

**REQUEST FOR PROPOSAL (RFP)**  
**FOR**  
**ORGANIZE SPECIALIZED VOCATIONAL TRAININGS FOR LOCAL WOMEN ON**  
**SMALL-SCALE TEXTILE/ HANDICRAFT**

Contract type: “Training services”  
Contract title: Organize specialized vocational trainings for local women on small-scale textile/ handicraft  
Project name: Sustainable mangrove management and community development in the Indus Delta  
Duration of assignment: 20<sup>th</sup> February – 30<sup>th</sup> May 2023  
Type of Consultant: Firms Only

**1) BACKGROUND:**

The World-Wide Fund for Nature-Pakistan (WWF-Pakistan). Founded in 1970, a national office of the leading conservation organization in the world has a mission to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature by:

- Conserving the world's biological diversity;
- Ensuring that the use of renewable natural resources is sustainable; and
- Promoting the reduction of pollution and wasteful consumption.

To achieve this, WWF-Pakistan works with international donors, central and local government agencies, the private sector, civil society organizations (CSOs), and local communities to implement its various conservation programs across six thematic areas, including climate and energy, forests, freshwater, wildlife, food and markets, and oceans.

WWF-Pakistan implemented the BMZ-funded mangrove conservation project and implemented the first phase of the project. In the continuity of phase I, another phase, ‘Sustainable mangrove management and community development in the Indus Delta phase-II’ is being implemented in 36 villages of the lower Indus delta, comprising the sites of Ketu Bunder, Khari Chan, and Shah Bunder. The inhabitants of the project area are impoverished and vulnerable to climate change. Most of them earn their livelihood exclusively from fishing and the natural resources of the mangrove ecosystem. The mangroves are used for firewood, construction timber, animal grazing and feed, the harvest of crabs and mollusks, etc. Decades of continuous overexploitation have resulted in severe loss and degradation of the Indus Delta mangroves. The lack of resources and coordination between relevant authorities further hinders the adequate protection of mangroves, whereas frequent climate-induced natural disasters like cyclones and, lately, the impact of the Covid-19 pandemic have exacerbated the local population's poor living conditions.

**2) PURPOSE OF THE CONSULTANCY:**

Textile work in the BMZ project area has a market potential that has not yet been fully explored, especially for festive dresses, locally-made traditional embroidery, handicrafts, etc.. There is a

great demand in the surrounding small towns and in Karachi. During the phase-I project, a total of 250 women were trained in textile handicraft work, and was also tried to establish market linkages that are still not mature and required significant considerations and focus. In Phase II some skillful trainings will be conducted to train (or even enhance) the skill of new semi-skilled and some of the already-trained women from the Indus Delta. In this phase, a total of 75 women are to receive training in textile work in three pieces of trainings. The number of participating women is based on the number of women who already carry out textile work and are interested in the measures in talks to prepare the project. The women are given the opportunity to form small enterprise groups and use sewing machines together and establish a mutual fund from their savings to enhance their textile business further. The sewing machines will be used in existing village community houses. The women pay a small rent to the village community. In addition, as with all income-generating measures, active participation in project activities is expected. The cooperation of the women also promotes their self-confidence so that they can become better involved in community affairs and enhance their financial status. The measures are carried out by female instructors to enable all women to participate.

### **3) TRAINING OBJECTIVE:**

Three trainings workshop are planned for a group of 75 women, each of who have Know-how about embroidery development and basic sewing; each training will have 25 participants for five (5) days. The women will be identified by the local organizations (MMUs and Women Village Organizations) that developed under the BMZ mangroves conservation project.

The training objectives mainly focus on engaging fisherwomen in home-based embroidery products, ensuring her support in the total household income while limiting their dependence on natural resources. Also, the project intends to enhance the socio-economic resilience of women, which will help to reduce gender disparity among the communities and establish sustainable enterprises/small women-led businesses. It is expected that at least 80% of the women will, at the end of the training, be fully trained on:

- 75 women of working age belong to the fishermen's community which is directly dependent on natural resources and would be direct beneficiaries of the proposed activities.
- 75 women will gain skills and be able to engage in successful self-employment.
- 75 families having a direct dependency on natural resources will get alternate livelihood sources, consequently reducing the instances of exerting pressure on natural resources.
- 75 women will be enabled to contribute to the earning resources of the family directly, and consequently, their importance in the family will be strengthened.
- Enhance expertise in innovative and marketable products;
- Identify the leading persons (TOTs) who could be the source for the organization to train additional interested women.

#### 4) RESPONSIBILITIES OF THE CONSULTANT:

The consultant is to be hired to fulfill the listed responsibilities in an effective and well-managed way while the desired results could be achieved by the end of this project. Details on the schedule, material, training report, and recognition items are described in the relevant sections below:

- Develop criteria/plans with modules training need assessment tool for women artisans to engage in capacity building and market linkages development programme;
- Support in the identification and procurement of appropriate and quality raw materials for the training and training toolkit for the trainees;
- The proper five days training agenda with appropriate information for the training will be shared prior to training;
- Before the training, a TNA and baseline assessment has to be conducted;
- Trained the women to produce finished marketable embroidery and sewing products/crafts etc.;
- The variety should be appropriately thought off to cover a significant range of designs and commodity types;
- Provide sufficient understanding of basic business operations such as stock maintenance, accounting, packaging, equipment handling, and upkeep;
- Trainees should be able to calculate their manufactured product cost and sell price accordingly;
- Quality assurance mechanisms and best practices, both for craft development and business operations;
- Develop a pre- and post-training evaluation tool to assess the training results;
- All training materials must be pictorially supported with both **Urdu and Sindhi text**. Pictures should be used that are self-evident and topic-specific;
- Facilitate and support the trainees to visit and participate in the textile/ handicraft exhibitions where women artisans have the opportunity to market their products at the local or national level;
- Provide a mechanism to develop market linkages and value chains;
- Conduct a critical review of the existing women artisan livelihood engagement plan and its outcomes to develop a targeted market linkages programme;
- Develop a market assessment and linkages development report inclusive of the review of existing market linkages studies and with associated supply chain plan and sustainability model;
- Report includes; TNA assessment, the baseline of the trainees, training evaluation, market assessment, and linkages programs.
- A comparative assessment to determine the impacts of the provision of alternate livelihood provided to women artisans in local handicrafts making and its effectiveness;
- On the completion of the deliverables above, a brief but comprehensive report will be provided by the consultant about the training and its outcomes that will be covered the potential market excess and add value chain. Also, include the pre and post-evaluation results in the final report;

## **5) TANGIBLE DELIVERABLES:**

- Assessment of the market linkages strategy developed by the previous consultants and its improvement;
- Training Need Assessment and baseline for the selected 75 beneficiaries;
- Training modules:
- Effectively completion of three trainings, each of five days
- Pictorial training material (handouts; manuals etc.)
- Establishment of effective and sustainable market linkages
- Participation of women artisans in at least one relevant exhibition
- Training Report

## **6) TRAINING SCHEDULE:**

The consultant is required to provide a well-thought-out training plan, complete with objectives for each day, topics to be covered, subject sessions, etc. The schedule must be designed to meet the objectives of the training.

## **7) LOGISTICS:**

The project will manage traveling in the field via vehicle/boat. However, the consultant will manage traveling and food from their source to the project office and back on their own. The logistics during the training, such as food, transport for the 75 women participants to and from the training location, will be managed by the BMZ project.

## **8) REQUIREMENTS:**

- Well-reputed firm/individual capable of undertaking the desired training as described in the Scope of work and at least 7-10 years of experience in work on livelihoods and livelihood-based interventions would be an added advantage;
- Previous experience of women textile/embroidery/ sewing training with villagers and people from rural communities in Pakistan.
- Excellent writing skills and fluency in English and Sindhi language;

## **9) COMPETENCIES:**

- Demonstrates openness to change and ability to manage complexities;
- Demonstrates the ability of analytical work and excellent report writing;
- Proactive and able to work with minimal supervision and a high degree of initiative, reliability, flexibility, motivation, and resourcefulness;

#### **10) PROFESSIONALISM:**

- Flexibility to make ad-hoc changes as and when the need arises;
- ability to perform under stress;

#### **11) DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSAL:**

Interested individual consultants/consultancy must submit the following documents/information to demonstrate their qualifications:

- Technical Proposal:
  - (i) Explaining why the consultant/bidder is the most suitable for the work;
  - (ii) Provide a brief methodology on how they will approach and conduct the work;
- Detailed work plan and training modules
- Financial proposal (including fee, travel cost (if any), and other relevant expenses)
- Profile of the bidder and;
- Curriculum Vitae of the Lead and support trainers, as applicable.

#### **12) REPORTING:**

The Consultancy firm will report to the project manager, manager marine programme, and regional head of Sindh and Balochistan. Every two weeks, brief updates on progress must be emailed to the aforementioned personnel.

#### **13) CONDITIONS:**

- WWF-Pakistan reserves the right to accept any proposal or reject all proposals
- Only shortlisted consultants will be contacted for further consideration.

#### **14) COPYRIGHTS:**

WWF-Pakistan will have the copyright for the entire study data; the consultant(s) will no right to use the data at any forum or in publication.

#### **15) GUIDELINE FOR SUBMISSION OF PROPOSAL/EXPRESSION OF INTEREST:**

Interested consultants should submit the following documentation to **Muzzammil Ahmed** ([mahmed@wwf.org.pk](mailto:mahmed@wwf.org.pk)) and **Maham Zahara** ([mzahara@wwf.org.pk](mailto:mzahara@wwf.org.pk))

- A technical proposal not exceeding 10 pages
- An understanding and interpretation of the TORs
- Methodology to be used in undertaking the assignment
- Time and activity schedule
- Evidence of relevant experience and samples of products related to the assignment
- Curriculum vitae of the lead consultants to undertake the assignment

- Work Plan
- A financial proposal consist of the cost of assignment in lump sum including all applicable taxes of the Government of Pakistan and out of pocket expenses.

**16). SELECTION CRITERIA:**

Applicant's proposal shall be evaluated based on Quality and Cost Based Selection (QCBS) method. Under QCBS both technical and financial proposals shall be evaluated as per following criteria against a maximum score of 100 points.

- a. Technical Proposal 70%
- b. Financial Proposal 30%

The following criteria shall be used as a basis for evaluation of technical proposals:

- Qualifications (maximum 30 points)
- Experience relevant to the assignment (maximum 30 points)
- Adequacy of the proposed methodology and work plan (maximum 20 points)
- Skills & Competencies for the assignment (maximum 10 points)
- Prior experience with WWF-Pakistan (maximum 10 points)

Note: Late/ incomplete submissions will not be accepted. Only three (03) top ranked firms will be included in the comparative process.