



Terms of Reference (ToR) of the Finnish expert for NEPCO, Nepal

- Project Title:** Empowerment of Women Entrepreneurs through Sustainable Income (EWESI), Kanchanpur and Baitadi, Nepal
- Type of Assignment:** To provide support in developing effective marketing strategies and ensuring better market linkages based on the outcomes of the market assessments conducted by local implementing partners.
- Time of Assignment:** 25 days in March 2024, including sixteen working days in Nepal (tentative start day 4 March)
- Funded by:** Women's Bank

Introduction

Women's Bank is supporting "Empowerment of women Entrepreneurs through Sustainable Income (EWESI)" project via Finn Church Aid (FCA) in Nepal. The project is implemented by FCA involving two implementing partners, National Environment & Equity Development Society (**NEEDS**) Nepal and Social Awareness & Development Association (**SADA**). The implementation phase is from May 15, 2023, to December 31, 2024.

The project contributes for poverty reduction and promotion of gender equality through social and economic empowerment of women. The project is expected to obtain the following four broad results within its period of implementation:

- Result 1** Increased business opportunities for target women through enhanced skills and market linkages.
- Result 2** Increased access to finance through strengthened women-led cooperatives.
- Result 3** Strengthened capacity of women to promote gender equality and social justice.
- Result 4** Enhanced capacities of the communities to adopt Climate Action and Environmentally Sustainable initiatives for local development.

At the end of the project, 8 women-managed cooperatives will be operated, 6 of them in Baitadi and 2 in Kanchanpur districts. The cooperatives will provide financial services – savings and loans – to their members and boost women's economic activity.

At least 370 women will have received skills and business training and support in either finding employment or starting an enterprise. The project prioritizes women in a disadvantaged position either due to their caste or life situation (single women, women with disability).

Under Women's Bank Skill Donation, FCA NEPCO requests support to identify all the possible ways of effective marketing of the services and products produced by Rights Holders through better market linkages.

The project staff of both implementing partners and NEPCO will be engaged throughout the process for additional support to the person selected for the task. NEPCO will also utilize this opportunity to build the capacity of program staff.

Objective and scope of work

The main objective of the assignment is to identify all the possible ways of effective marketing of the services and products produced by Rights Holders for better market linkages. The Expert is expected to visit the field locations, train partner organization's project team and engage them throughout the process.

The scope of the work for the Expert is summarized below:

1. Review background documents and reports provided by FCA on Women's Bank funded projects to get an overview of the project (EWESI-13140).
2. Liaise with FCA Nepal to fine-tune the assignment's focus, programme, and practical/logistic arrangements prior to the visit.
3. Provide training to partners and NEPCO staff on effective and successful marketing approaches.
4. Visit target areas in Kanchanpur and Baitadi District to meet RHs and to observe their products and services.
5. Support Project staff to develop marketing strategies.
6. Organize a debrief workshop based on findings with each partner.
7. Identify the best options of enterprises in local context together with the partners' staff.
8. Prepare plan of action to implement the recommendations of the assessments.
9. Distance support and mentoring for execution of the plan of action and advice on issues regarding proper implementation of the plan.

Deliverables

Based on the tasks outlined in the scope, below are the list of more detailed and specific deliverables that align with the work to be performed:

1. Training Materials and Sessions:

- Develop comprehensive training materials on effective and successful marketing approaches tailored to the project's context.
- Conduct training sessions for partners and NEPCO staff, providing actionable insights and practical strategies for successful marketing.

2. Field Assessment and Observations:

- Visit target areas in Kanchanpur and Baitadi District to meet Rights Holders (RHs).
- Observe and document the products and services produced by RHs, understanding their nature, quality, and current market presence.

3. Marketing Strategy Support:

- Collaborate with project staff to formulate tailored marketing strategies that align with the project's objectives.
- Provide expert guidance on optimizing marketing efforts for better market linkages.

4. Debrief Workshops and Reporting:

- Organize debrief workshops with each partner to present findings and insights gathered during the field visits and assessments.
- Prepare comprehensive reports based on the workshop findings, including actionable recommendations for each partner.

5. Enterprise Identification and Recommendations:

- Work closely with partners' staff to identify the most suitable options of enterprises within the local context.
- Present detailed recommendations for enhancing the existing enterprises, establishing new ventures, or improving market options for products and services.

6. Action Plan Preparation and Distance Support:

- Develop a detailed plan of action based on the recommendations and assessments conducted.
- Provide remote support and mentoring to assist partners in executing the plan of action effectively.
- Offer advice on addressing challenges and ensuring proper implementation of the action plan.

Qualifications of the Expert

- Degree in business management and marketing with experience of delivering training on Business Development and Marketing.
- Ability to produce effective and clear communication in English, both written and verbal.
- Good facilitation and communication skills in cross-cultural settings

Division of Tasks and Responsibilities

The Finnish Expert assumes the role of Researcher, Facilitator, Trainer, and Coach in the assignment. The Expert's major responsibility is to support project staff to develop Marketing Strategy with specific examples, case studies, and practical exercises to enhance learning. The expert will conduct training

sessions for partners and NEPCO staff, providing actionable insights and practical strategies for successful marketing. The Expert will also guide the staff in creating marketing plan and budget allocation.

FCA Nepal Office to work with Finnish Expert in accomplishing the above task during the entire assignment. The Programme Officer together with the Logistics Officer will be responsible for arranging the training and related logistics and interpreter if need be. FCA as the deploying organisation has overall responsibility for the mission and is responsible for practical arrangements during the assignment in Nepal and project locations.

Timeframe

The assignment is expected to start in March 2024. It includes 15 working days in Nepal (total stay 21 days including weekends, excluding international travel) and remote work from Finland.

The Assignment includes but is not limited to the following activities:

Tasks	Time / days
Preparatory phase in Finland	February/March 2024
- Finalization of contract, travel arrangements and orientation at FCA's Helsinki office	1 day
- Liaison with FCA Nepal management concerning the details of the visiting programme and arrangements. - Desk review of relevant project and other documents and preliminary design of the training and workshop	1 days
Assignment in Nepal	15 working days in March 2024 (to be negotiated)
Preparatory phase - Orientation and introductions on arrival in Nepal - Finalization of the assignment framework and plan, tools, and methodology with NEPCO management	1 days
Training Delivery in Nepal - 2-3 days training/workshop to partners and NEPCO staff on effective marketing	2 days
Field visits in target districts (Kanchanpur and Baitadi) - Briefing of and preparations with project team - Interaction with women entrepreneurs and market actors - Conduct market research in Kanchanpur and Baitadi district and analyze	9 days

market data to identify customer insight	
Workshop and planning in Nepal. <ul style="list-style-type: none"> - Organize a debrief workshop based on the market research findings with each partner. - Identify customer insight together with the partners' staff. - Support partner staff in developing marketing strategies based on market research for better market linkages. - Prepare plan of action to implement the finding of the assessments 	2 days
Debriefing of FCA management and senior programme staff with recommendations on way forward	1 day
Mentoring support from Finland on issues related to action plan. End-of-assignment report	max 5 days
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 one Women's Bank event 	1 day 1 day
<i>End of contract</i>	

Contact persons.

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