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A world of peace, compassion and justice where all people achieve fulfillment.



OUR MISSION

To tackle poverty and its causes by developing innovative and sustainable solutions.



OUR VALUES

Each person has the right to live and be treated with respect and dignity.

Terms of Reference

FOR

Hiring Female Consultant for Market Assessment of enterprise development and Training of entrepreneurs' women on Micro enterprise Development

Chitral Recovery: Empowering Communities through Recovery Initiatives" in District Lower & Upper Chitral

MUSLIM AID PAKISTAN (MAP)



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1. About Muslim Aid Pakistan:

Muslim Aid is a UK based Islamic charity NGO. It was established in 1985 in response to the 1983–85 famine in Ethiopia, by 23 organizations based in Britain. Over the past 25 years Muslim Aid has grown from a small office in London to an international UK NGO, providing relief and development programmes in over 70 countries across the globe. Whilst continuing to carry on its commitment to emergency relief work Muslim Aid also began to implement long-term development programmes. Today, water, healthcare, shelter and construction programs Muslim Aid believes that in order to really help people, the causes, not just the symptoms of poverty must be addressed. By 1994 long-term development projects accounted for almost 50% of Muslim Aid's relief activity. As well as helping people overcome crises, Muslim Aid provides skills and resources to assist people to move forward to a better life. Muslim Aid works closely with the communities to deliver its programmes and remains committed to working in collaboration with all its beneficiaries to ensure that the solutions are not imposed from the outside. All solutions are culturally sensitive, practical and owned by the beneficiaries. Muslim Aid entered Pakistan after the devastating earthquake in 2005. It provided emergency relief and rehabilitation services to the people affected by the earthquake. Since 2005, our country office has provided support to over 2.9 million people affected by natural disaster, poverty and political tensions.

We work with the Pakistani people and government to achieve the UN Sustainable Development Goals, improving people's lives and prospects. We are passionate about long-term development programmes that improve the education of all people across the country so that they may enjoy a bright future free from poverty.

2. Background:

The northern parts of Pakistan, particularly Chitral, have been witnessing the impacts of climate change, which are manifesting through various environmental and social challenges. Increasing temperatures, altered rainfall patterns, and erratic weather events have become more frequent, leading to shifts in the region's ecology and natural resources. Glacier melt and changes in snowmelt patterns have affected water availability and river flow, impacting agriculture, livelihoods, and overall water security in the region. Situated in a mountainous region, Chitral is naturally prone to flash floods as it is located in the Hindu Kush Mountains, which creates a funnel effect, channeling rain and snowmelt into narrow valleys, increasing the risk of flooding. As climate change is causing the glaciers in the Hindu Kush Mountains to melt rapidly, the melt water is adding to the already high levels of precipitation in the region, making flash floods a regular occurrence.

In direct response to the urgent and devastating consequence of the recent rains and flash floods in Chitral, Muslim Aid Pakistan is implementing comprehensive intervention strategy of Chitral Recovery: "Empowering communities through recovery initiatives" a 14 months project funded by MAUK and MAUS. The project aims is to restore the living conditions of 1,000 floods affected HHs. This initiative is designed to offer both immediate relief and sustained recovery support to restore the livelihood of affected communities in Chitral. The project is strategically designed to not only address the pressing challenges faced by those affected by flooding but also to lay the foundation for enduring and sustainable development, enhancing resilience in the region.

In recognition of the pivotal role that women play in social and economic recovery, the intervention will also offer economic empowerment and training opportunities to 200 women. Through the acquisition of valuable skills and income-generating avenues, this aspect of the project aims to empower women, fostering economic independence and enhancing social well-being. Through this activity, Muslim Aid Pakistan will conduct training and capacity building sessions for local women entrepreneurs on enterprise development in both Upper and Lower Chitral. The training will target 200 women entrepreneurs who are involved in the embroidery and dry-fruit business. The main focus will be on micro-enterprise development to facilitate women and women's groups in value addition



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of their existing enterprises, skills if needed and also guide to develop the value chain process, linking with the local, regional and national markets. The overall objective of this intervention is to enhance the capacities of women in and get them the maximum value-added benefits at their doorsteps. The primary focus of these training sessions will be two-fold: first, to empower women by enhancing their proficiency in identifying their own existing gaps within local marketing systems; and second, to encourage their entrepreneurial acumen by training and linkages development with ways of adding value addition strategies to their enterprises.

Muslim Aid Pakistan is intended to hire the services of consultant for Micro-Enterprise Support; the consultant will identify capacity enhancement and enterprise development options for the individual women and women groups. The capacity building sessions will be conducted in groups for two days (6 Hrs). On day one they will be given chance to discuss the enterprise development options with solid solutions and trainings will be identified while on the second day the business plans will be developed for future actions. In the same connection, trainings sessions for two days will be conducted as well. After the training and capacity building of women, on Enterprise Development; joint business plans will be developed as per the need and relevant departments (Agriculture, Livestock, Vocational, private sector etc.) will be engaged for joint future planning of the enterprises.

The following will be the detail services of the consultant

3. General objectives of the assignment:

The overall objective of this assignment is to enhance the capacities of 200 women entrepreneur who are involved in the vocational skills including embroidery and fruits' processing business in project targeted districts (Upper & Lower Chitral) The main focus of the assignment will be to improve the micro-enterprise development, to facilitate the selected women groups in business plans development with main focus of improving livelihood, in value addition of their existing enterprises, skills if needed and also guide to include their enterprises in the existing value chains, linking with local, regional and national markets for getting maximum value – added benefits at their doorsteps and contribute in their livelihood.

4. Specific objectives of the assignment for consultant:

Conduct market assessment for microenterprises in the area, identifying the enterprises, possible value addition in the enterprises and options for enterprises development, training and capacity building of women and women groups in districts lower Chitral and Upper Chitral

- Provide Micro-Enterprise development support to the targeted beneficiaries; by identifying their capacity enhancement and enterprise development needs and options for the individual women and women groups.
- Initiate a market assessment at Lower Chitral and Upper Chitral regarding micro enterprise development options
 - Assessment of the markets, available enterprises, their modalities and how the women group could be the part and parcel of the enterprise development.
 - Assessment of the women groups, their existing skills, probable skills, their objectives and level of skills they have
 - Identify the relevant value addition options for women groups and how they could be the part of prescribed enterprise.
 - Develop and share the market assessment report with detail analysis and recommendation for capacity enhancement and enterprise development options.
 - Develop the capacity building agenda for micro-enterprise development to be carried out at both districts (Upper and Lower Chitral).
 - Design and conduct 4 Days Training of selected 200 women participants on micro-enterprise development as per the trades and identified needs of the selected beneficiaries.
 - The capacity building sessions will be conducted in groups for two days (6 Hrs). On day one the beneficiaries will be given chance to discuss the enterprise development



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options with solid solutions and trainings will be identified while on the second day the business plans will be developed for future actions. In the same connection, trainings sessions for two days will be conducted as well.

- To design and develop training manual & material (including Participant's Handbook, and IEC Material) covering topics promoting Micro-enterprise development
- Develop training completion report along with pre -test and post -test analysis
- To support the entrepreneurs in initiating their business plans or improving their existing business with value addition,
 - Develop Joint business plans align with the need of beneficiaries and relevant departments (Agriculture, Livestock, Vocational, private sector etc.) with inclusion of joint future planning of the enterprises.
 - The joint business plans provide all information required for securing access to the market, finance, human resources and all other business inputs.
- Develop and share the linkages plan of 200 trained women with the relevant markets
- To increase knowledge and skills of target trainees and to equip them with required tools and techniques to further execute this in their work places and communities through developing their learning and best practices on key concept of enterprise development
- To prepare the target group through these trainings,
- To enhance knowledge of target communities about existing

5. SCOPE OF WORK:

5.1 Market assessment:

Comprehensive market assessment will be carried out by the consultant by identifying capacity enhancement and enterprise development options with value addition and enterprise development in vocational and agri-business for the individual women and women groups in districts of lower Chitral and upper Chitral.

The consultant will have assessments at field level with women groups to identify the local and important/ workable enterprises with existing skills through meetings and Focus Group Discussions.

The consultant will come up with a Market Assessment plan for:

- Enterprises identified in the market and women groups
- Triangulation of the enterprises (identify skills, gaps and solutions)
- Identify the value addition in the existing enterprises
- Identify the training options for the women groups for specific enterprises
- Develop the business plans for the enterprises and women groups

5.2 Market assessment Report:

Develop comprehensive Market assessment Report including recommendations based on the findings of the market assessment

5.3 Manual Development:

- A training agenda and manual will be developed by the consultant covering all above-mentioned training objectives
- Identify the trainings and its Training/ Capacity Building Plans
- Develop a Training/ Capacity Building Manual

5.4 Training Delivery:

The selected consultant will deliver the training sessions according to the Manual and session plans approved by Muslim Aid Pakistan for women entrepreneurs. The training participants would be identified by Muslim Aid Pakistan.

5.5 Pre-post evaluation:

Evaluation and grading of entrepreneurs will be conducted in the start and end of training for assessing level and increase of knowledge



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5.6 Reporting:

The consultant must submit detailed Training report on following format.

- Title page
- Table of contents
- Training session plan (with date, location, sessions)
- List of participants
- Attendance sheets with 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)
- Action plans/Small group or individual projects submitted by the trainees for further practical implementation

6. Training Duration and Participants:

There will be a total of 8 trainings, 4 in Lower Chitral and 4 in upper Chitral. The number of participants will vary between 25- 30. Daily training time will be at least 6 hours (0900 - 1600 Hours). The duration of each training will be 4 days, first two 2 days of the capacity building sessions will be conducted in groups for capacity need assessment and training identification (On day one the beneficiaries will be given chance to discuss the enterprise development options with solid solutions and trainings will be identified while on the second day the business plans will be developed for future actions.) In the same connection, trainings sessions for two days will be conducted as well.

7. Competencies

7.1. Corporate Responsibility and Teamwork

- Demonstrates commitment to MAP's mission, vision and values
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability
- Plans, prioritizes and delivers tasks on time
- Strives for and promotes excellence in performance continually
- Participates effectively in a team-based, information-sharing environment, collaborating and cooperating with others

7.2. People Skills

- Demonstrates ability to work harmoniously with persons of different national and cultural backgrounds
- Recognizes and responds appropriately to the ideas, interests, and concerns of others
- Builds trust and engenders morale by displaying open, transparent and credible behavior
- Respects individual/cultural differences; utilizes diversity to foster teamwork
- Ensures others' understanding of, involvement in, and adaptation to a change process.

7.3 Partnering and Networking:

- Communicates sensitively and effectively across different constituencies;
- Ability to work as a member of a team as well as work autonomously.

7.4 Results-Orientation:

- Plans and procedures quality results to meet established objectives.

7.5 Communication:

- Technical writing skills, formulates written information clearly and persuasively
- Strong communication skills
- Presents information in a clear and articulate manner

8. Qualification and experience:

The consultant shall have demonstrated capacity and capability to undertake similar assignment.

The following criteria will form the basis for selection.


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- **Only female consultant** having Master degree (16 years of education) in social sciences/ Agr-Business or related discipline
- She should have significant experience in leading and co-leading similar assignments
- Strong track record with at least 5 years of experience in Market Assessment Studies, with focus of enterprise development plans and value addition/ value chain management (of national/provincial scale) with national and/or international agencies
- Strong track record with at least 5 years of experience in developing training modules, and in designing and rolling out training programmes (of national/provincial scale) with national and/or international agencies.
- Demonstrated experience of successfully designing and conducting trainings specifically on themes of microenterprise development and having successfully completed at least 3,4 training programs on same/similar thematic areas.
- 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.

9. Content of the Proposal:

- The consultant will be required to submit a detailed proposal for evaluation. The proposal should be divided into two parts, i.e. technical and financial. The technical part will contain the following sections
- Experience in leading and co leading similar assignment
- Experience in relevant field (Demonstrated experience of successfully designing and conducting trainings specifically on themes of Micro-enterprise development and having successfully completed at least 3, 4 training programs on same/similar thematic areas)
- Experience in developing of training modules, designing and rolling out of training programs in national and provincial level with national and international agencies
- Qualification and experience of the staff along with CVs
- Assignments completion reports prepared in past
- Detailed methodology designed for designing and rolling out training
- Detailed timeframe/ Work plan/ Training calendar (including dates for submission of the first draft and final report)
- The financial part will describe the estimated cost for the evaluation in detail.

10. Longlisting/Shortlisting Criteria:

Criteria:	Points
Academic Qualifications/Education	Max 30 points (20 mark for MA/MSc, 10 additional Marks for M.Phil./Ph.D.)
At least 5 years of relevant working experience in the areas of Market Assessment and micro enterprise development (Proven knowledge and previous experience in successfully designing and conducting trainings specifically on themes of micro enterprise development and having successfully completed training programs on same/similar thematic areas).	Max 20 points (4 mark for every 1 years)
Detailed methodology designed for the assignment	Max 20 points
Detailed timeframe/ Work plan/ proposed training agenda and contents of the sessions aligned with the above-mentioned objectives of “Market Assessment of enterprise development and Training of entrepreneurs’ women on Micro enterprise Development” / Training calendar (including dates for submission of the first draft and final report)	Max 30 points


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11. Technical Evaluation Criteria:

Criteria:	Points
Rating based on Qualifications	60%
Interview	40%

12. Currency:

All currency in the proposal shall be quoted in Pakistan Rupees (PKR).

13. Timeframe and duration of the assignment:

The suggested time frame is one month to begin by the **10th of April 2024**. The final report must be submitted on or before **30th June 2024**. However, the Individual Consultant will submit a proposed work plan with key milestones within a week of signing of the contract, which will be reviewed and approved by MAP. It is anticipated that the first draft of the DRR training report will be produced within 7 days of signing of the contract and the finding of the report will be presented to the MAP and in a scheduled meeting for finalization and approval of the training agenda. The final reports should be submitted within 10 days on receiving feedback. During the whole period follow up meeting will be held between the Individual Consultant and MAP.

14. Terms of payment for the service and deliverables:

Payment for the services will be made via online bank transfer in SWC bank account.

Payment will be made as per following deliverables:

Acceptance of contract of award	20%
Completion of market assessment, Presentation and acceptance of draft Market assessment report	20%
Submission and acceptance of Training Manual including pre and post-test evaluation questionnaire, Participant's Handbook, and IEC Material on thematic areas of micro enterprise development	30%
Completion of 8 training events and sharing of the final completion report of the services, Development of business plan (individual/group) and linkages development plan with market	30%

15. Supervision & reporting:

The final selected Individual Consultants will report to Muslim Aid Pakistan's District Coordinators of Lower and Upper Chitral

16. Selection method:

Hiring of Individual Consultant will be done in accordance with the HR procedures of Muslim Aid Pakistan.

17. Ethical considerations:

The Individual 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 Individual 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



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liability/claim from any party regarding plagiarism or misuse of their material will be on the training Individual Consultant.

- The Individual Consultant will ensure use of National languages (Urdu and local languages of Chitral) in conducting all the training sessions with the Selected Beneficiaries in their respective Districts.
- All training agenda/agenda/material developed under this consultancy will be the property of Muslim Aid Pakistan, the Individual Consultant or any of their representative will not use part or whole of the training material and/or any associated materials for any other assignment either for or any other client without prior written permission from Muslim Aid Pakistan

18. Income tax, sales tax and other government duties:

All taxes, duties, Sales Taxes and other Govt. charges are responsibilities of the individual/institution. Offer price should be inclusive of all above said taxes.

19. Acceptance of Proposals:

MAP reserves the right not to accept the lowest or any proposal and to annul the bidding process without assigning any reason whatsoever.

The acceptance criteria will be as follows:

- Individual Consultant must be technically complaint to initial screening criteria mentioned
- Individual Consultant must score at least 70% in the technical evaluation
- Individual Consultant must be the qualify the interview process
- Must have valid NTN number

Note: Failing to qualify on any of the above criteria will not be considered for further evaluation

20. General Terms and Conditions:

The proposal and price shall remain valid for a period of not less than 90 days from the closing date of the submission of the proposal.

- The technical and financial proposals should be delivered in separate sealed envelopes. At the top left of the envelopes, it should be clearly stated "Proposal for enterprise development in Chitral", and it should be clearly stated on the envelope, whether it contains the technical or the financial proposal.
- The Competent Authority reserves the right to accept or reject any or all RFP at any stage without assigning any reason thereof.
- In case of delay in the execution of the contract, MAP reserves the rights to impose penalty not exceeding 5 % of the total amount of the contract.
- If the progress of work is not to the satisfaction of the MAP, the work will be awarded to another party at the risk and cost of the consultant. In such an eventuality, if any excess amount is to be paid by MAP, it will be recovered from the consultant.
- MAP has the rights to add, enhance or remove any functionality not disturbing the major scope of work.
- MAP will not bear any expense incurred in the preparation of proposals in response to this RFP.
- All responses to this RFP shall become the property of MAP.
- Proposals sent to MAP by Fax or Email will not be accepted.
- Proposals submitted after due date and time will be rejected.
- Individual Consultant must fill and sign the **Declaration of Conflict of Interest** given at end of the TOR and must submit with technical proposal.
- An effort by any individual Consultant to influence MAP, "directly or indirectly through unfair means", in MAP proposal evaluation, proposal comparison or contract award

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decisions, to meet or discuss with any MAP official unless desired by the MAP may result in the rejection of bidder's proposal.

21. Financial and Technical Proposal submission:

The potential candidates can drop technical and financial proposal only through courier, to the following addresses clearly marked as follows (The proposal delivered without courier will not be accepted):

NOT TO BE OPENED BY THE REGISTRY

(Technical proposal separate sealed envelopes for enterprise development) in Districts Lower Chitral and upper Chitral

MUSLIM AID Ad (MAP)

Main Garam Chashma road, Balach Bazar, Near Government high school, Balach Chitral.

All proposals must be received by **Thursday 28th March 2024: 5:30 PM.**

LATE SUBMISSION OF PROPOSAL: Proposal received after the deadline for submission of Proposals will not be considered.

22. Note:

For an assignment requiring travel, consultants of 65 years or more require full medical examination and statement of fitness to work to engage in the consultancy.



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23. Declaration of Conflict of Interest:

I/We have completed this form (s) accurately at the time of reply and it is agreed that all responses can be substantiated, if requested to do so, any inaccuracy in the information filled herein will be used as grounds for removal from or termination from selection process.

I/We confirm that I/We are not insolvent, in receivership, bankrupt or being wound up, our business activities have not been suspended and we are not the subjects of legal proceedings for any of the foregoing.

I/We confirm that I/We have fulfilled our obligations to pay taxes and social security contributions.

Signed:

Name of the Individual Consultant:

Date.....

If you see any violation of rights or any incident of corruption, please contact us at:

complaints@muslimaid.org.pk

Muslim Aid has zero tolerance for corruption & bribery and is committed to listen and address any violation of rights of aid workers, suppliers, contractors, our beneficiary and communities.

Muslim Aid Pakistan Office:

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