

Om-Habibeh Foundation

Terms of reference (TOR)

For the consultant conducting Marketing Training

1. Background:

Om Habibeh Foundation (OHF), through its Agriculture and Food Security program, is currently implementing the Integrated Women- Improved livelihoods(I-WIL) project funded by Louis Dreyfus in Aswan Governorate. The project aims to empower women to engage in economic activities, increase household savings, provide supplementary income, improve household nutrition, and enhance the skills of women in diversified agricultural, environmentally sound practices, and techniques.

The project achieves these objectives through the implementation of various activities, including marketing training. This training is designed to Capacity building of women groups in financial literacy and marketing practices.

2. GOAL & OBJECTIVES

Enhance the knowledge, practices and help those women in communicating, negotiating and working with the privet sector to market their crops and products.

The objectives are to:

- **Enhance Marketing Skills:**
Equip female farmers with essential marketing knowledge and tools.
- **Increase Market Access:**
Help farmers reach new customers and expand their market presence.
- **Boost Confidence:**
Empower farmers to confidently promote and sell their products.
- **Promote Sustainable Farming:**
Encourage the marketing of eco-friendly and locally produced agricultural products.
- **Improve Sales Strategies:**
Teach effective selling and negotiation techniques to maximize revenue.

3. SCOPE /Training methodology

The consultant will be responsible for delivering comprehensive sessions covering the following topics:

- Developing a detailed training curriculum and schedule.
- Delivering training sessions to each of the four groups.
- Creating and providing learning materials, such as handouts, presentations, and resources.
- Coordinating logistics for the training, including determining the best times for the sessions.
- Evaluating the progress of participants through interactive assessments.
- Providing feedback and recommendations based on the participants' progress.

4. OVERALL TASKS AND FUNCTIONS:

1. Conduct a pre- and post-assessment of participants.
2. **Develop the Training Program:**
Create a customized, simple training program with accessible materials for female farmers.
3. **Conduct Training Sessions:**
Deliver interactive, hands-on training on practical marketing strategies.
4. **Provide Tools and Resources:**
Supply marketing templates, guides, and actionable advice for immediate application.
5. **Create a Supportive Environment:**
Foster a collaborative learning atmosphere encouraging participation and idea-sharing.
6. **Assess and Provide Feedback:**
Measure participants' understanding and offer constructive feedback.
7. **Post-Training Support:**
Provide follow-up resources and be available for additional questions or assistance.

5. Targeted audience:

1. 100 Women
2. 5 Agriculture Facilitators.

6. Deliverables:

1. A detailed training plan and curriculum tailored to the needs of the participants.
2. High-quality training materials for each session.
3. A report evaluating the effectiveness of the training and the progress of participants.

4. Post-training support materials (if necessary).
5. The training handout will be delivered in two printed copies.

Note: reports should be submitted as hard copy and soft copy (in Word doc. /excel)

7. Time Frame:

The contractor is required to work for a **maximum of 5 working days**, including preparations, designing training materials, conducting training sessions, and writing reports.

8. Required qualifications:

Education:

Advanced University Degree in Marketing or related field

Experience:

- Proven experience in providing marketing training, preferably for women or marginalized groups.
- Strong knowledge of marketing principles and practices.
- Experience in delivering training to large groups in an interactive and engaging manner.
- Excellent communication and facilitation skills.
- Ability to tailor content to the needs of the target audience.
- Experience in designing training programs and materials.

Consultant Evaluation criteria

#	Criteria	Rating %	Score
1	Presenting a curriculum vitae detailing academic certificates and practical experiences in the field of marketing	15%	15
2	Providing examples of previous training sessions conducted in the same field	15%	15
3	Presenting the training material that will be used for participants and ensuring its clarity.	10%	10
4	Presenting Samples of Some Brochures and Posters Previously Designed	15%	15
5	The training methodology that is followed	15%	15
6	Financial evaluating	30%	30
	Total	100%	100