

TERMS OF REFERENCE OF THE FINNISH EXPERT

Project Title:	Women Socio-Economic Reconstruction Project in Kayin State
Type of Assignment:	Mentoring and coaching for women's collective businesses under Women's Economic Committees (WECs)
Time of Assignment:	November – December 2019

Introduction

Women's Bank is supporting Women Socio-Economic Reconstruction Project (WSERP) via Finn Church Aid (FCA) in Myanmar. FCA is the leading agency and Kaw Lah Foundation is the implementing partner. The KLF current implementation phase is from 2018 to 2020. KLF aims to contribute to women's economic and social empowerment so that women become equal and active participants in the sustainable development of their communities. The vulnerable women's business and income generating opportunities will be enhanced and participation in decision-making increased. This will take place in the framework of communal Women's Empowerment Committees (WEC). The 15 targeted WECs will have appropriate structures, strengthened management and operational capacity. The WECs will have the capacity to provide services to their increased and strengthened membership.

The project offers technical support, capacity building, vocational and skills trainings, and market linkages for sustainable livelihood development. Women are encouraged to engage in saving activities and acquire additional financial support for their businesses through microfinance services. By the end of the project, 825 direct women beneficiaries will be able to benefit through improved business and income generating opportunities and increased participation in decision-making.

Under Women's Bank Skills Donation, FCA MYACO requests to support women groups' collective businesses by providing best business practices and up-to-date knowledge of doing business. Collective business development is one of the main components under the present WSERP project. The project, including FCA and KLF project staff and Women Empowerment Committee members, would greatly benefit from a deeper knowledge and accurate shared understanding of the success factors for business development and women's entrepreneurship

in rural areas, particularly in the framework of collective and cooperative business models, and an expert advice in identifying the strengths and weaknesses of existing businesses in the project area. MYACO can also apply this good opportunity to build its capacity in livelihood programming for utilization in other Women's Bank funded projects under the Right to Livelihood program.

Purpose

The expert is responsible for building the project's capacity to implement best practices in the area of collective business development as well as identifying the strengths and weaknesses of existing women businesses under WEC. Working closely with FCA and KLF staff and WEC members, the expert will transfer their knowledge of business development to the project team.

Scope of Work

- To review background documents and reports provided by FCA on the WSERP project, Kayin State, and markets of selected products in Myanmar to get an overview of the project and its operating environment.
- To liaise with FCA Myanmar country office to fine-tune the assignment's focus, programme, and practical arrangements prior to the visit.
- To conduct a field visit to project areas in order to have a clear understanding of communities and their economic situations as well as to understand the existing income generation activities such as individual income generating activities (IGAs), collective IGAs and Micro-finance activities as well as the potential markets for their products.
- To provide technical assistance for ensuring profitability and sustainability of collective businesses.
- To provide advice, guidance, and feedback on current business plans; share their experience and expertise as appropriate; act as a sounding board for ideas and action plans.
- To identify resources that will help WECs to support collective business development and growth, provide recommendations and new ideas for businesses; encourage WECs to join existing networks and to engage productively with private sector and market actors.

Challenges in the implementation of collective businesses

- Communities depend largely on traditional livelihoods such as vegetable growing and livestock breeding activities.
- Lack of exposure and low level of trust among women members, following the long period of civil war and unrest
- Little experience / understanding of doing business
- Poor road conditions and lack of transportation in the areas.
- Low literacy rate in the communities

Division of Tasks and Responsibilities

The Finnish Expert assumes the role of Advisor, contributing the best practices and knowledge of collective / cooperative business models and business development; identifying the strengths and weaknesses of existing women businesses under WEC; and offering recommendations for ways to improve business development support. To achieve this s/he will review relevant documentation and to provide advice, guidance, and feedback; share their experience and expertise as appropriate; and act as a sounding board for ideas and action plans.

FCA Myanmar Country office will assign a focal person to work with the Finnish Expert in accomplishing the above tasks during the entire assignment. He will also support coordination with partner organization. FCA as the deploying organisation has overall responsibility for the mission and is responsible for practical arrangements during the assignment in Yangon and project locations.

KLF will assign a project focal person to work in the team. In addition, KLF will also assign the project field staff (3 persons) for the arrangements in project locations and accompanying the team during the work in project communities.

Timeframe:

The timeframe for this assignment is three weeks in November 2019, during which it is anticipated that the assignment will require up to 15 working days (excl. travel, see table below for details). The mission to Myanmar is expected to start in early November 2019 and will be completed by the end of November 2019.

Tentative schedule

Tasks	Days and time
Preparatory phase in Finland <ul style="list-style-type: none"> - Finalisation of contract, travel arrangements and orientation at FCA's Helsinki office - Liaison with FCA Myanmar management concerning the details of the visiting programme and arrangements - Desk review of relevant project and other documents 	4 days, end Oct
Preparatory phase in Myanmar <ul style="list-style-type: none"> - Introduction with FCA and FCA's partner - Detailed planning for the field trip 	2 days, Nov
Field trips with the team in northern and southern Kayin State	10 days, Nov
Field findings and feedback session with KLF and FCA staff	2 days, Nov
Way forward and work plan with the team	1 day, Nov
Mentoring support from Finland on issues related to work plan End-of-assignment report with recommendations and feedback	Max 10 days, by end Dec
Information sharing in Finland <ul style="list-style-type: none"> - Debriefing in Helsinki with FCA and Women's Bank - Communicating and sharing the results of the assignment and personal experiences in FCA, Women's Bank and other media, including presentation in at least one Women's Bank event 	2-3 days by end Dec
Total duration of the assignment Total days in Myanmar 20 days of which 15 are working days	31-32 days

Working day is 15 days if include weak end the total days in Myanmar will be 21 days.

Qualifications of the Expert:

- Degree in economics and agribusiness, agrology, business management, marketing or other fields of relevant study, or equivalent working experience

- Proven working experience relating to agribusiness, cooperative business, market research, commerce, marketing management or equivalent
- Experience in mentoring in the business sector
- Market studies and value chain analyses with solid methodological and analytical research skills; consulting or coaching experience is an advantage
- Ability to produce effective and clear communication in English, both written and verbal
- Good facilitation and communication skills in cross-cultural settings

Contact persons

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