

## TERMS OF REFERENCE

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### **Project Overview:**

Khwendo Kor Organization, under the Afghan Socio-economic Empowerment Project, is seeking a qualified and experienced Trainer to conduct a 4-days training program. The initiative aims to empower 108 Afghan women trained slot in Peshawar, Haripur, and Mardan. The focus is on providing essential skills in enterprise development, business management, and online IT marketing strategies.

### **Scope of Work:**

The selected Trainer will be responsible for conducting a comprehensive 1-day training program for 108 women entrepreneurs on innovative marketing strategies including the use of IT for business management and marketing, with a strong emphasis on working with Afghan displaced women. The training will cover the following key areas:

1. Tailored IT enterprise development strategies for displaced women for the growth of their business.
2. **Digital Skill Training:** Provide training in digital literacy, focusing on essential IT skills, online business tools, and advertising.
3. Use of IT marketing to increase revenue.

### **Key Responsibilities:**

- Develop a detailed training curriculum, adapting content to the specific needs of Afghan displaced women.
- Deliver culturally sensitive and interactive training sessions.
- Provide practical examples and case studies relevant to the Afghan context.
- Facilitate discussions and Q&A sessions to ensure a thorough understanding.
- Assess and evaluate the participants' grasp of the training content.
- Develop a report on the training
- Provide a feedback assessment report.

### **Qualifications and Experience:**

- Demonstrated experience in conducting training programs tailored IT marketing business management for displaced populations, specifically women.
- Strong understanding of the socio-economic challenges faced by Afghan displaced women.
- Excellent communication and facilitation skills.
- Previous experience working with community-based organizations and women empowerment initiatives will be an advantage.
- Fluent in Pashto

**Logistics:**

- The training will take place over a day period in Mardan, Haripur, and two days at Peshawar
- Mardan (specific venues to be confirmed).
- Khwendo Kor Organization will provide necessary training materials.

**Training Participants**

25-36 participants will be women.

**Application Process:**

Interested individuals are required to submit their application along with technical and financial proposal within 5 working days of this advertisement via on line or in person to [hrpesh.k@gmail.com](mailto:hrpesh.k@gmail.com) . The technical proposal shall cover the following:

1. The proof of required expertise mentioned above. (CV of trainer, list of similar trainings facilitated, Report of previous similar training.)
2. Training module which includes contents of the training and methodology of the training.
3. Hourly Training plan/schedule

**The interested firm/individual consultant may send their EOI through given email or in person via the below given address.**

Office Address: Khwendo Kor, Faisal Town, Opposite Police Colony, Nasir Bagh Road, Peshawar, Khyber Pakhtunkhuwa, Pakistan.

Phone: 091-5710351/2