

TERMS OF REFERENCE FOR

Entrepreneurship development, collectivization and empowerment for women workers engaged in the cotton sector in Madhya Pradesh under ILO - Rise for Impact project

1. BACKGROUND:

The International Labour Organization (ILO) is implementing the project “Rise for Impact - Promoting Fundamental Principles and Rights at Work (FPRW) in the cotton supply chain” –in the state of Madhya Pradesh (MP). The first phase of the project was implemented in Telangana from 2019-2022. Under the current phase (initiated in 2023) the project aims to simultaneously promote the five FPRW, among cotton growing community in Madhya Pradesh ([ILO Declaration on Fundamental Principles and Rights at Work | International Labour Organization](#))

Rise for Impact project provides technical support to policy makers, implementers and other stakeholders aiming to build an ecosystem to contribute towards decent work and better livelihood to all in need in cotton growing communities, particularly workers and small/marginal holding farmers.

To address the root causes that contribute to the decent work deficits, it is important to empower women (and men) in the cotton growing communities. While there are several entry points, one of the entry points is by empowering them through establishing efficient local resource-based agriculture, wherein women in agriculture gain more control over the production resources and have access to the support systems. The FPRW project activities not only aims to enable women gain better access to the inputs and services provided by the government and other agencies but also focus on empowering women and girls in the project area to take decisions/actions free from the fear of violence.

2. PURPOSE OF ASSIGNMENT:

Quality of life for women workers and women farmers needs to be improved by reducing the time spent on unpaid domestic and care work and they should be free of gender-based violence¹. The adoption of the Violence and Harassment Convention, 2019 (No. 190), reaffirms the role of FPRW and clearly recognizes that the lack of full enjoyment of FPRW is among the root causes of violence and harassment. Also, women should have the time to be able to participate in skills and trainings related to agriculture. Creating an agricultural ecosystem which is inclusive of women farmers and women as co-farmers with men is important.

The project proposes engagement with a relevant agency to address gender-based inequality and the underlying causes rooted in gender norms and behavior. The model for implementation is to collaborate with functional women SHGs (promoted under NRLM) in the cotton growing project areas.

3. OBJECTIVE(S)

To achieve the above objectives, a four-pronged approach to gender and entrepreneurship together will be taken with focus on:

- I. ILO's **Get-Ahead** (Gender and entrepreneurship) trainings for women entrepreneurs and aspiring entrepreneurs (agriculture supply chain or any business viable in the local context) (this would

¹ National Crime Records Bureau report Crime in India and assault on tribal women with the intent to outrage their modesty is highest in Madhya Pradesh (refer Crime in India 2022, NCRB, Ministry of Home Affairs; Table 7C.2 page 641).

also include functional digital and financial literacy, providing access to credit linkages, extension services)

- II. **Collectivizing women cultivators** through Self-Help Groups (SHGs)/Collectives/Cooperatives etc for promoting collective childcare.
- III. Building knowledge and skills in agronomic practices and sensitizing the communities on role of women cotton producers and building a gender-based violence free environment.
- IV. Linking the workers and entrepreneurs to relevant government schemes, insurance (group insurance/business insurance etc.) and other social finance tools and promote digitalization of payments in joint collaboration with other activities (such as Workers Information and Support Centre-WISC) promoted under the project

4. MAJOR TASKS TO BE ACCOMPLISHED

Sl. No	Action point	Target	Output indicators	Outcome
1. Outcome 1: A pool of certified GetAhead Trainers and 400 women and men provided ILO's GetAhead training and coaching and business services linkage support to start or strengthen micro-businesses.				
1.1.	Training of Trainers conducted on ILO's Get Ahead training and in business and financial literacy.	20 candidate trainers from the state/region will be trained and certified in GetAhead	18-20 Certified GetAhead Trainers	Capacities to enable enterprise development and economic empowerment of women in a sustainable manner
1.2.	Each pair of trained trainer rolls out 2 Training of Entrepreneurs (ToEs) consisting of 20 entrepreneurs selected from the SHGs and women farmers.	20 ToEs will be conducted by 20 Trainer candidates. Each ToE will have 20 beneficiaries.	400 women and men receive GetAhead and business and financial literacy trainings.	Rise in the number of women entrepreneurs from the cotton growing areas/community
1.3.	Financial Literacy (FL) classes	400 trainees (women/men)	400 trainees benefit from training on FL in collaboration with Social Finance project activities undertaken separately	ILO module on FL to be adapted for the cotton sector.
2. Outcome 2: Women collectivized and encouraged to form agriculture cooperatives/collectives as well as care cooperatives, using ILO tools, such as My.COOP.				
2.1	Training of women members from SHGs on My Coop. 3 trainings to be conducted within six months	20 women SHG members from each of the five focus districts to be trained on My Coop and for child &	100 women SHG members (20 from each district) trained on child/geriatric; care cooperatives	Skilled women members promoting care cooperatives in the cotton growing sector

		geriatric care services		
2.2	Promote Pilot Care Cooperatives of women	5(five) care COOP formed under the project – one in each focus district	5(five) COOPs/Collectives related to care formed and supported	Quality care for infants including nutrition
3. Outcome 3: Community level sensitization on role of women cotton producers and building a gender-based violence free environment				
3.1	Select trainings for women workers to build knowledge and skills in agronomic practices	Conduct trainings for farm women to enhance production and quality of produce	2500 women farmers trained on sustainable cotton farming practices.	Farm women trained on using natural and regenerative farming
3.2	Advocacy and awareness on sensitizing the communities on role of women in cotton farms and gender equality	Cotton growing community/comm unity leaders, officials, teachers, government frontline workers	Campaign and awareness across the five focus districts	Community sensitisation through information sheets/skits/street play/ public discourse in the target districts.
3.3	Promoting gender-based violence free environment by building awareness	Engage women SHG members and girls in the focus districts for FGDs/Meetings	Promote open discussion/deliberation through moderated sessions – information related to One Stop Centres supported by Ministry of WCD, GOI	Breaking stereotypes/glass ceiling
4. Outcome 4: Preparing list of possible schemes where the women workers and their family members can be linked for social protection, skilling etc. and other social finance tools and promote digitalization of payments				
4.1	Preparing list of possible schemes where the women workers and their family members can be linked for social protection	Farm women and girls in the target area	Enable facilitation of women centric schemes of the government for access to target families – as focus areas for WISC (district level)	Ensure access to social protection schemes through collaboration with WISC.
4.2	Enhance financial inclusion and digital literacy for women SHGs in the target areas	Farm women in the target area	Empower farm women on digital and financial literacy	Develop linkages/collaboration with project activities with

4.3	Ensure linkage to skilling opportunities for farm women	Farm women in the target area	Facilitate access to DDUGKY, PMKVY and JSS as relevant	focus on digital/financial literacy
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5. Focus State/districts

Madhya Pradesh: Districts – Barwani, Dhar, Alirajpur, Jhabua and Ratlam

6. ESTIMATED DURATION OF CONTRACT: March 2025 - January 2026

7. QUALIFICATIONS / SPECIALIZED KNOWLEDGE / EXPERIENCE/ COMPETENCIES:

The project aims to facilitate an interface for rural women in MP (focus districts) to approach the government for availing their entitlements and empowering them through community engagement. Accordingly, engagement of an agency with prior knowledge and skills to facilitate inter-sectoral convergence and support implementation of women centric schemes would be necessary.

8. (CORE/TECHNICAL/FUNCTIONAL) / LANGUAGE SKILLS REQUIRED FOR THE ASSIGNMENT:

All deliverables should be in English while the prospective bidder should have excellent capacity to conduct field based activities in the local/native language including translating between English and Hindi where necessary.

9. TECHNICAL EVALUATION CRITERIA: (WITH WEIGHTS FOR EACH CRITERIA)

Establish the weight that should be assigned between technical and price proposal in the final evaluation. E.g., 70/30.

- Organization's with previous experience of working on women empowerment in the state **(20 points)**
 - Experience of working with agricultural workers specially with tribals and other backward communities **(10 points)**
 - Relevant skills of the organization in terms of human resource and technical capacity to undertake the tasks **(10 points)**
 - Experience of working with any international organization's/UN agencies/Government of India/State Government **(10 points)**
 - Specific experience of working in the cotton growing districts of Madhya Pradesh **(10 points)**
- 10. Financial Proposal with breakdown of cost estimates to be submitted along with the Technical proposal (40 points).**
