TERMS OF REFERENCE

Contract type  
Training Services

Contract title  
Organize trainings for local women on marketable textile/handicrafts and Establish market linkages for Textile/local handicrafts developed by the women entrepreneurs in their Vocational Centres at the Indus delta

Duration of assignment  

BACKGROUND:

WWF-Pakistan’s BMZ funded mangrove conservation project focuses on protection and restoration of mangrove in the Indus delta while addressing key challenges to mangroves. Local communities of the Indus delta are highly dependent on mangroves for shelter, fodder, fuelwood, timber, livelihood, etc. This higher dependence increases pressure on the mangroves ecosystem.

The project area i.e. Keti Bunder and Kharo Chan lies in the western part of the lower Indus delta in southeast Pakistan, in the district of Thatta, approx. 200 km southeast of Karachi. The Indus rises in the Himalayas and flows into the Arabian Sea and the West Indian Ocean. The Indus delta has an extension of approx. 600,000 ha. The lower part of the delta is characterized by an extensive system of creeks, marshes, mudflats and mangroves. With 128,000 ha, the lower Indus delta is the seventh largest mangrove area in the world.

The project comprises six mangrove areas (clusters) and 17 villages in the tehsils of Keti Bunder and Kharo Chan. In total, the clusters comprise approx. 14,000 ha of mangroves. Of these, approx. 7,000 ha are intact mangroves and are to be used sustainably, the 4,000 ha degraded mangroves are to be upgraded and 3,000 ha are to be reforested. The areas are to be managed by the village communities with the support of the competent authorities. The villages were selected because of their particularly strong dependence on the use of mangroves.

The mangrove areas are regularly used by the population of the surrounding villages to catch fish and crustaceans and as a source of firewood, construction timber, livestock feed and pasture. Mangrove losses lead to loss of revenue in fishing activities. Wood may only be used for personal consumption. The use as cattle feed and free grazing rangeland for livestock is largely unregulated. They are among the main causes of continuing mangrove loss and degradation.

PURPOSE OF THE CONSULTANCY:

To reduce dependency on the existing mangroves cover and enhance community engagement in the conservation of mangroves and its associated natural resources, the Mangroves Management units (MMUs/CBOs) along with women organizations at village level have been established for the sustainability, smoothly and effective implementation of the project interventions. The women groups are specially involved by the project to enhance the skills of the women of the project village that they can improve their livelihood through alternative income generation, which will help to reduce dependency on the mangroves and its associated natural resources.

- Conduct a rapid capacity and training need assessment to existing active trained women artisans and develop targeted capacity building and engagement programme
- Develop a criteria, training need assessment tool and support in the selection of additional 100 women artisans to engage in capacity building and market linkages development programme
• Develop training plans with modules with associated market linkages strategy for the trained and untrained women artisans building on the basis of training need assessment
• Conduct a total of four training each five day long with pre and post training evaluation tools
• Arrange one market exposure visit and one stall and/or exhibition of community products at a mutually agreed venue or event at local or national level
• 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
• A comparative assessment to determine impacts of provision of alternate livelihood provided to women artisans in local handicrafts making and its effectiveness

The consultant will provide support to women by facilitating them in product development, quality assurance, marketing and technological up-gradation. The consultancy would therefore also 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/Hall/Sukkur etc.) will be organized where women will have the opportunities to better understand market mechanisms and establish links with traders to market their products.

TRAINING OBJECTIVE:
Total of four (4) training workshops will be conducted to train 100 fisher and mangroves dependant women (25 women/5 days training) who have Know-how about the embroidery development and basic sewing. The trainee participants will be identified by the local organizations that formed under the BMZ mangroves conservation project. The trainings are part of the series of 10 trainings, which will be continued during the project life during which total of 250 women will be trained. Moreover, strong market linkages will be established while the community get start earning. An exposure visit will also be organize which will give them ideas and knowledge about the process of marketing.

This training aims to develop small-scale business through develop enterprise of semi-skilled fisher women and search appropriate market linkages to improve the income generation of household, which will be ultimately reduce dependency on the mangroves and its associated natural resources as well as to improve women improvement empowerment in the project area.

DELIVERABLES:
The consultant is expected to deliver at least the following deliverables. Details on the schedule, material, training report and recognition items are described in relevant sections below:

It is expected that, at least, 80% of the women will at the end of the training be fully trained on:

• Conduct an assessment of the previously trained 150 women about their activities regarding their selling and product marketing. The study have to focus also the monthly earning of each beneficiaries;
• Identify potential women from all previously trained 150 artisan women;
• Conduct pre-assessment for baseline before starting the trainings;
• Conduct market assessment before the starting of the trainings, and develop training modules according to the finding of the study while the women can be trained according to the product that have market needs;
• Hands on the development of quality products both on embroidery and sewing;
• Enhance expertise on the innovative and marketable products;
• Identify the leading persons (TOTs) who could be the source for the organization to trained additional interested women;
• Trained the women to produce marketable embroidery and sewing products/crafts;
• The variety should be appropriately thought off to cover a significant range of designs and commodity types;
• Basic business operations such as stock maintenance, product prize calculation, accounting, staff management, equipment handling and upkeep;
• Quality assurance mechanisms and best practices, both for craft development and business operations;
• Provide a small mechanism for market linkages and potential sites for exposure and value chain;
• Develop an attractive and practical marketing strategy, catalogue of the locally developed garments and other products for marketable for market need assessment;
• 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;
• 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;
• Consultant will produce a brief case study on the process and possible outcomes of the initiative;
• A brief but comprehensive report will be provided by the end of the training by the consultant about the training and its outcomes that will be covered the potential market excess, potential sites for exposure visits and value chain;
• A separate part will be included in the report about the market linkages having a marketing mechanism retailers details and with a business and market linkages sustainability plan.

By the end of the project the consultant, have to be submit the following documents.
• Assessment report of the previously trained 150 women
• Baseline report for new 100 beneficiaries that identified for current four set of trainings
• Market Assessment report through which the training modules will be developed
• A comprehensive training, marketing, market linkages and exposure visit report

TRAINING CONTENT AND MATERIALS:
All training materials must be pictorial supported with both Urdu and Sindhi text. All content must be logically organised and titled. Pictures should be used that are self-evident and topic specific. In particular, the following minimum training content, material is expected:

• A reference book covering a significant range of designs and commodity types;
• A reference book of marketable product;
• Manual on business basics such as stock maintenance, accounting, staff management, equipment handling and upkeep;
• Layout and tooling for the setup of a small scale business;
• Quality assurance manual for both craft development and business operations;

TRAINING SCHEDULE:
The consultant is required to provide a well thought-out training program, complete with objectives of each day, topics to be covered, subject sessions etc. The schedule must be designed to meet the objectives of the training.

REQUIREMENTS:
• Well reputed firm/individual capable to undertake the desired training as described in the Scope of work and at least 5-10 year 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;
• 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 manage traveling in the field via vehicle/boat, however, the consultant will manage traveling from their source to the project office and back by their own. The logistics such as food, transport, for the 100 women participants to and from the training location will be managed by the BMZ project.

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;
• 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.

COPY RIGHTS:
WWF-Pakistan will have the copy right for the entire data (including the field data); the consultant(s) will no right to use the data at any forum or in publication and will have to submit all the raw (Field based) and final data with the sublimation of final project report.