3 2017–Q4 2017).

## **3. Knowledge on tourism and local products, and poverty reduction enhanced**

3.1 Organize workshops and seminars to share knowledge from outputs 1 and 2 among government officials and other stakeholders; and ensure at least 35% participation by women (Q1 2018).

3.2 Organize training on value chain analysis related to tourism and local products for selected local officials and stakeholders (Q1 2018).

3.3 Circulate the reports among relevant governments and/or agencies (Q2 2018).

3.4 Prepare a knowledge product on the TA findings and disseminate through the internet (Q2 2018).

### **Inputs**

Asian Development Bank (Technical Assistance Special Fund [TASF]-other sources): \$400,000

The government will provide counterpart support in the form of counterpart staff, office accommodation, secondary data and documents, and other logistic support as in-kind contributions.

### **Assumptions for Partner Financing**

Not applicable.

<sup>a</sup> Ningxia Hui Autonomous Region. 2016. *13th Five-Year Implementation Plan on Regional Development and Poverty Alleviation in Liupanshan Area of Ningxia*. Yinchuan (original publication in Chinese).

Source: Asian Development Bank.

**COST ESTIMATES AND FINANCING PLAN**  
(\$'000)

Item	Amount
<b>Asian Development Bank<sup>a</sup></b>	
1. Consultants	
a. Remuneration and per diem	
i. International consultants (6 person-months)	90.0
ii. National consultants (36 person-months)	180.0
b. International and local travel	15.0
c. Reports and communications	10.0
2. Workshops, training, and conferences <sup>b</sup>	45.0
3. Miscellaneous administration and support costs <sup>c</sup>	20.0
4. Survey and research	20.0
5. Contingencies	20.0
<b>Total</b>	<b>400.0</b>

Note: The technical assistance (TA) is estimated to cost \$440,000, of which contributions from the Asian Development Bank (ADB) are presented in the table above. The government will provide counterpart support in the form of counterpart staff, office accommodation, secondary data and documents, and other logistic support as in-kind contributions. The value of government contribution is estimated to account for 10% of the total TA cost.

<sup>a</sup> Financed by ADB's Technical Assistance Special Fund (TASF-other sources).

<sup>b</sup> Twelve county- and/or city-level workshops will be held for seven national-level poor counties in the Liupanshan area, with an estimated 30 participants per workshop. Three workshops and/or seminars will be held at Yinchuan (capital of the Ningxia Hui Autonomous Region), with an estimated 30 participants per workshop and/or seminar. One training session on value chain analysis related to tourism and local products will be held in the People's Republic of China (specific location to be determined during implementation), with an estimated 15 participants. Workshops will be conducted sporadically over the period of the TA.

<sup>c</sup> These include costs for office supplies, utilities, translation, and staff's travel to provide services as either facilitator and/or resource person.

Source: Asian Development Bank estimates.

## OUTLINE TERMS OF REFERENCE FOR CONSULTANTS

### A. Introduction

1. It is estimated that the technical assistance (TA) will require 6 person-months of international and 36 person-months of national consulting inputs—one international consultant (tourism and local products value chain specialist and deputy team leader) and three national consultants (a team leader and poverty and social specialist, a tourism and local products value chain specialist, and a local facilitation and survey specialist). The consultants will be engaged individually in accordance with the Guidelines on the Use of Consultants (2013, as amended from time to time) of the Asian Development Bank (ADB). Table 1 provides a breakdown of the required expertise.

**Table 1: Breakdown of Consulting Expertise**

International Position	Person-month	National Position	Person-month
Tourism and local products value chain specialist, and deputy team leader	6	Poverty and social specialist, and team leader	14
		Tourism and local products value chain specialist	8
		Local facilitation and survey specialist	14
<b>Total</b>	<b>6</b>	<b>Total</b>	<b>36</b>

Source: Asian Development Bank estimates.

### B. Terms of Reference

2. **Poverty and social specialist, and team leader** (national, 14 person-months). The specialist will have a master's degree in social science, economics, or related fields; and 10 years of experience in poverty reduction and social analysis, including social and gender inclusion. The specialist will work as the team leader and should be fluent in written and spoken English.

3. The specialist will perform the following leadership roles and technical tasks in coordination with other TA consultants and local government counterparts:

- (i) **Team leadership roles.** The specialist will
  - (a) assume overall responsibility for the effective and timely TA implementation, and lead and foster close coordination between the national and international specialists;
  - (b) maintain close coordination with ADB, the executing agency, relevant government agencies, and other stakeholders;
  - (c) develop outlines of the TA inception, interim, and final reports; coordinate with respective specialists in the team; compile inputs; and finalize the inception, interim, draft final, and final reports;
  - (d) coordinate the TA outputs, and be responsible for the final outputs and quality control of various reports; and
  - (e) periodically report progress to ADB and the executing agency.
- (ii) **Technical tasks.** The specialist will
  - (a) develop a detailed study framework and methodology in consultation with ADB and the executing agency;

- (b) examine the local poverty data and/or databases, and assess the poverty conditions, including specific social groups such as women, ethnic groups, and vulnerable groups;
- (c) review ongoing poverty alleviation programs, and assess their strengths and weaknesses;
- (d) analyze aspects of social and gender inclusion for the TA studies;
- (e) take into account vulnerability to natural hazards and impacts of past disasters on the poor in the poverty analysis, and ensure that recommendations on measures for poverty alleviation and livelihood improvement are disaster-resilient;
- (f) assess opportunities and challenges for poverty reduction;
- (g) identify and recommend measures for stepping up poverty alleviation and improvements to rural livelihoods;
- (h) prepare draft reports on TA-relevant studies and discuss them with local stakeholders;
- (i) conduct workshops and seminars for discussion of draft reports, and disseminate information;
- (j) ensure at least 35% participation by women in workshops and seminars; and
- (k) finalize draft reports with recommendations, incorporating comments from stakeholders, the executing agency, and ADB.

4. **Tourism and local product value chain specialists** (international, 6 person-months; national, 8 person-months). The two specialists will have a master's degree in economics, business, or similar fields; and 7 years of experience in value chain analysis related to tourism and local products. The international specialist must also have international experience from working in multiple countries, and will use it in conducting studies and knowledge-sharing events under the TA. Work experience in either the People's Republic of China or Ningxia Hui Autonomous Region for both international and national specialists will be an advantage.

5. The international specialist will perform the following tasks as deputy team leader: (i) assist the team leader in delivering the outputs and managing team members; (ii) help prepare the detailed methodology and work plan; (iii) oversee and guide the work of the national tourism and local products value chain specialist; and (iv) support, review, edit, and finalize the inception, interim, and final reports.

6. The international and national tourism and local products value chain specialists will perform the following tasks in coordination with other TA consultants and government counterparts:

- (i) develop a detailed study framework and methodology in consultation with ADB and the executing agency;
- (ii) review information on tourism and local products, including key attractions, tourist numbers, trends, markets, visitor expenditure, contribution to employment, accessibility, and local products with comparative advantage;
- (iii) select enterprises for value chain analysis related to tourism and local products (about one per county) in consultation with the executing agency and relevant counties;
- (iv) undertake a detailed value chain analysis of the selected enterprises, including aspects of demand, supply, technical, financial, and benefits sharing;
- (v) explore opportunities of public–private–community partnerships and use of information technology by relevant enterprises;

- (vi) provide training on value chain analysis to selected government officials and stakeholders;
- (vii) identify and recommend measures for improving, upgrading and/or upscaling, and/or replicating enterprises—the measures will take into account the potential of enterprises to contribute to poverty reduction and improvements of livelihoods in rural areas, and for specific social groups (women, ethnic minorities, and vulnerable households);
- (viii) prepare draft reports on relevant studies, and discuss the same with local stakeholders; and ensure at least 35% participation by women; and
- (ix) finalize draft reports incorporating comments from stakeholders, the governments, and ADB.

7. **Local facilitation and survey specialist** (national, 14 person-months). The specialist will have a master's degree in social science or related fields; and 5 years of experience in local facilitation, surveys, and analysis. Experience in working locally in the Ningxia Hui Autonomous Region will be of additional advantage. The specialist will work with and report to the team leader.

8. The specialist will perform the following tasks in coordination with the team leader, other TA consultants, and local government counterparts:

- (i) undertake stakeholder analysis, and prepare a consultation and participation plan;
- (ii) implement the consultation and participation plan, and organize local consultations and information disclosure for the TA studies;
- (iii) ensure social and gender inclusion in consultation workshops and seminars, including at least 35% participation by women;
- (iv) carry out surveys, data collection, and analysis;
- (v) undertake social and sustainability analysis of selected measures of output 2;
- (vi) organize knowledge-sharing forums and/or seminars to disseminate the knowledge from the TA outputs;
- (vii) translate draft reports and related materials into local languages, and translate relevant materials from local language into English; and
- (viii) assist the other TA consultants in conducting research.

### C. Reporting

9. The team leader, assisted by the deputy team leader, will compile inputs of the TA specialists and submit the following reports: (i) an inception report within 3 months of mobilization; (ii) an interim report within 8 months of mobilization, including the study report on output 1; (iii) a draft final report within 12 months of mobilization, including the study report on output 2; and (iv) a final report, including a knowledge product, within 18 months of mobilization. The inception report, interim report, draft final report, and final report should incorporate and address comments received from ADB, the executing agency, and other invited reviewers. The team leader, assisted by the deputy team leader, will be responsible for the quality of the reports.

10. All documents will be submitted in both English and Chinese languages to ADB and the executing agency, both in hard and electronic copies.