**Terms of Reference**

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: 15th July – 30 October 2022

**BACKGROUND:**  
The World-Wide Fund for Nature-Pakistan (WWF-Pakistan), 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.

Founded in 1970, WWF-Pakistan is an independent nature conservation NGO in Pakistan, with over 20 offices nationwide and an average annual budget of 5.06 million euros, mainly financed by private and public funding. Since its inception, WWF Pakistan has implemented over 200 projects and programmes, working closely with local and national partners, governments, private partners, research organizations, and communities.

In the continuity of phase I, ‘Sustainable mangrove management and community development in the Indus Delta II’ is the is being implemented in 36 villages of the lower Indus delta, comprising the sites of Keti Bunder, Kharo 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.

**PURPOSE OF THE CONSULTANCY:**

Textile work in the BMZ project area has a market potential that has not yet been fully exploited, especially for the festive dresses, locally made traditional embroidery, 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 which 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 have expressed an interest in the measures in talks to prepare the project. The women are given the opportunity to form small enterprise group and use sewing machines together and establish a mutual fund from their savings to further enhance their textile business. 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. The measures are carried out by female instructors in order to enable all women to participate.

**TRAINING OBJECTIVE:**

Three trainings workshop are planned for a group of 75 women each who have Know-how about the embroidery development and basic sewing. Total of 3 trainings will be conducted each one for 25 participants for five (5) days of duration. The women will be identified by the local organizations (MMUs) that developed under the BMZ mangroves conservation project.

The training objectives mainly focused to engages fisherwomen in home-based embroidery product making to ensure her support in the total household income while they rely on natural resources can be reduced. More is to empower women socially and economically while they can also make their contribution to the household income, 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 community which are directly dependent on natural resources and would be direct beneficiaries of the proposed activities.
- 75 women will gain skills and shall be able to engage in gainful self-employment.
- 75 families having a direct dependency on the natural resources will get alternate livelihood sources, consequently reducing the instances of exerting pressure on natural resources.
- 75 women will be enabled to directly contribute to the earning resources of the family and consequently, their importance in the family will be strengthened.
- Enhance expertise in the innovative and marketable products;
- Identify the leading persons (TOTs) who could be the source for the organization to train additional interested women.

**Responsibilities of the consultant:**

The consultant 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 identification and procurement of appropriate and quality raw material 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;

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 on 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 chain;

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 provision of alternate livelihood provided to women artisans in local handicrafts making and its effectiveness;

On the completion of the aforementioned deliverables 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;

**TANGIBLE DELIVERABLES:**

- Assessment of the market linkages strategy developed by the previous consultants and its improvement;
- Training Need Assessment 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
- Training Report

**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.

**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.

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

**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;

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

**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.

**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.

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

**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.

**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.

- Technical Proposal 70%
- 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)

**Budget**
The tentative budget threshold for this specific assignment is **PKR 585,000/-** inclusive of all applicable taxes and out of pocket expenses. Evaluation process will be competitive; therefore, all the required documents should be submitted.

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