Terms of Reference

Technical training on “Handicraft as an alternate income generation opportunity for farmers/working women”

Better Cotton Project (Sindh), Sustainable Agriculture & Food Programme

1. Project Background

WWF-Pakistan’s Sustainable Agriculture & Food Programme (SAFP) endeavors to empower and build capacity of the marginalized resource, poor farmers’ communities. This is done through innovation and dissemination of economically efficient ecological farming solutions and technologies, linkage development for agricultural commodities’ supply chain improvement, gender empowerment, ensuring food security and promotion of alternate livelihood improvement solutions for farmers.

During 2020, WWF-Pakistan has worked with around 200,000 small, medium & large scale farmers over an area of more than 600,000 hectares of cotton, helping them comply with Better Cotton Production Principles & Criteria. The criteria are to improve sustainability of cotton production, resulting in substantial benefits for people, environment and the cotton sector.

Over the years, numerous capacity building trainings have been done for women education, health & hygiene and various other topics which are benefiting them in multiple ways. In the current era of women empowerment, need based training and capacity building of women for some specific farming skills can help them as an alternate source of income generation.

Objective of the Task:

2. Objectives

The main objectives of this training course are

- Technical training of Women workers on “handicrafts as an alternate income generation opportunity for farmers/women workers”
- Expertise on SAR TILI (dry grass) work, unique selling and marketing of their production.
- Develop comprehensive business plans, strategies and marketing plans for their production and promotion.
- Introduction of legal requirements to start a business and available microfinance institutions in the area.

3. Scope of Work:

Training course is to develop a comprehensive content that combines theoretical concepts and practical implementation to ensure that by the end of the training, participants will be able to follow simple and systematic processes. The training will be conducted in Sukkur for 7 days.
4. Specific Tasks:

The training should comprise of the following activities:

- Introduction and selection of females on the basis of skills
- Lecture on Handicrafts.
- Hands on training on SAR-Tilli Handicrafts.
- Market linkages of females for selling of handicrafts.

All the necessary expenses will be borne by WWF-Pakistan for this training program.

5. Expected Outputs/Deliverables:

- Prepare and submit training course outline, course contents, PPT, Handouts, training delivery schedule for Women Workers as per responsibility;
- Submit report on the delivery of training programs;
- Conduct Pre and Post evaluation of each training;
- Submit output-based progress report for each training session and final report of all training programs including list of trainees with contact details

6. Duration:

- The consultancy will be undertaken for 7 days with a maximum of approximately 20-30 females per session. Work will commence immediately after contract signing.
- This consultancy is field-based and would involve active participation in meetings with the SAFP technical team.

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<tr>
<th>Sr. #</th>
<th>Training location</th>
<th>Timeline</th>
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<tr>
<td>1</td>
<td>Sukkur</td>
<td>November - January 2022</td>
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7. Responsibilities of WWF-Pakistan’s SAFP team

- Ensure active participation of farming community.
- Facilitate the consultant in effective demonstration of the deliverables.
- Regularly follow up with consultant and field teams for regular practice of the newly taught skill in the community.

8. Required Qualifications/Skills of Consultant:

- Registered organization.
- Proven capacity to develop practical training guidelines and conduct training sessions related to Handicrafts (Relevant experience in Handicrafts, 5-7 years minimum)
- Experience in documentation, reporting and evaluation of training sessions.
- Good communication and writing skills in English.
- Ability to plan, prioritize and produce quality results on time.
• Adhere to WWF’s values, which are: Courage, Integrity, Respect and Collaboration.
• Good know how of local languages.
• Identifies and aligns with the core values of the WWF organization: Courage, Collaboration, Respect & Integrity.
• Demonstrates WWF behaviors in way of working: “Strive for Impact, Listen Deeply, Collaborate Openly, Innovate Fearlessly”.
• Adheres to WWF’s brand characteristics, which are: Knowledgeable, Optimistic, Determined and Engaging