

Technical trainings of potential women & girls organized on poultry management, business plans, record keeping & marketing strategy in district Jhelum**Participatory Welfare Services, Jhelum:**

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.

Local Rights Program:

PWS is implementing a long term program of Local Rights Program since 2017 in district Jhelum in partnership with ActionAid Pakistan Country Program. Program aims to strengthen the capacity of communities living in poverty and exclusion, seeks to shift and transform power, through empowerment, solidarity, campaigning and the generation of alternatives. To improve the economic condition of local communities, Women leadership for economic justice will be one of the program priorities in coming years.

Background and scope of the Assignment:

Pind Dadan Khan a sub division of district Jhelum is on the bank of river Jhelum. The area is highly affected by heavy salinity and the condition is deteriorating overtime with the use of brackish underground water. Water logging and salinity have devastating social and economic effects on farming communities in Pakistan, leading to lower standards of living, migration, health problems, the crumbling of houses, and damage to communications and transport. Government of Punjab is intended to set up industrial states in all districts of Punjab and have completed a feasibility study for a special economic zone in Pind Dadan Khan for long term project (for 2025) under Punjab industrial estates development & management company (PIEDMC). There is lot of scope for agriculture base business and value chain development is there through brining salt affected land under cultivation by harnessing available water resources, improved water management, additional surface storage and introduction of better-adapted crops. Establishment of special economic zone on 10,000 acres with establishment cost of 10 billion will be providing 20 billion activities and 200,000 employments¹. PWS has identified the business of rural poultry through a study and going to support identified women with poultry birds. Each woman will be supported with around 25 birds to take care and get benefit from the egg production of these poultry birds. We are looking for a consultant who will conduct training of these identified women on poultry

¹ Punjab industries sector plan 2018

management, business plan development, and record keeping of the business and developing market strategy to run this local business. .

Objective and content of the Training:

The training is designed to deliver basic knowledge on poultry management including disease management, record keeping of the business, developing marketing strategy through development of business development plan. Consultant will develop content regarding the mentioned topics to deliver in communities/villages of Tehsil Pind Dadan Khan.

Methods and Approach:

Consultant will follow the simplest approach to impart the content with frequent use of Urdu language. The methodology of the training would be participatory with use of plenary sessions, lecture, brainstorming, role play, story-telling, case studies and any other method seems suitable for better understanding. All the contents should be delivered by giving daily life examples and demonstrate the same where required. Medium of instructions for the training should be Urdu.

Assignment Deliverables:

Following are the deliverables of the assignment;

- Agenda of training along proposed content information and content delivery methodology
- Pre and posttest templates
- Training evaluation report in the shape of participants' feedback and analysis of pre and posttest.
- Business development plan of each woman. Plan format should be as simplest as possible and would be in Urdu language
- Training report – this can be one report for all three trainings

Duration:

A total of three trainings are planned for two days with each group of 35-40 participants/women and girls. We are expecting to conduct the trainings from 17th of September, 2018 in three villages of Tehsil Pind Dadan Khan.

Time Frame & Work Plan:

Time frame and work plan will be developed and finalized on signing of contract. The assignment will be initiated and completed in the month of September, 2018.

Responsibilities of Consultant:

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

1. Designing of training methodology, developing and organizing content and development of required formats e.g. Training feedback forms, pre and posttest templates, business development plans etc.
2. Facilitation of training to women groups in target villages.
3. Development of training report including training evaluation report at the end of three trainings.

Responsibilities of PWS:

PWS will perform following tasks under the proposed task;

1. Facilitate team in coordination and logistic management for training days.
2. Providing office premises for assignment related office work.
3. Advising and giving feedback on methodology, tools and final report.

Qualification of Consultant/Firm:

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

1. Valid registration certificate, bank account details in the name of consultancy firm (in case of firm) and to individual name (in case of individuals)
2. Valid Tax certificate and National Taxation Number (if tax exempted must be produced in advance)
3. Must have Degree in business studies or relevant subject
4. Must have five years of experience with social sector.
5. Must have three years of experience in conducting trainings.
6. Must have three years of experience in conducting trainings.
7. Must have 3 years of experience in conducting trainings.

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.

Fee for the mentioned deliverables for all three trainings that will be conducted in one go to be quoted by consultant. Consult can quote for three days (one day from each training on business development module excluding poultry management and technical content/disease management that can be delivered on first day by relevant line department representative/veterinary doctor). Consultant fee should include travel till PWS office in Pind Dadan Khan of district Jhelum whereas further field travel, meal during stay and accommodation will be PWS' responsibility.

Sr.	Tasks	Rate
1	Fee for the mentioned deliverables for all six days of all three trainings	
2	Fee for the selected deliverables of business development content – one day from each training total three days	

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 September 5, 2018 on the following email address: procurement@pwspk.org