TERMS OF REFERENCE

Contract title  Establish market linkages for Textile/local handicrafts developed by the women entrepreneurs in their Vocational Centres at the Indus delta
Duration of assignment  15 October – 30 November 2020.

BACKGROUND:

WWF-Pakistan together with its partners is implementing a project focusing on the protection and conservation of the mangroves ecosystem of Indus delta. The project also integrates community development and resilience building to climate change induced vulnerability. The Project area comprises of Keti Bunder and Kharo Chan in the lower Indus delta in southeast Pakistan, Community living in the Indus Delta having low income generation options, hence, highly dependent on the existing natural resource for their livelihood especially on mangroves and its associated natural resources, resulting the resources are gradually depleting. The project therefor focuses to reduce the dependence level on the existing natural resources by providing alternative options for income generation.

The project aims to empower and train 250 local women in developing traditional textile and handicrafts. For this purpose the project is establishing 10 women groups (vocational centres) each comprises of 25 women. The project so far have been trained 150 women, each training was three days long. The first training was conducted by ‘Hunarmund’ who trained 25 women (one centre) during the project implementation year-1, while 5 trainings were conducted by EMC Pakistan and trained 125 women during the project implementation year-2. These women are now able develop better quality products. There is a strong need of setting-up linkages of these local women entrepreneurs with local and national markets, supply chain and retailers to enable them to gain maximum benefits for their skills.

PURPOSE OF THE ASSIGNMENT:

The consultant will provide support to women by facilitating them in product development, quality assurance, marketing and technological up-gradation. The consultancy would therefore focus in establishing linkages of aforementioned skilled women with appropriate market, retailers and supply chain to enable them to secure and sustainable and profitable source of income generation from their locally developed products. It will also include to train and guide women to develop and design their products meeting the demand and requirement of markets meeting the needs of potential buyers. To reduce the dependence on intermediaries expert advisor will help the women to establish links or partnerships with textile retailers in order to better market their products. In addition, a visit to the textile markets in nearby city (Karachi/Thatta/Hyderabad) will be organized where women will have the opportunities to better understand market mechanisms and establish links with traders to market their products.

DELIVERABLES:

The consultant is expected to at least deliver the following deliverables.

- Conduct a comprehensive assessment to determine the quality and variety of handicrafts and garments by women entrepreneurs trained as part of the Project
- Develop an attractive and practical marketing strategy, catalogue of the locally developed garments and other products for marketable for market need assessment
• Conduct an assessment of local market to get a clear idea of market needs and the product that can be developed by the skilled women
• Identify potential markets, supply chain and textile retailers including online and digital shopping portal for the products developed in the vocational centres or based on the market need can develop by the skilled women
• Establish strong market linkages of women with local markets retailers for the products developed by the skilled women and provide a clear strategy for its sustainability.
• Consultant will develop a social media group to achieve marketing goals by establishing a Facebook/WhatsApp group of producers, retailers and the customers to promote marking of their products.
• Identify potential local markets/locations for an exposure visit where women can have the opportunities to better understand market mechanisms and establish links with traders, EIK HUNAR EIK AIK NAGAR (AHAN) for marketing their products.
• A brief but comprehensive report about the market linkages having a marketing mechanism retailers details and with a business and market linkages sustainability plan.
• Consultant will produce a brief case study on the process and possible outcomes of the initiative

REQUIREMENTS:

• Well reputed firm/individual capable to undertake the desired services as described in the Scope of work
• Relevant qualification in textile and design is a plus but not mandatory
• Minimum five years of relevant experience related to textile marketing/linkages development and livelihood-based interventions including demonstrated experiences of successful marketing plans and sustainable local scale products supply chains would be an added advantage;
• Previous experience of women textile/embroidery/ sewing trainings, market linkages development for the rural communities.
• Excellent writing skills and fluency in English and Sindhi language;
• Demonstrates openness to change and ability to manage complexities;
• Demonstrates ability of analytical work and excellent report writing;
• Proactive and able to work with minimal supervision and high degree of initiative, reliability, flexibility, motivation, and resourcefulness;
• Flexibility to make ad-hoc changes as and when the need arises;
• ability to perform under stress;

LOGISTICS:

The project will be covering consultant’s traveling in the field within the Project sites. He/she consultant will however be responsible to cover his/her own return traveling to the project office at their own. The project team will be responsible to arrange women’s gathering and associated logistics support to facilitate consultant’s interactions and discussion sessions with women entrepreneurs.

DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSAL:

Interested individual consultants/consultancy must submit the following documents/information to demonstrate their qualifications:
• A 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 including the sustainability plan;
- 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.