

Om-Habibeh Foundation

Terms of reference (TOR)

For the consultant conducting Value chain 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 value chain training. This training is designed to capacity building of women, and it will focus on what is the value chain, understand each stage then go to the value chain of their crops.

2. GOAL & OBJECTIVES

1. Equip participants with skills to analyze and manage agricultural or industrial value chains effectively.
2. Enhance understanding of value chain concepts and identify opportunities for improvement.
3. Strengthen value chain management skills, including financial planning and logistics.
4. Promote sustainable practices and improve market access and linkages.
5. Foster collaboration, practical value chain analysis, and competitiveness among participants.

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 beneficiaries.

3. Planning and Delivering the Training:

- a. Develop a clear training plan tailored to participants' needs.
- b. Design training content covering core concepts and practical skills.
- c. Go to the value chain of their crops.
- d. Utilize diverse training methods (presentations, practical exercises, case studies).

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, writing reports and delivered the handout.

8. **Required qualifications:**

Education:

- A university degree in business administration, economics, or related fields (postgraduate studies preferred)

Experience:

- Proven experience in providing value chain training, preferably for women or marginalized groups.
- Strong knowledge of value chain 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