

Development of Business Development Strategy

Participatory Welfare Services, Layyah:

Participatory Welfare Services is a not for profit, non-governmental and non-political development organization striving to aware, organize and mobilize the disadvantaged and marginalized communities for the realization of their developmental and basic human rights. PWS is registered under Voluntary Social Welfare Agency Ordinance 1961 on September 8, 1994.

PWS was primarily established as a self-financed initiative taken by a group of young local volunteers who wanted to contribute their bit in the local development process by engaging locally elected leadership, government officials and local philanthropists for uplifting socio-economic conditions of excluded communities. Currently organization outreach and presence is in more than 14 districts and is expanding its operation nationwide to implement its project and programs.

PWS has developed its new strategy that has 5 program priority areas and is expanding its work through business development work in its program priority areas of

1. Supporting Quality Primary and Secondary Education
2. Improving access to Safe Water, Sanitation and Hygiene
3. Promoting Sustainable and Resilient Livelihoods
4. Actions to combat Climate Change and its Impact
5. Achieve gender equality and empower all women and girls

Objectives of the Study:

The work will contribute to the overall objective of PWS to increase its external funding portfolio in general and from the institutional donors in particular. The specific objective is to develop a business development strategy accompanied by business development plan. It is expected that by end of assignment, a strategic business development function will be in placed beside operational business development plan for all program priority areas.

Assignment Deliverables:

Following are the deliverables of the assignment;

- PWS organizational **business development strategy** that provides a framework for the required roadmap of our actions to mobilize resources for new strategic period. Our strategy should guide where to invest our time, money and efforts to mobilize resources and donor relationship building. This will also guide us to prioritize institutional partnerships based on external and internal context analysis.
- **Business Development plan** minimum including funding campaigns date and strategies, donor tracking plan, events details and targeted communication schedule. The plan will have identified funding and partnership opportunities, realistic business development goals and a calendar with defined ownership, direct executors and indirect supporters.
- **A list of potential donors** including INGOs, bilateral, multilateral, multi-donor trust funds, trust, foundations, corporate and humanitarian donors specific to program priorities, their doorkeepers and the frequently used words (FUWs) of each identified donor with their strategic document/strategic priorities.

Terms of Reference

Duration:

The assignment intends to be initiated in last week of November, 2017 and must be completed before 15th of December, 2017. Total time allocated for the assignment is not more than 3 calendar weeks.

Responsibilities of Consultant:

Consultant supposed to be responsible for following tasks under the proposed assignment;

1. Designing of strategy development process including conduct of workshop if and as required for stock taking and contextual analysis.
2. Development of strategy, plan and lists as per minimum requirement mentioned.
3. Development of report in consultation with assigned focal person at PWS. 2-3 drafts are expected to complete the assignment.

Responsibilities of PWS:

PWS will perform following tasks under the proposed task;

1. Facilitating team in coordination, communication and other logistic management for workshop (if required) and other consultations.
2. Providing office premises for assignment related office work.
3. Advising and giving feedback on document produced and the final document.

Qualification of Consultant Firm:

Following are the key qualifications for intended consultant to be hired;

1. Senior level management experience of working in strategic positions in I/NGOs, UN or Private Sector organizations.
2. Prior demonstrated experience of conducting donor mapping, scoping and market research and establishing donor relationship management mechanism.
3. Proven understanding of donor environment including knowledge of UN, EC, DFID etc and prior demonstrated experience of similar nature of work.
4. Well informed of the latest trends in donor intelligence.
5. Good writing skills in English with strong funding planning and resource mobilization/business development strategies understanding
6. Valid registration certificate, bank account details in the name of consultancy firm (in case of firm) and to individual name (in case of individuals)
7. Valid Tax certificate and National Taxation Number (if tax exempted must be produced in advance)

Consultant's Fee:

Fee of the assignment will be agreed and PWS will pay consultants' fee at least in two installments after deducting all the applied tax as per FBR regulations.

Sr.	Tasks	Rate
1	Development of business development/fundraising strategy, plan and lists as per minimum requirement mentioned. The cost should cover all related expenses including traveling to Layyah for conduct of workshop whereas accommodation and local travel will be covered by the organization-PWS.	



Terms of Reference

How to Apply:

We invite individual consultant/Firms to send (1) their formal expression of interest, (2) latest resume/Company Profile highlighting the strength and relevant experience and (3) Financial proposal till **December 3, 2017** on the following email address: procurement@pwspk.org or drop at PWS head office (Sial Colony Ward No. 3 Chowk Azam District Layyah +92-606-381890 through courier services or by hand.