

Terms of Reference

Consultancy on signing framework contracts to provide Livelihoods programs related services

I- Background

World Vision is a Christian relief, development and advocacy organization working to improve the quality of life of people, especially children who are marginalized and living in poverty. World Vision helps all who are in need, regardless of their religion, race, ethnicity or gender. As a child-focused organization, WV's work focuses on children, ensuring they are protected and their basic needs are met. World Vision Vietnam (WVV) has been funded from 13 support countries in Europe, Asia, the Americas and Australia. Funding of WVV consists of sponsorship program funding (70%) and Private Non-Sponsorship (PNS)/grants (30%). WVV employs about 400 staff, of which 99% are Vietnamese nationals.

WVV is operating in 14 provinces including Hanoi, Dien Bien, Hai Phong, Hung Yen, Quang Tri, Thanh Hoa, Ha Tinh, Quang Binh, Quang Tri, Da Nang, Quang Nam, Quang Ngai, Ho Chi Minh, Dak Nong. WVV's Area Program (AP) usually focuses within one administrative district of a province which populated by ethnic minority people with high rates of poverty. A uniqueness of WVV's Development Program Approach (DPA) is that AP team members are based at district level where the AP is located, which enables them to work closely with government partners and communities on a daily basis. Beside the APs, WVV is also implementing different Special and Grant Projects to meet the specific needs of vulnerable children in both AP and non-AP areas.

During the year, we will need consultants to carry out some activities related to Livelihoods program for several APs/Projects. Thus, we are going to hire consultants signing frame contracts with us **to cover one or all activities as details below.**

II- Scope of services

1. Local Value Chain Development and Inclusive Market Development
2. Producer group management and production planning, monitoring
3. Financial management and education (including digital saving and financial literacy)
4. Market facilitation for livelihood groups on e-commerce, digital marketing, contract farming and social networking

III- Roles of consultants

3.1. Consultant for Local Value Chain Development and Inclusive Market Development

The consultant will be responsible for the following tasks:

3.1.1. Value Chain Analysis:

- Conduct a comprehensive analysis of the local value chain for on-farm and off-farm products.

- Identify key actors, constraints, opportunities, and potential points of intervention.
- Assess the inclusivity of the value chain, particularly for marginalized groups.

3.1.2. Capacity Building:

- Design and deliver training programs to enhance the skills and knowledge of value chain actors, focusing on local value chain and inclusive market system development. **One training will be conducted around 2 - 4 days*
- Utilize adult learning methodologies and ensure effective knowledge transfer.

3.1.3. Market Development:

- Develop strategies to improve market access and linkages for local producers.
- Identify potential markets, both domestic and international.
- Facilitate connections between producers and buyers.
- Promote inclusive business models that benefit all value chain actors.

3.2. Consultant for Producer group management and production planning, monitoring

The consultant will be responsible for the following tasks:

3.2.1. Producer Group Strengthening:

- Assess the current capacity of existing producer groups and identify areas for improvement.
- Develop and implement training programs to enhance group management skills, including leadership, communication, decision-making, and conflict resolution. **One training will be conducted around 2 - 4 days*
- Facilitate and provide guidance for the formation of new producer groups where needed.
- Promote inclusivity and ensure equitable participation of all members, particularly women and marginalized groups.

3.2.2. Production Planning and Monitoring:

- Work with producer groups to develop realistic production plans based on market demand, available resources, and sustainability considerations.
- Introduce best practices for production planning, including crop/product selection, input management, and quality control.
- Establish monitoring systems to track production progress, identify bottlenecks, and enable timely corrective actions.
- Train group members on data collection and analysis techniques for effective monitoring including production diary records.

3.2.3. Knowledge Sharing and Networking:

- Facilitate knowledge exchange between producer groups and other stakeholders, such as extension services, input suppliers, and buyers.
- Facilitate workshops, field visits, and exposure visits to promote learning and collaboration.
- Provide guidance for the formation of networks and partnerships among producer groups to enhance their bargaining power and access to resources.

3.3. Consultant for Financial management and education (including digital saving and financial literacy)

The consultant will be responsible for the following tasks:

3.3.1. Financial Management Training:

- Assess the current financial literacy levels of target beneficiaries (e.g., farmers, entrepreneurs, community members).
 - Develop and deliver comprehensive training programs on financial management, covering topics such as:
 - ✓ Budgeting and expense tracking
 - ✓ Record keeping and financial statement analysis
 - ✓ Access to credit and loan management
 - ✓ Risk management and insurance
 - ✓ Investment and savings strategies
 - Tailor the training content and delivery methods to the specific needs and learning styles of different target groups.
- 3.3.2. Organize training on Digital Financial Literacy:
- Raise awareness about digital financial services and their benefits.
 - Train beneficiaries on how to use digital platforms for savings, payments, and other financial transactions (e.g. DreamSave app).
 - Address concerns related to cybersecurity and data privacy in the digital financial space.
- 3.3.3. Facilitate Financial Inclusion:
- Collaborate with financial institutions and service providers to expand access to financial products and services for underserved populations.
 - Facilitate linkages between beneficiaries and financial institutions to promote financial inclusion.
- 3.3.4. Training on Monitoring and Evaluation:
- Develop tools and mechanisms to assess the effectiveness of financial education programs and their impact on beneficiaries' financial behaviors.
 - Track key indicators related to savings, debt management, and financial decision-making.
 - Use data to refine training content and delivery strategies.

3.4. Consultant for Market facilitation for livelihood groups on e-commerce, digital marketing, contract farming and social networking

The consultant will be responsible for the following tasks:

- 3.4.1. Conduct training on E-commerce and Digital Marketing:
- Assess the current digital literacy and e-commerce capabilities of livelihood groups.
 - Develop and deliver training programs on:
 - ✓ Setting up and managing online stores on e-commerce platforms.
 - ✓ Utilizing digital marketing tools and strategies to reach wider audiences.
 - ✓ Creating compelling product listings and content.
 - ✓ Managing online orders and customer service.
 - Provide ongoing support and mentorship to groups as they navigate the digital marketplace.
- 3.4.2. Contract Farming:
- Facilitate the establishment of fair and transparent contract farming agreements between livelihood groups and buyers.
 - Develop model contracts that protect the interests of both parties.
 - Train groups on contract negotiation, management, and dispute resolution.

3.4.3. Social Networking and Community Building:

- Help livelihood groups leverage social media platforms to connect with potential customers, partners, and other stakeholders.
- Foster the creation of online communities where groups can share experiences, learn from each other, and collectively promote their products and services.

3.4.4. Market Linkages and Partnerships:

- Identify potential buyers and markets for the products and services of livelihood groups.
- Facilitate connections and negotiations between groups and buyers.
- Explore opportunities for collaboration with other organizations working in the market development space.

3.4.5. Monitoring and Evaluation:

- Develop a system for tracking the impact of market facilitation efforts, including:
 - ✓ Sales and revenue generated through e-commerce and other channels.
 - ✓ Number of successful contract farming agreements established.
 - ✓ Growth of online communities and social media engagement.
- Use data to inform ongoing strategy and improve the effectiveness of interventions.

IV- Requirements for Consultants

4.1. Consultant for Local value chain development and inclusive market development

- Education: Master's degree in agro-economics, business administration, development management, value chain development, market assessment, or a related field. Knowledge of pro-poor economic development and environmental issues is an advantage.
- Experience: At least five years of experience in private sector development, agriculture, and/or environmental sectors. Experience with community development in Vietnam is preferred.
- Skills:
 - ✓ Strong analytical and problem-solving skills.
 - ✓ Excellent communication, negotiation, and interpersonal skills.
 - ✓ Proven ability to design and deliver effective training programs for adults.
 - ✓ Understanding of the Vietnamese market, particularly the rural context.
 - ✓ Fluency in Vietnamese and English is required.

4.2. Consultant for Producer group management and production planning, monitoring

- Education: Master's degree in agro-economics, business administration, development management, value chain development, market assessment, or a related field. Knowledge of pro-poor economic development and environmental issues is an advantage.
- Experience: At least five years of experience in NGOs, private sector development, agriculture, and/or environmental sectors. Experience with community development in Vietnam is preferred.
- Skills:
 - ✓ Strong analytical and problem-solving skills.
 - ✓ Excellent communication, negotiation, and interpersonal skills.
 - ✓ Proven ability to design and deliver effective training programs for adults.
 - ✓ Understanding of the Vietnamese market, particularly the rural context.
 - ✓ Fluency in Vietnamese and English is required.

4.3. Consultant for Financial management and education (including digital saving and financial literacy)

- Education: Master's degree in finance, economics, business administration, or a related field.
- Experience: At least five years of experience in financial education, training, or advisory services. Experience working with rural or underserved communities is an advantage. Having knowledge and experience on DreamSave app is an advantage.
- Skills:
 - ✓ Strong knowledge of financial management principles and practices.
 - ✓ Excellent training and facilitation skills.
 - ✓ Familiarity with digital financial services and technologies.
 - ✓ Ability to communicate complex financial concepts in simple terms.
 - ✓ Fluency in Vietnamese and English is required.

4.4. Consultant for Market facilitation for livelihood groups on e-commerce, digital marketing, contract farming and social networking

- Education: Master's degree in marketing, business administration, agricultural economics, or a related field.
- Experience: At least five years of experience in market development, e-commerce, digital marketing, or contract farming. Experience working with rural or grassroots organizations is an advantage.
- Skills:
 - ✓ Strong knowledge of e-commerce platforms, digital marketing tools, and contract farming practices.
 - ✓ Excellent training and facilitation skills.
 - ✓ Ability to build rapport and trust with diverse stakeholders.
 - ✓ Strong networking and partnership-building skills.
 - ✓ Fluency in Vietnamese and English is required.

V- Time and location

Depends on the need and plan of each Area Program/Project.

VI- Application

Application package:

- CV (including full name, title, agency, contact phone number, relevant training experience)
- Proposed outline
- Proposal for Consulting Fee (inclusive of expenses for personal meals and PIT)

Interested consultants are invited to send the application package to the email address: WVW_Recruitment@wvi.org - People & Culture Department with Subject: [Consultant] – [Livelihoods]. Shortlisted candidates will be invited for interviews.