

ZSL India Enterprise Consultant - Terms of Reference

Position Title	ZSL India Enterprise Consultant
Location	Flexible within India, with travel to Palk Bay region
Contract Form	Fixed Value Consultancy (GBP 10,000 plus expenses)
Department	Sustainable Business & Finance
Directorate	Conservation & Policy
Responsible to	Conservation Enterprise Specialist & Project Manager
Approved by	Sustainable Finance Programme Manager

About ZSL

The Zoological Society of London (ZSL), a charity founded in 1826, is a world-renowned centre of excellence for conservation science and applied conservation. ZSL's purpose is to inspire, inform and empower people to stop wild animals from going extinct. This is realised by carrying out field conservation and research in over 50 countries across the globe and through education and awareness-raising at our two zoos, ZSL London Zoo and ZSL Whipsnade Zoo, inspiring people to take conservation action.

About the Project

The Palk Bay region of Tamil Nadu is home to diverse coastal and marine ecosystems, including seagrass meadows, coral reefs, and endangered species such as the dugong. Local communities rely heavily on fishing and natural resources, making sustainable livelihoods a priority.

Through its Sustainable Business and Finance Programme, ZSL is exploring community enterprise models in the Palk Bay region that align with conservation and sustainable development goals. This consultancy will assess the feasibility of three local enterprise opportunities: ecotourism, solid waste management, and seaweed aquaculture, supporting pathways to investment and long-term benefit-sharing for coastal communities.

Purpose

The Local Enterprise Consultant will conduct a feasibility and business model study for three local enterprise types. The role will include market and stakeholder analysis, capital cost assessments, and identification of steps to investment. The consultant will liaise closely with ZSL experts and engage with key supply chain actors to gather critical input for designing viable, inclusive, and sustainable enterprises.

Key Activities and Deliverables

1. Enabling Environment Review

Identify the key regulations determining the operations of ecotourism, solid waste management, and seaweed aquaculture in the Palk Bay region.

2. Market analysis

Conduct market demand and supply chain assessments for each enterprise, identifying trends, competitors, and buyer interest.

3. Business model development

Develop tailored business models for each enterprise, including cost structures, income streams, and operational plans.

4. Financial modelling and investment planning

Develop financial model for each enterprises from startup to maturity, including start-up costs, capital requirements, income and expenditure and profitability

5. Benefit-sharing mechanism

Propose equitable benefit-sharing mechanisms aligned with conservation and community priorities.

6. Investment roadmap

Identify capital requirements, potential financing sources or partners, define next steps towards attracting investment, including key enablers, risk mitigation, and governance structures.

7. Presentation

Present the results of the research to ZSL and other key stakeholders in the region.

Deliverables and timeline

Deliverable	Deadline
1. Enabling environment review	25 May
2. DRAFT Market analysis and business model design	20 June
3. DRAFT Financial model, benefit sharing mechanism and investment roadmap	20 June
4. Final consolidated report and presentation	30 June

Travel requirements

- Field travel to relevant locations in the Tamil Nadu region.

Budget and payment schedule

Line Item	Amount Available
Technical inputs from consultant	GBP 10,000
Transport, accommodation and subsistence	Up to GBP 2,000
TOTAL	Up to GBP 12,000

Payment schedule

- 33.3% on contract signature and deliverable one
- 33.3% on acceptance of deliverable two and three
- 33.3% on acceptance of deliverable four

All claims for expenses are dependent on submission of a valid invoice and receipts for reimbursement. Alcoholic drinks and personal services except drivers and laundry are not valid for reimbursement.

The consultant will be responsible for the payment of all taxes and charges associated with the works.

Selection Criteria

- A degree (or equivalent experience) in business, sustainable development, conservation, or related fields.
- Demonstrated experience in enterprise feasibility, livelihoods, or business model development within India.
- Understanding of coastal and marine contexts, especially in Tamil Nadu.
- Experience working with local communities and conducting stakeholder engagement.
- Strong research, analysis, and reporting skills.
- Fluency in English and Tamil.
- Willingness to travel to remote coastal locations in the Palk Bay region. Living in the region a plus.

Application Process

Submit a CV and cover letter addressing the selection criteria to sbf@zsl.org by 20 May 2025