

**TERMS OF REFERENCE  
HIRING TRAINING CONSULTANTS  
FOR  
BRIGHT FUTURE PATHWAY 1: DEMAND DRIVEN TRAININGS  
ON SALES, MARKETING & CUSTOMER SERVICES**

## **1. About Bright Future**

A Bright Future of Afghanistan program is a part of the Addressing Root Cause Fund (ARC) by the Ministry of Foreign Affairs of the Netherlands for the Youth of Afghanistan. The program is aimed to inspire the youth, to remain in their country, get access to a sound employment and entrepreneurial environment and do not risk their lives to travel to the western world.

The program is designed to serve the youth of Urban Kabul in the years 2017-2021. A consortium has been formed that includes Cordaid, Bayat Foundation, Crosswise Works and Hamida Barmaki Organization for the rule of law to carry out specific assignments and responsibilities.

The program serves in 5 outcome pathways (PW), namely, *i) Employment ii) Business Incubation iii) Business Acceleration iv) Strengthened Ecosystem v) rule of law*. The consortium partners have distributed the responsibilities as per their specialties. Besides other responsibilities of Cordaid in the programme, Cordaid is also responsible to implement the Pathway 1: Demand Driven Trainings (PW1) intervention of Bright Future.

## **2. This TOR**

Cordaid's Bright Future programme has approached an external employer to offer the soft skills and demand driven training. Our external employer is strongly willing and in need of training their newly hired staff most of whom are fresh university graduates on the work they are assigned to do.

Currently, the external employer has raised the need of training for their staff in Sales, Marketing and Customer services to over 70 of their customer services and marketing officers.

This term of reference is developed by Cordaid's Bright Future employment creation team to announce for locating and hiring training consultant. The consultant will be assigned to carry out the following activities.

- Need Assessment
- Prepare a curriculum to address the needs
- Deliver trainings to all the staff in separate batches keeping SOPs of Covid19.
- Conclude, Evaluation, Final Report, Handover of Training Materials to Bright Future.

**Topics:** The demanded subjects and fields of training requested and needed are as follow.

1. Customer Care, Customer Service, Facilitating
2. Marketing
3. Sales

4. Use of MS Office for Business (Optional or if requested by Boloro, Cordaid's own trainers can handle this)

### **Number of days for training**

Depending upon the needs of the participants, however, will be outlined between 5-7 working days for each batch. Number of participants per batch are up-to 10 people due to Covid19 restrictions and SOPs.

### **Training Language**

The language will be either English/Dari or Mix, depending upon the acceptance of majority of the participants.

### **3. Assignment Period and Duration**

The activity is tentatively planned and should be delivered in June & July 2021. The number of days will depend upon the number of participants in each batch and availability of the staff for full days or half days. However, a roof of 30 working days is initially considered.

The consultant will be paid on the basis of working days only (which is initially 30 days). In case of a delay due to public holidays etc. the activity will be postponed to the next working day/s and the consultant will not be awarded for any extra amount of money.

### **4. Terms of payment**

The training expert will be charged 7% of tax as per the government's policy over the full amount of the contract. Cordaid's finance department will decide the mode of payment (either by bank cheque or wire-transfer), the currency in the contract will be paid to the training expert. The training expert will be paid in lumpsum at the end of contract and no advance will be raised. The training expert will submit the final report with an invoice mentioning the full amount of contract excluding the tax.

Besides, Bright Future will offer the following facilities for the training expert while on job.

- a. Food, Refreshment
- b. Internet
- c. Vehicle to travel between Cordaid and Employer offices if needed.

Bright Future shall not pay for any other personal costs incurred by the training expert to carry-out the job besides what is not mentioned above.

The consultant will be required to use his/her own laptop for the whole assignment.

### **5. Criteria, Qualifications and experience required**

Afghans living and able to work in Kabul fulfilling the below requirements are invited to apply.

- Candidates having, Master's Degree preferred, Bachelors' degree

- Candidates having Business, Office Management, Commerce, Economics, Education or any other relevant backgrounds
- At least 5 years of overall experience in Training with renowned employers
- Candidate that has strong knowledge and experience of Customer Services, Marketing and Sales in practice or in trainings.
- Candidates having served in Kabul are preferred
- Candidates having served in recent past are preferred.
- Female candidates are highly encouraged to apply.
- Candidates having excellent Dari and English language (written and oral) proficiency.

## **6. How to apply**

Interested Capable Candidates (men and women) are invited to send their CVs/Resumes and a detailed cover letter mentioning about their skills, methodologies to use for training, sources of curriculum and pricing for conducting the training.

(The candidates are also required to present their minimum fee expectation within the email or within the cover letter.)

Announcement Date: 15<sup>th</sup> June 2021

Closing Date: 23<sup>rd</sup> June 2021

Please drop your CVs and Cover letters to [caf-procurement@cordaid.org](mailto:caf-procurement@cordaid.org). The cover letter should cover the specialization and expertise of the candidates that makes him/her suitable for the work.

Only shortlisted candidates will receive phone calls.

The process requires a testing, interview and negotiation process.