Terms of Reference

for

ToT on Digital business management skills and community enterprise development leading to better access to markets through linkage development

Food and Markets, WWF-Pakistan

Project Background:

WWF-Pakistan’s Food & Markets programme is implementing livelihood improvement and gender empowerment activities at grass root level through engagement with rural communities especially in core cotton growing regions of Pakistan. The objective is to build the capacities of farming communities/worker women on alternate income generation opportunities and enable them to start their homestead level micro-enterprises leading to improved socio-economic and environmental resilience of Cotton farming families. Throughout the years, frequent capacity building trainings have been done for worker women 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 plan to train these hardworking rural women with prerequisite training and capacity building on some particular farming skills that can help them to explore alternate income generation opportunities.

Objectives:

The main objectives of this consultancy are:

- Capacity building of 25-30 Women Field Trainers on engaging and developing linkages with markets
- Enhance the skills of Women Field Trainers on financial literacy and business digitalization
- Capacitate women field trainers to be able to learn and deliver effective training sessions to women entrepreneurs.

Scope of Work:

Training course on Advance Business digitalization skills for women entrepreneurs to enhance their knowledge on financial literacy and to develop their effective market linkages at local level. WFTs have got proper conceptual clarity and can further demonstrate business concepts to women with new learning methodologies.

Specific Tasks:

- Capacity building of Women Field Trainers “Collaborating with the initiatives working on skill development in the project area and linking farming communities with the skill enhancement opportunities”
- Strengthen WFTs knowledge on advance digitalization and financial management
- Develop an understanding on advance entrepreneurial skills
- Learn and able to effectively engaging and developing linkages with markets
- WFTs are capacitated enough to deliver the training sessions to the small entrepreneurs at their door step.
All the necessary expenses of travel will be borne by WWF-Pakistan for this training program. Whereas the accommodation charges will be covered in the consultancy fee.

**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 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

**Duration:**

- The consultancy will be undertaken over a period of 7 days with a maximum of approximately 15-18 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 Food & Markets Team technical team

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<thead>
<tr>
<th>Sr. #</th>
<th>Training location</th>
<th>Total Days</th>
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<tbody>
<tr>
<td>1</td>
<td>Islamabad</td>
<td>7 days</td>
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**Required Qualifications/Skills**

- Should be registered with SECP and FBR (attach proof), with a minimum of 7-years’ experience in conducting relevant training.
- Master’s Degree in Business Management
- Should have a robust entrepreneur platform with evidence of B2B linkages, and proven abilities to organize and manage entrepreneur’s participation for exposure visits and in exhibitions.
- Should have a well-equipped residential training center, with linkages to facilities that will allow participants exposure to markets.
- 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.
Criteria of Evaluation

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 620,000/- inclusive of 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.