



HANOI BLIND'S ASSOCIATION

CRreating Opportunities for People with visual impairment (CROP) project

Appendix 2a:

TERM OF REFERENCE
CONSULTANT SERVICE
FOR THE TRAINING ON MARKETING SKILLS
FOR PEOPLE WITH VISUAL IMPAIRMENT IN HANOI

(CROP/Outcome 1.1.)

1. Background of ADRA in Vietnam

The Adventist Development and Relief Agency (ADRA) is a global humanitarian organization of the Seventh-day Adventist Church, demonstrating God's love and compassion. ADRA has a presence in over 120 countries world-wide and its major areas of involvement are divided into 5 core portfolios:

- Primary health care and child survival;
- Economic development;
- Food security;
- Basic education; and
- Emergency preparedness and response.

In 1988, ADRA began operations, across Vietnam through ADRA Indochina, with the shipment of medicines from the U.S.A. ADRA's office has been located in Hanoi since 1993 and has implemented more than 120 projects in over 50 provinces across Vietnam. ADRA in Vietnam has operated in over 50 provinces across the country since it began operations. Currently, ADRA is implementing projects across four provinces: Cao Bang, Hanoi, Binh Phuoc and Tay Ninh.

2. Brief description on the CROP project

The "Creating Opportunities for People with Visual Impairment in Hanoi" project (CROP) aims to stimulate self-sufficiency within the Hanoi Blind Association (HBA) and its members (i.e. the PVI's and their families living in Hanoi City and its surrounding districts). Capacity building for the HBA staff, vocational skill trainings for youth and adults with visual impairment, and Braille training for children are the three key components of CROP.

Among these three components, the primary focus is capacity building of the HBA in advocacy, fundraising, IT skills, massage therapy, Braille literacy, and marketing. These capacities will help the association develop new socio-economic support mechanisms for their members, especially in (1) raising public awareness and policy influencing with regards to the needs and rights of PVI's, (2) vocational training and job placement for youths and adults with visual impairment, and (3) pre-inclusive education training and student placement in regular schools for children with visual impairment.

3. Reason for the position

Marketing (specifically for job and school placement) is one of the two capacity training topics (fundraising and marketing) to be implemented in the second year of the project to strengthen basic marketing skills for the HBA's and its sub-associations' staff.

- (1) Duration: 05 days (tentatively from 22-26 August, 2011)
- (2) Location: HBA's Training Center, N0. 06 To Hieu, Ha Dong District, Hanoi
- (3) Participants: 30 HBA's and its sub-associations' staff (mainly visually-impaired or blind)
- (4) **Objectives:**

The marketing training will give the HBA entrepreneurial and networking abilities to support its educational and vocational training programs. In particular, skills needed for student placement (in appropriate regular schools offering inclusive education) and job placement (linking members to established massage therapy outfits or helping to expand established massage therapy businesses that employ PVI's) shall be trained. Another important component of the marketing training is to help develop business strategies or plans for the massage services currently run by the HBA, with the view of increasing the profit from these services to better fund HBA expenses and activities in the future.

4. Scope of work

- Develop training contents and lesson plans for the training topics;
- Design pre-training and post-training tests;
- Deliver training sessions on topics mentioned above;
- Make training assessment report.

5. Expected outcome

- 30 HBA staff will improve their entrepreneurial and networking abilities to support its educational and vocational training programs. In particular, skills needed for student placement (in appropriate regular schools offering inclusive education) and job placement (linking members to established massage therapy outfits or helping to expand established massage therapy businesses that employ PVI's) shall be improved.
- Training courses are rated "effective" by 75% of participants
- Business strategies or plans for the massage services currently run by the HBA are developed

6. Methodology

The Trainer will work with CROP Project Officer and the PMC to develop training contents. The active training techniques and approaches will be applied for the training to encourage the participation of visually-impaired trainees.

The Trainer needs to develop complete lesson plans and training materials for the participants, and send the materials to the project team (Project Officer and the PMC) at least two week (in Vietnamese) before the training, and submit the training assessment report no later than one week after the training. If training materials and training report are not submitted before the deadline and not approved by the project team, the contract will be terminated and the project has no responsibilities in making any payments for the Trainer.

7. Post-training report

The Trainer will submit the post-training report in Vietnamese or English (hard and soft copies) to ADRA's Project Officer, or the PMC.

8. Requirement

- Bachelor Degree or above in related areas;
- Experienced in community development;
- Experienced in raising funds and mobilizing resources for non-profit projects or programs;
- Experienced in working with people with visual impairment preferred;

9. Contacts

Interested candidates please send **technical proposal (training contents and program) and proposed cost** as the base for the training to:

1. Pham Thi Lien (Ms.), CROP Project Officer, ADRA in Vietnam, Tel.: 04.3852 5183, Mobile: 0989 746 796; Email: lienpham@adravn.org.vn

2. Pham Tien Dung (Mr.), Programs Officer, ADRA in Vietnam, Tel.: 04.3852 5183, Email: dungpt@adravn.org.vn

3. Bui Trong Minh (Mr.), HBA's Vice Chairman, Project Management Committee's Vice Chairman; Tel.: 04.3382 4339, Mobile: 0988 804 597, email: buitrongminh@gmail.com

Deadline: 30 July, 2011