**Linkages of women skilled trainees with national and international markets through Local social enterprises**

**Terms of Reference (ToRs)**

**Context of the Assignment**

The FCDO funded project "Building Resilience and Addressing Vulnerability to Emergencies" (BRAVE) aims to empower communities to proactively address the challenges presented by climate change. Through the implementation of anticipatory measures and participatory approaches, vulnerable households and communities will enhance their capacity to withstand and adapt to climate-induced shocks and disasters. The programme emphasizes the importance of local involvement in identifying hazards and risks and employs a gender-inclusive approach to ensure the equitable participation of women and men. Among other activities, BRAVE, at-risk women will be trained and linked with local social enterprises for further market linkages.

women community members who are semi-skilled will be specifically linked with the local Social Enterprises (LSEs) for further linkages with national and international markets. The Programme will provide apprenticeship opportunities to women trainees who have either completed their skills-based training or have minimum level of skills. Women participant will be connected to local Social Enterprises (LSEs) that will further polish their skills and help ready them/their goods for the market. These market linkages gaps have been identified during the study of skills/VCA by business hub. Service provider will train the women artisans (Handi crafts and embroidery) according to market needs and design patterns for 4 Moths and link them with national and international Markets. The assignment will be performed in Chitral, Ghizer and Astore districts.

**Objectives of the Assignment**

The overall objectives of the assignment are

1. To Polish Skills of semi-Skilled women artisans (handicrafts and embroidery) according to Market demands.
2. To Link women artisans with National and international Markets.

**Sope of Work**

The scope of work comprises.

AKRSP will identify the areas and communities. Service provider will conduct sessions and finalize the project beneficiaries as per the selection criteria.

1. **Registration:**
2. Skill Assessment Test: During the first field visit service provider will interact with community and ask them to bring whatever they made by utilizing their existing skills. After assessment of the products/samples the service provider shall conduct an informal test by giving them a basic material.
3. Registration: The selected candidates will be registered for the program. An admission form will be filled for the record of all particulars of the candidate. 1,080 trainees will be registered in selected 3 districts i.e. Ghizer, Astor and Chitral.

**Initial Basic Training (4 Months):**

**Orientation:** After the selection of target trainees, an orientation session will be organised by service provider. Team would explain the training plan of training, practical work and marketing part of the project.

**Core Skill Training:** The course will be comprised of a complete hand-embroidery skill training. A manual for the skill training will be developed as per the demands of required skill level and regional demands. Service provider will cover the following topics with practical skills:

* Hand-embroidery Training on techniques and designs
* Designer guidance for market demanded product designs and new colour combinations
* Digital and financial literacy training for basic operations of business. As trainees can start doing business online.
* Basic photography training to make nice pictures of products
* Development of portfolio/catalogue where each design and stitch will be available for reference including Home Accessories, Apparel, Office Products etc.

**Production and Market Linkage Period (1 Months)**

This phase of the project is to give the market exposure to the trainee for market demanded products and raw material. This period will introduce the trainees to application of the knowledge they gain during the first phase of project.

**Sustainability Period**

After completion of first two phases of project now trainees are fully equipped with the skills to make brand/vendor’s orders. At this stage trainees will be directly working for brands/vendors for local or regional market orders and will get a fair wage.

* Service will play a role in-between buyer and workers for the order taking and ensuring the completion at time with quality
* Order completion will be ensured for each trainee for a certain number of orders per month
* Fair wages will be ensured against each order.
* A fair share will be ensured to the artisans against sale of each product

**Deliverables**

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| **Step** | **Activities** | **Deliverable** | **Milestones** |
| **Pre-training Phase** | * Mapping of area
* Selection of locations
* Field visit
* Conduct community Session
* Conduct Skill Test
* Section of Trainers
* TOT of Trainers
 | * List of trainees
* List of skill sets
* List of Trainers
 | Selection of Trainees |
| **During Training** | * Training Classes
* Skill development Training
* Sample Development Trainings
* Products Development Trainings
* Value added trainings
* Marketing of products
* Awareness sessions
* Enterprise Formulation
 | * Training Manuals
* Samples of Products
* Designs of Products
* Range of products
* Social media marketing
* Enterprise Structure
 | * Skill training with market demanded product designs and patterns
* Basic Enterprise structure
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| **Post Training** | * Products finishing
* Tagging and marketing
* Exhibition
* Sustainability activities display of products
 | * At least 3000 products
* One grand exhibition
* Social media marketing
* Sustainability of products
* Procure Order
 | Marketable products  |

**Place of Assignment and target beneficiaries**

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| --- | --- |
| **District** | **No of women Trainees** |
| Ghizer | 400 |
| Astore | 200 |
| Chitral | 480 |
| **Total** | **1080** |

