

**Terms of Reference for
Hiring Consultant for conducting Training for development of counseling skill of
project staff and fisheries communities of component-3 under
Sustainable Coastal and Marine Fisheries Project (SCMFP)**

Package # S -08 (SCMFP)

Background

1. The Social Development Foundation (SDF) and Department of Fisheries (DoF) are jointly responsible for implementation of Component-3 (Community Empowerment and Livelihoods) of Sustainable Coastal and Marine Fisheries Project (SCMFP) of the Department of Fisheries, Ministry of Fisheries and Livestock, Bangladesh. The SDF, as Co-implementing Agency, is implementing component 3 of SCMFP in 45 coastal Upazilas under 13 (thirteen) districts through 45 (forty-five) Cluster/Upazila offices and 3 regional/ divisional offices located at Khulna, Barishal and Chattogram and SDF-Head Quarters in collaboration with DoF.

By default, the fishers' communities in coastal areas are poor with low literacy rates accompanied by lack of working capital, appropriate equipment for fishing, training, skills and other facilities. The project is mandated to ensure intended services and benefits to all members of the fishing community to bring positive changes in the lives and livelihoods of these fishers' communities.

2. Component -3 is aligned with the targets of PDO indicator 4 and employs a Community-Driven Development (CDD) approach along with co-management strategies with a package of investment and financial support aiming at strengthening community fisheries management and transforming livelihoods in poor fishing communities by reducing dependence on fishing. The project is active in 450 villages aiming at establishing 100 Model Fishing Villages (MFVs in Phase-I) out of these villages, which will be scaled up in Phase II upon achieving successful results.

3. The Project Development Objective (PDO) is to increase coastal and marine fisheries' contribution to the economy, poverty reduction, and environmental stability. The PDO for this first project under Phase 1 is to "Targeted households with access to project- promoted livelihood activities outside of capture fisheries (disaggregated by sex)".

4. The SCMFP consists of four components e.g. Component-1: Enabling Sustainable Fisheries Sector Investment and Growth; Component-2: Improving Infrastructure and Production Practices; Component-3: Community Empowerment and Livelihoods Transformation; and Component-4 : Project Management and Monitoring. However, the Component 3 activities are narrated below:

5. Subcomponent 3.1 Fishing community institutions and alternative livelihoods development
- will support (i) fishing communities to establish community institutions and strengthen their capacity;
(ii) community training on fisheries management, nutrition, climate and disaster risk reduction, and

livelihood diversification; (iii) designation and development of up to 100 MFVs and piloting of fisheries co-management and community enforcement.

6. Subcomponent 3.2 Business development and market linkages for alternative livelihoods - will focus on (i) building/strengthening producer organizations in fishing communities; (ii) Establishing Fishers' Federation for sustainability of the village institutions and co-management activities; (iii) facilitation of market linkages with producers in fishing communities prioritizing MFVs; (iv) large-scale vocational training; and (v) providing opportunities for youth and fishermen in fishing households to access employment.

Project Area

7. The project has 3 regions under which a total of 13 districts are being covered under 3 divisions such as Chattragram, Khulna and Barishal. A total of 45 upazilas are covered by three regions (Annex-A). The target group of the project is the poor and extreme poor fishers' communities in those poorest upazilas. In order to capture baseline information for SCMFP, SDF intends to hire an experienced and reputed consulting firm to conduct the base line survey.

Project Beneficiaries:

8. The component adopts a community-driven development (CDD) approach and a package of investment and financial support focused on enhancing community fisheries management and altering livelihoods in poor fishing communities by reducing dependency on fishing. Pilot activities will focus on up to 450 villages, comprising the development of up to 100 model fishing villages (MFVs), which will be expanded in Phase II if successful.

Beneficiaries of the program are poor fishers' households who depend upon fishing and possess a Fishers' ID card.

Objective of the Assignment

9. The overall objective of this assignment is to provide support with various livelihood activities according to the needs of the Regional Teams, Component-3, SCMFP.

Scope of Services and Tasks

10. The objective of this assignment is to plan, execute, manage, facilitate, coordinate, assess, report and evaluate all activities including results/outcomes of activities related to training and capacity building component-3 of the project. Training Specialist will be deployed with the Component-3, SCMFP at headquarter of SDF. He/She will review the existing training, carry out training needs assessment to set up the actual requirement in consultation with component-3, and prepare updated training plan for both in country and overseas training for the project. The Training and communication expert will work close coordination with project personnel/experts (inward) and with project beneficiaries and others (outwards) starting from officials of Component-3, SCMFP. The Training Specialist will work collectively as a team member within Component-3

under direct control and supervision of the Project Coordinator, SCMFP,SDF in developing required outputs and services required will include but not necessarily be limited to the services described in the ToR. He/She will have reporting line to the Project Coordinator and will be responsible to the PC for the following (but not limited) tasks;

11. The key scope of conducting training for the project beneficiaries includes:

- Training Consultant will have the overall technical, administrative and management responsibilities and will manage the day-to-day project activities, particularly livelihoods transformation process and capacity building activities under the guidance of the PC, SDF;
- Assessing participants' current understanding and skill levels related to value chain, value addition, and marketing.
- Provide guidance to Regional and Clusters offices on training plan for the component;
- Designing a tailored curriculum that addresses the specific industry, challenges, and goals of the participants.
- Prepare training reports, training effectiveness report, workshop proceedings, annual reports progress report, exchange visit reports and other reporting requirements of the project related to training and capacity building in cooperation with respective resource persons, field officials and Component-3, SDF;
- Providing a foundational understanding of value chain concepts, value addition strategies, and the fundamentals of product promotion and marketing.
- Conducting interactive workshops to engage participants actively in applying theoretical concepts to real-world scenarios.
- Select and develop training aids, including training handbooks, demonstration models, audio-visual aids computer tutorials and reference works;
- Analyzing relevant case studies to illustrate successful implementations of value chain optimization and effective marketing strategies.
- Keeping participants updated on current industry trends and best practices in value addition, product promotion, and marketing.
- Facilitating practical exercises to allow participants to apply learned concepts in simulated situations.

- Incorporating role-playing scenarios to enhance participants' skills in negotiation, sales, and customer interaction.
- Inviting training resource persons to share insights, experiences, and practical tips.
- Integrating technology tools and platforms relevant to value chain management, product promotion, and digital marketing.
- Teaching participants how to measure the success of value addition initiatives and marketing campaigns using key performance indicators (KPIs) and analytics.
- Establishing a feedback mechanism to continuously assess the effectiveness of the training and make necessary adjustments.
- Prepare training courses curriculum, training materials and associated training modules identifying the appropriate contents with session Planning in cooperation with the assigned technical person of the project.
- Creating opportunities for participants to network with peers, trainers, and industry professionals, fostering collaboration and knowledge exchange.
- Offering post-training support, resources, and follow-up sessions to ensure continued learning and implementation of acquired skills.
- Capacity Building & Training Specialist will play role on Knowledge Management and communicate the best practices and lessons learned to the SCMFP, SDF Newsletter.
- Coordinate with different relevant agencies, organization, Community institutions and stakeholders in planning and implementation all assigned responsibilities.

12. Schedule of Deliverables and Period of Performance

The Livelihood and Training Specialist will deliver the following reports, as part of his/her activities for effective implementation of this component of the Project:

- (a) Inception report;
- (b) Monthly, quarterly, half yearly and yearly progress report on livelihoods transformation and training of this component including other reports as and when required;
- (c) Dissemination writing on livelihood and training related best practices and lessons learned in implementation of Component-3 in SCMFP, SDF Newsletter.

13. Services to be provided by the Client

The Project will provide necessary logistic and other supports (office space, stationery etc.) as per the project provision. He will be entitled the SDF and other permissible holidays.

14. By encompassing these elements, the training events aim to not only impart knowledge but also empower participants with practical skills and a strategic mindset for navigating the complexities of value chain optimization, product promotion, and marketing in their respective industries.

15. Qualifications, experiences and key tasks for the Training Specialist is shown below:

- Minimum Master Degree in any discipline of agricultural science will be given preference;
- Minimum 15 years of work experience in Agricultural Marketing, Marketing, Extension or other relevant fisheries/agricultural related position with demonstrated leadership and managerial skill of leading a team;
- Must have minimum 5 years work experience in planning, organizing and managing trainings, workshops at community level.
- Experience in writing and producing training and extension manuals for any agricultural projects;
- Very good inter-personnel skills and demonstrated ability to engage and work with local communities;
- Demonstrated capacity to mediate conflict of knowledge among fisheries resources users through capacity building;
- Advance Computer literacy skills (MS Word, Excel, PowerPoint, SPSS etc.) is essential.

16. Selection Method:

Due to the urgent requirement, the Consultant will be selected through ICS (Selection of Individual Consultant) method;

18. Duration of the Assignment:

The duration of this assignment is 15 months or duration of the project which comes first, subject to 06-month probation period. However, the duration of the assignment may be extended on further extension of the project or reduced based on the performance of the consultant or subject to program needs.

19. Institutional Arrangement

Training Specialist (Consultant) will be based at the SDF HQ in Dhaka and will report directly to the Project Coordinator (PC), SCMFP, SDF. The incumbent will work closely with Project Coordinator (PC). The Consultant will oblige to submit the project update or progress reports and deliverables once in a month to the PC, Component-3, SCMFP, SDF.