Farmers Development Organization

Terms of Reference
Hiring of Individual Consultant for

INTRODUCTION
Farmers Development Organization (FDO) is working in southern Punjab, through participatory principals since December 1996, benefiting thousands of peasants, women and general communities. The organization has a history of designing its projects subsequent to conducting Assessments of the problems of people. Also, the organization has the history of creating and then engaging the local volunteers in the implementation and monitoring of the projects. FDO has its central office in Multan. FDO is currently implementing the project “Developing sustainable livelihoods for the poor households in dairy value chain in District Toba Tek Singh-Punjab” with financial assistance of PPAF and Engro. This project is developed in response to Covid 19 pandemics. The program also aims at assisting the ultra-poor and vulnerable poor households (including women headed households) to establish and develop livelihoods sources on sustainable basis; simultaneously improving their overall life through livelihoods intervention, employment, and self-employment.

I. OVERALL OBJECTIVES OF THE ASSIGNMENT:
The overall objective of this assignment is to Enhance and instill the skills and understanding of ultra-poor households in entrepreneurship and micro business by building the capacity of project targeted ultra- poor households in the way that these households can run their micro businesses around dairy independently to contribute in Dairy value chain and run profitable and sustainable livestock business.
II. SPECIFIC OBJECTIVES OF THE ASSIGNMENT:

The specific objectives of the proposed training are to:

a. To develop a detailed training plan for 5 Days, training content, module and related material including pre and post assessment questionnaire.
b. To design and develop a thorough training module covering topics of Enterprise Development, Asset/Basic Business Management, Functional and Financial Literacy themes, together with supporting materials (handouts, graphics on Pena flex and Charts etc.) that will be used during the training activity.
c. To deliver the training program for 20 selected ultra-poor beneficiaries.
d. To finalize the 20 Micro-Enterprises around dairy value chain along with preparation of their feasibility reports.
e. To enable the targeted ultra-poor household with knowledge and skills of assets management and enterprise development.
f. Developing a questionnaire/evaluation tool for the different aspects of the training including the training course.
g. Preparation of detailed business development plans of all individual beneficiaries at the end of training.
h. Prepare and deliver a training report on the completion of training highlighting the training delivery process, results achieved, participants’ satisfaction with the trainer and training methodology, case studies, main conclusions and recommendations for future activities.
i. And, To facilitate in establishment of 20 Micro-Enterprises as per their business development plans developed during training to run all of them on sustainable basis.

III. SCOPE OF WORK:

- Design and develop training module on enterprise and Assets/ Basic business management
- Plan and deliver training sessions to project targeted ultra-poor households on enterprise and assets/ Basic business management at district Toba Tek Singh
<table>
<thead>
<tr>
<th>S #</th>
<th>Dairy Development Programme Area</th>
<th>Union Councils (UCs)</th>
<th>Districts</th>
<th>District's Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Punjab</td>
<td>07</td>
<td>1</td>
<td>Toba Tek Singh</td>
</tr>
</tbody>
</table>

i) **Training Material Development:** The individual trainer will be required to design and develop Training module, Participant’s Handbook, and IEC material/handouts to be given to female and male participants of the training on the Enterprise Development, Asset/Basic Business Management, Functional and Financial Literacy themes to help the targeted ultra-poor households in effective management of their small scale business through dairy hub approach. Training Manual will include visual illustrations, background material, the key topics, for the training to target households are listed below;

**Enterprise Development Training (EDT)**

- Basic concepts of business and business cycle
- Identification and selection of business
- 6 principles (6 Ps) of marketing
- Essential entrepreneurial competencies
- Market Assessment (link with 6 Ps)
- Supply and value chains (demand and supply)
- Budgeting, costing and business feasibility development
- Book-keeping/record-keeping
- Business Plans (preparation and checking)
- EDT Functional Literacy

**Business Management (BM)**

- Basic concepts of business and business cycle management
- Selection of business and its management
- Essential entrepreneurial competencies
- Types of business
- How to establish business with assets
Livestock (production of dairy products)
Milk cooling centers
Fodder seed shops
Small scale Vanda making/mixing unit
Semen distribution/sale units
Animal feeds shops
Silage and hay making distribution units/shops

Assets Management

What are assets and what is their management?
Effective management and operation of given assets
Effective management of livestock and other livestock-related assets
Operation and maintenance of agriculture and horticulture tools
Operation and maintenance including resilience-building against climatic shocks, of other assets, like rickshaw, machines etc.

Functional Literacy

Basic arithmetic with application in everyday market/business interactions
Signature
Calendar, Product Expiry Date, Time
Signs, Signals, Map

Financial Literacy

Budgeting and costing (Importance of a budget, how to make a simple budget, staying within your budget, and record-keeping)
Savings (Concept and importance of saving, saving types and their benefits, record-keeping)
Investment
Debt/loan management
Accessing financial products and services
Consumer rights and responsibilities
ii) Training material (Participant’s Handbook, IEC material/handouts) will be developed according to profile of target community and its language will be either the provincial language or Urdu.

iii) Draft copy of Participant’s Handbook will be submitted to FDO and the individual consultant will be responsible to induct all proposed suggestions from FDO/PPAF. Training will be delivered after approval of Training Manual from PPAF.

iv) Final copies of Training manual, and IEC material/handouts will be submitted to FDO/PPAF in well-designed printable version.

v) Training Delivery: The selected individual will deliver the training sessions according to Training Manual and session plans approved by FDO/PPAF for the project targeted beneficiaries identified by FDO.

vi) Detailed business feasibility reports will be prepared during the training and Business Development Plans will also be developed at the end of training.

vii) Evaluation and Grading of Trainees: Evaluation and grading of trainees will be conducted on the final day of training as per evaluation criteria and ranking of beneficiaries as A, B+, B, and C (descending order of performance, respectively). Handholding of participants after the training and random spot-checking of the training sessions will be conducted to identify gaps and provide timely feedback.

viii) Reporting: The individual consultant must submit detailed report of training session for ultra-poor households

- Title page
- Table of contents
- Training schedule (with date, location, session, and name of participants)
- List of participants
- Attendance sheets and registration form
- Results of pre- and post-test with analysis
- A group photo and a few more photos of training activity
- Participants’ feedback about training and trainer
- Training proceedings (brief)

Training Duration and Participants
The duration of the training session will be 5 days. Number of participants will be 20 in event. Daily training time will be at least 8 hours (0900 - 1700 Hours). The basic detail is listed below.

<table>
<thead>
<tr>
<th>Training Category and Mode</th>
<th>Training Themes/Sectors</th>
<th># of Days</th>
<th>Total Pax</th>
<th>Events</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Training on EDT</td>
<td>Enterprise Development, Asset/Basic Business Management, Functional and Financial Literacy</td>
<td>5</td>
<td>20</td>
<td>01</td>
<td>Activity will be done during training</td>
</tr>
<tr>
<td>Business Finalization and Preparation of Businesses Feasibility Reports</td>
<td>Micro-Enterprises around Dairy Value Chain</td>
<td>5</td>
<td>20</td>
<td>01</td>
<td>Activity can be done before training as counseling session and finalization of L.I.Ps</td>
</tr>
<tr>
<td>Preparation of Business Development Plans</td>
<td>Livestock (Milking Businesses), Micro-Enterprises around Dairy Value Chain</td>
<td>5</td>
<td>20</td>
<td>01</td>
<td>Activity will be done during training</td>
</tr>
<tr>
<td>Establishment of Micro-Enterprises as per Feasibility Report and Business Development Plan</td>
<td>Micro-Enterprises around Dairy Value Chain</td>
<td>20</td>
<td>20</td>
<td>01</td>
<td>Activity will be done after the training.</td>
</tr>
</tbody>
</table>

As a significant number of women participants will participate in training session, pre-training and associated arrangements will be ensured accordingly.

**Budget**

<table>
<thead>
<tr>
<th>Key Milestones and Deliverables</th>
<th>No of Days Per Proposal/ Training Module</th>
<th>Total Number of Days</th>
<th>Consultancy Fee Per Day (in PKR)</th>
<th>Estimated Budget (in PKR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preparation of training modules on the given topics with pre and post assessment questioners</td>
<td>01</td>
<td>05</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
IV. QUALIFICATION AND EXPERIENCE:
The individual consultant shall have demonstrated capacity and capability to undertake similar assignment. The following criteria for individual consultants will form the basis for selection.

- He/she should have significant experience in leading and co-leading similar assignments with valid documentary evidence and should be on active taxpayers list of Government of Pakistan.
- Strong track record with at least 3 years of experience in developing training modules, and in designing and rolling out training program with NGOs and INGOs
• Have adequate knowledge and understanding about local and regional gender dynamics as well as understanding of context related to culture, security, rural life, and training of women and diverse participants.

V. SCHEDULE & TIMELINE:
Total duration of the assignment is 35 days and the individual consultant will conduct batch-wise training of beneficiaries. The consultant is required to develop a detailed work plan and submit along with proposal. The individual consultant will be required to develop inception report and session wise training plan. Activity-wise timeline of the assignment is given below.

<table>
<thead>
<tr>
<th>#</th>
<th>Activity</th>
<th>Days</th>
<th>Deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Designing, Development and finalization of Training Manual and IEC Material</td>
<td>05</td>
<td>July 26, 2022- July 30, 2022</td>
</tr>
<tr>
<td>2</td>
<td>Finalization of Training Plan</td>
<td>1</td>
<td>July 31, 2022- August 01, 2022</td>
</tr>
<tr>
<td>3</td>
<td>Conducting training sessions (1 session, 5 days)</td>
<td>05</td>
<td>August 02, 2022- August 06, 2022</td>
</tr>
<tr>
<td>4</td>
<td>Establishment of Micro-Enterprises around dairy value chain as per Business Feasibility and Business Development Plan for 20 beneficiaries</td>
<td>10</td>
<td>August 08, 2022- Aug 17, 2022</td>
</tr>
</tbody>
</table>

The tentative training plan is listed below.

<table>
<thead>
<tr>
<th>#</th>
<th>Training</th>
<th>Locatio n</th>
<th>Duratio n (days)</th>
<th>Pax</th>
<th>Time line</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Training of ultra-poor households on E (Enterprise Development Training), EDT, Basic Business, assets management financial and functional literacy</td>
<td>Toba Tek Singh</td>
<td>05</td>
<td>20</td>
<td>August 02, 2022, to August 06, 2022</td>
</tr>
</tbody>
</table>

Sub Total

05 20

VI. SUPERVISION & REPORTING:
The final shortlisted consulting individual will report to the Project Manager.

SELECTION METHOD:

Hiring of consulting firm or individual will be done in accordance with the procurement procedures and procurement method of FDO/PPAF
VII. ETHICAL CONSIDERATIONS:
The consultant may adapt/customize material from other sources developed by international organizations, including but not limited to Oxfam, GiZ, IFAD, FAO and other UN agencies. However, the consultant will have to ensure adherence to the standard protocols of citation/referencing by seeking permission/acknowledgement of the sources from where training material/contents are to be adapted/customized for the proposed training. The onus of any liability/claim from any party regarding plagiarism or misuse of their material will be on the consultant, and PPAF or its POs will not bear any responsibility in this regard.

The consultant will ensure use of local language (Punjabi) in conducting all the training sessions with the ultra-poor households

The consultant will have to seek prior permission for documenting and using visual still/moving images for specific purposes i.e. for report and presentations for this assignment. The consultant will ensure the participants’ anonymity and confidentiality and will ensure the visual data is protected and used for agreed purposes only. All training material developed under this consultancy will be the property of FDO/PPAF. The consultant or any of their representatives will not use part or whole of the training material and/or any associated materials for any other assignment either for FDO/PPAF or any other client without prior written permission from FDO/PPAF’s authorized unit.

VIII. DELIVERABLES:
The training consultant should ensure the submission and delivery of the following deliverables to the FDO:

- Preparation of training plan in coordination with project management team
- Conduct of 01 Training session of 05 days with participants
- Submission of Detailed Business Feasibility Reports of each individual beneficiary/joint businesses of two or more beneficiaries around dairy value chain.
- Submission of attendance sheet of the participants for 5 days training
● Develop individual business plan for every participant of the training
● Submission of final report on content including pre and post assessment results and pictures of the training sessions

IX. Evaluation of Proposals

Proposal will be evaluated based on the following criteria:

● Profile and experience of the individual consultant in relation to subject of the present assignment.
● The methodology proposed for the conduction of the assignment and relevant reports
● The financial offer.
● Proposed Timeline

X. How to Apply

Please send your sealed proposal (technical and financial) to below mentioned address by July 26th 2022.

Note: Incomplete proposals will not be considered. (Technical and Financial) For any clarification question, please do not hesitate to contact FDO office: Phone # 061-6306060 or by e-mail: procurement@fdopk.org

Procurement Unit

Farmers Development Organization (FDO)

House # 417, Long Street, New Shalimar Colony, Multan, Punjab.

Phone: 061-630606