

## **TERM OF REFERENCE FOR CONSULTANCY SERVICE**

### **Training on Sales Planning, Marketing Skills, and Market Linkages for Small Farm Households in Hoa Binh and Lai Chau**

(Project “Scaling up Improved Household Food Security and Nutrition through Enhanced Homestead Food Production in Vietnam”)

#### **Introduction**

HKI-Vietnam is a US non-governmental organization established in Vietnam in 2004. Its mission is to save the sight and lives of the most vulnerable and disadvantaged by combating the causes and consequences of blindness and malnutrition. We do this by establishing programs grounded in evidence-based research in eye health and nutrition.

To address the nutrition and food security challenges in targeted project area, HKI-Vietnam has been implementing the project: “Scaling up Improved Household Food Security and Nutrition through Enhanced Homestead Food Production in Vietnam” in Lai Chau and Hoa Binh provinces from 2017 to 2021. The EHFP model’s ultimate goal is to improve the nutrition of mothers and children under two years of age in Lai Chau and Hoa Binh provinces.

One of the important components of the project is to promote income generation for small-farm households, who are project beneficiaries through capacity building (e.g. household economic planning and financial management, business start-up...), loan provision, and market link-up between local producers in the two project provinces and the potential consumers/markets.

This consultancy service is designed to seek qualified consultant, who is capable of providing training on Sale Planning and Marketing Skills for small farm households in Hoa Binh and Lai Chau, who are project beneficiaries. Besides, after the training, the consultant is also expected to help identify and conduct market-linkages for trained participants to potential market/potential consumers so that they could have chance to bring their knowledge and skills into practice.

#### **Scope of work**

##### **1. Services:**

- The consultant shall be responsible for building detailed Training Agenda with specific training schedule and necessary training materials, which are subjects to HKI’s review and approval before the training happens.
- The consultant shall be responsible for the delivery of 02 field trainings (3 days/training), one in Tam Duong district (Lai Chau province) and one in Lac Son district (Hoa Binh province). Each training consists of 20-25 selected participants, who are project beneficiaries. A feasible Follow-up Action Plan for a market link-up event, which is jointly developed by consultant and trainees in 2 project provinces, is an output of the trainings.
- The consultant shall be responsible for submitting to HKI a training report 1 week after the training takes place.

- The consultant shall be responsible for coordinating with HKI project team to organize a mini Market Link-up event if possible.
- The Consultant is directly accountable to the Project Manager and the Country Director during this consultancy period.

2. Timeline: Consultant shall perform Services and provide the Deliverables in accordance with the following schedule, tentative timing and terms:

#	Task	Timeline	# of days entitled to consultancy fee	Deliverables
1	Preparation and submission of bidding documents	By May 9 <sup>th</sup> , 2019	None	- Letter of Interest, proposed Training Agenda (with sample of training materials is a plus), initial idea on post-training follow-up action plan for market linkage event - Proposed gross consultant fee
2	Successful candidate announcement; negotiation and finalization of the consultancy service procedures	May 10 <sup>th</sup> , 2019	None	- Contract signed
3	Prepare for the training (0.5 day/training * 2 training)	May 13 <sup>th</sup> , 2019	01	- Training Agenda/materials finalized
4	Field trainings	14-20/5	06	- 2 Field trainings in Lai Chau and Hoa Binh (3 days/each training).
5	Training report submission (0.5 day/training * 2 trainings)	1 week after training	01	- Training report of 2 provinces submitted
	Total		8 days	The travel days are not entitled to consultancy fee, but to per-diem only

3. Required:

- Degree in a pertinent field (social sciences, development and management, rural and urban planning or other related fields);
- A minimum of 5-7 years' work experience of employment, business start-up, market research, preferred with food security;
- Knowledge of local rural economic status and marketing/value chain, especially in small-farm agricultural market/products

- Experience on similar types of trainings and working with local people in such nature of work

#### 4. Desired:

- Understanding of local community economic status, especially of minority populations.
- Possessing good analytical and report writing skills with proven command of English and Vietnamese.
- Excellent communication skills, both oral and written;
- Excellent interpersonal and problem-solving skills.

#### 5. COMPETENCIES:

##### Essential Character:

- Analytical thinking
- Results Orientated
- Independent thinking
- Managing Impact

##### Essential Skills:

- Relationship building
- Planning and organising

##### Preferred competencies:

- Writing
- Flexibility
- Development Orientation
- Thoroughness

Specifications: The Services and Deliverables shall be provided in accordance with the following requirements:

- ❖ The duties must be carried out with due diligence and efforts so as to protect at the highest possible level the legitimate rights and interests of HKI-Vietnam
- ❖ The Consultant must take legal responsibility for the quality as well as legality of the consultancy services to be provided according to the laws of Vietnam
- ❖ The Consultant must be responsible for the professional quality, technicality, accuracy and timely completion of his/her work.

##### Logistics:

- ❖ HKI will be responsible for arranging logistics for the consultants to travel from and to the project sites including transportation and accommodation if applicable, and other necessary arrangements for the market link-up event.

##### Management:

- ❖ The consultant will work under the supervision of the Project Manager and HKI Vietnam Country Director.

##### Notice and payment:

- ❖ The consultants will be informed in written for the acceptance of the scheduled or changed activities at least 2 days in advance before carrying out the activities.

Budget: The fee for consultant will be negotiated and applied in accordance with HKI Vietnam regulations.

The consultants who are interested in providing the services, please submit cover letter with proposed gross rate and CV, and other documents as afore mentioned.

To: Helen Keller International Vietnam Room 305-306, A2 Building, Van Phuc Diplomatic Compound, 298 Kim Ma, Ba Dinh, Hanoi, Vietnam

Email: [Lchau@hki.org](mailto:Lchau@hki.org) and Cc: [dlam@hki.org](mailto:dlam@hki.org); [pngoc@hki.org](mailto:pngoc@hki.org); [ntuan@hki.org](mailto:ntuan@hki.org)

The deadline for application submission is 9th May 2019.

Only short-listed candidates will be contacted.