Terms of Reference

Technical training on Empowering women through vocational skills e.g., dress making, embroidery and handicraft as an alternate income generation opportunity for rural women

1. Project Background

WWF-Pakistan’s Food & Markets programme is implementing IDH funded project titled; “Gender empowerment through homestead microenterprise development” through engagement with rural communities especially in core cotton growing regions of Pakistan. Livelihood Improvement and gender empowerment through skill building is a very strong component among many other strategies used in building up socio-economic resilience of farming families in the diverse agriculture landscapes. The project is building the capacities of farming communities/rural worker women on alternate income generation opportunities and ensuring that enabling mechanisms are in-place for supporting women led micro-enterprises, acting as economic force leading to improve socio-economic and environmental resilience of Cotton farming families.

Throughout the years, frequent capacity building training has been done for rural women from cotton farming families to improve their living standards, basic health & hygiene practices and awareness regarding multiple farm-based vulnerabilities, which are benefiting them in several ways. In the existing time period of women empowerment, we intend to train the rural women/farm workers with the prerequisite training and capacity building on need-based skills that can help them to explore alternate income generation opportunities.

2. Objectives

The main objectives of this training course are

- Capacity building of rural women on modern designing, layout and tracing of local embroideries
- Training on selection of fabric and accessories to make high end product for niche markets
- Product branding, packing and storage techniques for sustainable business

3. Scope of Work:

Training course is to develop a widespread 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. 3 days training will be conducted for 30 women of 3 different Villages of Khanewal.

4. Specific Tasks:

The training should consist of the following activities:

- Selection of fabric, threads, accessories and color combinations.
- Modern layouts of mixing traditional embroideries and tracing on fabric.
- Improved market designs; enhancing skill on improved and consumers’ demanded articles
- Refinement and quality improvement of local hand-made products e.g., kurtas, bedsheets, textile crafts, dresses, embroidered wall hangings, etc.
Basic marketing skills; price negotiation, purchasing of raw material, fixation of price product etc. and strengthen links with market channel

All the necessary expenses of travel, accommodation and boarding/lodging 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 Field Force (WFF) as per responsibility;
- Submit the 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 program including list of trainees with contact details

6. Duration:

- The consultancy will be undertaken over a period of 2 weeks with a maximum of approximately 5-6 person days of professional services. Work will commence immediately after contract signing.
- This consultancy is field-based and would involve active participation in meetings with the F&M technical team

<table>
<thead>
<tr>
<th>Sr. #</th>
<th>Training location</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Khanewal</td>
<td>Month of August, 2022</td>
</tr>
</tbody>
</table>

7. Responsibilities of WWF-Pakistan's SAFP team

- Ensure active participation of farming community/women workers.
- 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:

- Experienced masters’ degree holder in textile/fashion designing, etc.
- Proven capacity to develop practical training guidelines and conduct training sessions related to vocational skills e.g., dress making, embroidery and handicraft [Minimum 1 years of experience in conducting relevant trainings]
- Experience in documentation, reporting and evaluation of training sessions
- Good communication and writing skills in Urdu and English;
- Ability to plan, prioritize and produce quality results on time
- Adhere to WWF’s values, which are: Courage, Integrity, Respect and Collaboration