



## **Fairtrade- NAPP: Network of Asia Pacific Producers Roster for Consultants**

**Terms of Reference** | Consultant for NAPP Gender Leadership school in South Asia (India)

**BACKGROUND/DESCRIPTION:** Fairtrade is an alternative approach to conventional trade and is based on a partnership between producers and consumers. Fairtrade aims to support small-scale producers and workers who are marginalized for the benefits of trade. Fairtrade's vision is a world in which all small producers and workers can enjoy secure and sustainable livelihoods, fulfil their potential and decide on their future.

Fairtrade Network of Asia and Pacific Producers (NAPP) Hong Kong, is a mission based social enterprise, which facilitates Fairtrade producers in Asia and Pacific region to be effective and sustainable.

**To fulfil this vision, Fairtrade has identified 3 long-term goals:** Make trade fair, Empower small producers and workers and Foster sustainable livelihoods.

Fairtrade seeks to create a world where all producers enjoy sustainable livelihoods and decide on their future. NAPP (Network of Asia Pacific Producers), a member of Fairtrade makes this possible by addressing the needs of producers from Asia Pacific. As a part of Fairtrade, NAPP subscribes to the Fairtrade's Theory of Change which is based on the Sustainable development goals of the UN, wherein emphasis is laid on gender equality and gender equity by empowering women to determine their future.

Situations in India is quite different from Srilanka in which Modern Indian Women have completely transformed in the modern day, the urban woman especially has changed from being a mere homemaker to the modern day multitasking woman, Women of today handle their duties and chores at home, manage a career outside their homes, nurture their children and balance their family lives with their professions. This is the scene in most of the urban households today. The modern day woman is independent, takes right decisions boldly, stands up for her rights and walks a path of success handling responsibilities without fear. She has taken on the world with confidence.

This is just one side of the story. Indian Women in downtrodden regions and rural backgrounds have still to compete a lot in terms of their urban counterparts. Not that the rural women are backward in any aspect, but the change and transformation that the urban woman sees, is definitely a little slower to the rural women. Women, be it from urban or rural backgrounds, still face harassment and



humiliation in domestic as well as professional circles. However high they reach in their lives, women are still made to feel helpless when men mete out unhealthy treatments and behave badly in front of them.

Given both (urban and rural) sides of Indian women's situation, there are patriarchy system in the society that takes of the empowerment of women in many ways and yet the political independency and leadership is yet to be liberated.

Gender inequality in Sri Lanka is centered on the inequalities that arise between men and women in Sri Lanka. Specifically, these inequalities affect many aspect of women's lives, starting with sex-selective abortions and male preferences, education and schooling, which goes on to effect job opportunities, property rights, access to health and political participation. While Sri Lanka is ranked well on several gender equality indices in comparison to other countries in the region, there are also some sources that question the verity of these indices. However, globally, Sri Lanka ranks relatively lower on gender equality indices. Overall, this pattern of social history that disempowers females produces a cycle of undervaluing females, providing only secondary access to health care and schooling and thus less opportunities to take on high level jobs or training, which then exacerbates the issue of low political participation and lowered social rights.

A social system in which power is held by men, through cultural norms and customs that favour men and withhold opportunity from women, Some of the main causes of this gender inequality is due to the patriarchal nature of Sri Lankan culture and the historical effects of the unbalanced weight put on the value of males. As time has passed, a shift in roles and expectations has started, moving towards more independence and empowerment for women. "Sri Lanka's labour market remains heavily segmented and offers limited sustainable economic opportunity for a majority of women". Specifically, in markets where men are also deprived of labour rights, like that of crop plantations, women are found to be treated even worse by their male counterparts. While gender equality is ranked fairly well in Sri Lanka, violence against women is still a prevalent issue in Sri Lanka. This is mainly due to the lack of studies conducted and data available in this region on this subject. Historically, there has been greater instances of gender violence occurring throughout the aftermath of natural disasters of civil strife. There are strict policies and mechanism in the country but the awareness is very low.

These gaps across countries needs to be address in various ways that best suited for the community.

## **Gender in Fairtrade:**

Fairtrade International has shown its commitment to gender by developing a Gender Strategy which covers the period 2016 – 2020. The strategy among other objectives aims at empowering women producers and workers through strengthening their capacities including leadership skills.

When we look at a combined figure of representation of farmers and workers by gender it does not quite clearly reflect the diverse situation of the farmers and workers in the respective structures that they work in i.e. SPOs and HL plantations. For programme impact and delivery, percentage of women participation cannot be looked at in isolation.

If we take a closer look at figures for farmers and workers separately it shows a completely different picture. It is quite evident from figures above that while women represent 52% of the workforce in the hired labour settings, only 13% of the farmers seem to be represented in the Small Producers Organisations. However, this may not necessary mean that only 13% of the farmers in Asia Pacific are women. This may have a lot to do with how membership of SPOs is often based on land titles which tend to be more in the name of men than women, thus limiting their representation in the co-operatives

NAPP, South Asia are of Small Producers Organizations (SPOs) and Hired Labour (HL) in which females work in various positions and they are in a very small leadership role. There are very few women representations in the Fairtrade Premium committees in South Asia and take up leadership role and be independent. Thus to address these and other issues, Fairtrade NAPP in Asia Pacific is launching NAPP - Gender Leadership School in India, so that women across three countries benefit out of this school. This school will target women, youth and some men to participate from the Producer Organisations that are Fairtrade Certified to enhance their participation in the leadership and management of their communities, organisations and households.

To address these and other issues, Fairtrade NAPP in South Asia is working on launching Gender Leadership School in India with 2 other countries (participants from India and Srilanka) will be joining the school. The school will target women, youth and some men to participate from the Producer Organisations that are Fairtrade Certified to enhance their participation in the leadership and management of their communities, organisations and households.



**OVERALL AIM:** The course is to help improve and develop basic skills of the participants in the application of human rights provisions on gender-related issues within their own environment and contribute to building the agency in women. It is about enhancing leadership of women with support supervision and learning.

To complement its other work on Gender, Fairtrade NAPP is in the process of setting up a Gender Leadership school in India and is looking for partners to develop and run the school.

Fairtrade is currently seeking Gender Individual expert to support us carry out this initiative in the context of location – India and Srilanka.

The Gender school will be itinerant and will not be a brick and mortar structure. This school is to be run for a period of 1 year.

## **RESPONSIBILITIES**

The individual consultant will work within the regional context and capacity. The position is envisioned to start in October 2018. The responsibilities of the consultant will include, but is not limited to:

- Attending the Master Training in Srilanka (or) Indonesia
- Baseline, mid line and end line survey of the women participating producers.
- Aiding in Planning, Implementing and Monitoring –to the producers
- Conducting training program as per Fairtrade NAPP requirements
- Compilation, analysis and interpretation of gender issues at Producer level and gather statistical data, through research and preparation of good quality analysis and reports.
- Facilitate knowledge building and mainstreaming of gender in Small Producer Organizations (SPO) related perspective.
- Follow up including impact assessment
- Monitoring of next level training
- Detail documentation of the process and learnings.
- Quarterly reports on activities, outputs and outcomes.
- Compilation of women’s best practices
- Content for NAPP publication on Gender School in three languages (Hindi, Tamil and Singali)



## **COMPETENCIES:**

- Demonstrates integrity by modelling the NAPP Fairtrade values and ethical standards
- Promotes the vision, mission, and strategic goals of FAIRTRADE
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability
- Treats all people fairly without favoritism
- Integration in a multidisciplinary environment

## **REQUIRED SKILLS AND EXPERIENCES:**

### **Education:**

- Higher education Bachelor or Master's Degree in Social Science, Psychology, Public Affairs and Administration, Public Relation, Journalism and especially Gender Studies, or relevant discipline
- Successful completion of courses on Gender Awareness and mainstreaming will be considered as an added advantage.

### **Work Experience**

- Knowledge of gender equality and women empowerment and training skills
- Knowledge of general development issues in conflict and post-conflict settings
- Knowledge of multi-stakeholder programme development processes including coordination and learning
- Knowledge of conflict analysis and peace-building programme development
- Minimum 2 years of relevant international working experience in Gender Development and minimum of 3 years of relevant international working experience in research
- Proven reporting experience
- Fluency in Hindi/ Tamil and Singali mentioned above both written and oral (advanced Level)
- Fluency in English is a mandatory
- Excellent drafting and presentation skills.

**Experience:**

- Capacity to quickly grasp issues and concepts and articulate ideas in a synthetic and concise manner
- Ability to lead in a productive manner a large group of participants from productive farming
- Team spirit and excellent interpersonal skills

**Methodology and Approach to Work**

- A dedicated Individual consultant will be attached to Fairtrade NAPP office for a period of one year. During this period the consultant will provide training and mentoring support to women SPO's on the theory and practical application of gender-responsive programming in India and Srilanka. The consultant will adopt an Action Learning approach which will involve a combination of training workshops, guided learning-by-doing, and day-to-day mentoring support partners apply new gender tools to their area.

The Consultant will work under the direct supervision of the Regional General Manager, South Asia, and under general supervision of relevant person from NAPP, Head office.

NAPP Regional General Manager of South Asia will help to ensure that activities are aligned, and that mutual learning is promoted.

The consultant should be able to travel to producer sites in region of India and Srilanka for meeting, conducting training, and for other tasks which will be necessary in performing his/her duties under consultancy contract

**Expected outputs**

1. A gender assessment of each country Cluster at the national and sub-national level, identifying gaps and opportunities in Cluster capacity and gender-responsiveness of activities.
2. A series of capacity building activities (including action learning, gender trainings and workshops, and coaching/mentoring) with Fairtrade NAPP Cluster partners resulting in their improved knowledge and capacity to integrate gender into activities, including the capacity to carry out a gender analysis and participatory planning processes, to design results-based gender responsive interventions, and to develop, monitor and report on gender-sensitive indicators.



3. Gender – responsive SPO's, those who demonstrate concrete results and meet the practical and strategic needs of affected boys, girls, women and men at national level.
4. Gender -sensitive national cluster specific planning, programming and monitoring frameworks and a related gender mainstreaming strategy designed and to guide the integration of gender into their activities.
5. Progress reports and a final report and case study documenting the Gender Leadership school initiative including institutional lessons learned.

### **Commercials:**

As per detailed discussions in person and agreement the amount will be disbursed on monthly basis, based on the work completed and due submission of reports to the Regional General Manager and NAPP central office in charge.

All travel and incidental expenditure will be reimbursed at actuals on submission of bills.

All photocopy, stationery, printing charges will be reimbursed at actuals on submission of bills.

### **Applications:**

1. 3-page proposal
2. Witness to credentials
3. One copy of earlier work on gender
4. Budget (expected payment for annual consultancy with breakups)

**Deadline:** The last day for submitting the proposal will be 20th of February 2019 and send you proposals to Mr. Ranjit kumar - [ranjith.kumar@fairtradenapp.org](mailto:ranjith.kumar@fairtradenapp.org) and Ms. Sonia Dominica [sonia.dominica@fairtradenapp.org](mailto:sonia.dominica@fairtradenapp.org)



Roster for Agency

To know more about the organization: log on to [www.fairtrade.net](http://www.fairtrade.net) and [www.fairtradenapp.org](http://www.fairtradenapp.org)