Terms of Reference

“Capacity building of female farmers on basic sewing, stitching, dress designing and modernized local embroideries, to improve their livelihood in Baluchistan”

Organic Cotton Project, Sustainable Agriculture & Food Programme

1. Project Background

WWF-Pakistan, under its Sustainable Agriculture and Food Programme has been engaged since 2016 in promotion of Organic Cotton cultivation in Balochistan with the financial support of Laudes Foundation. The Organic Cotton Project (OCP) aims to promote organic agriculture through a holistic scheme of farmers’ training and development of a viable organic cotton supply-chain. With the involvement of Department of Agriculture Extension Govt. of Balochistan, around 6000 farmers of Lasbela and Barkhan districts will be trained under the project to shift nearly 24,000 ha land, previously under conventional farming, to organic agriculture farming and its certification. The project demands very active engagement of all of its stakeholders including farmers, ginners, buyers, and implementing partners to develop a conducive environment of organic farming in Pakistan. The project also includes training of 1200 women on alternate livelihood options and establishment of few model women led entrepreneurs as well as training of 900 farmers on natural resource management. In the current era of women empowerment, we plan to equip the women folk with need-based training and capacity building on some specific farming skills that can help them to explore alternate income generation opportunities.

2. Objectives

The main objectives of this training course are

- Capacity building of female farmers on basic sewing, stitching, dress designing and modernized local embroideries, to improve their livelihood in Baluchistan
- Awareness on marketing trends and possible opportunities in the community and nearby market
- Connecting the female farmers to local businesses to enhance their income

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 Rakni, Balochistan for 7 days.

4. Specific Tasks:

The training should comprise of the following activities:

- Lecture on stitching and embroidery techniques.
- Hands on training on stitching and embroidery techniques.
- Training to perform basic design, cutting and joining of fabrics
- Trainers will ensure to capacitate trainees until they get complete understanding of cutting, stitching, tracing and other embroidery and its production within given time frame.
- To capacitate tailoring and embellishment group about complete stages (initial learning to designing of products i.e. dresses, dupattas, bed sheets, pillows, apparel, fancy dresses, embellishment necks (Gala) etc
- To capacitate tailoring and embroidery groups with different color combination and designs
- Connecting the female farmers to local businesses to enhance their income
- Awareness on marketing trends and possible opportunities in the community and nearby market
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 15-20 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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<tbody>
<tr>
<td>1</td>
<td>Rakni</td>
<td>December, 2021</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:

- Proven capacity to develop practical training guidelines and conduct training sessions related to stitching, designing and embroidery [Minimum 3 years of experience in conducting relevant trainings]
- Experience in documentation, reporting and evaluation of training sessions
- Experience in working with females in remote areas
- Good communication and writing skills in English;
- Good know how of local languages;
- Ability to plan, prioritize and produce quality results on time
- Excellent technical skills in tailoring, grading, and garment construction, in particular in the training areas listed above
- Ability to keep to tight deadlines;
- 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.