**Karandaaz Pakistan**

**Terms of Reference**

**Capacity Building Workshop – Women Financial Inclusion Challenge Round**

**Position: Individual consultant**

**Location: Karachi and Islamabad**

**Duration: 1month**

**Project: Fostering Women Financial Inclusion Challenge Round 2019**

**Background**

Karandaaz is launching a new challenge round to foster women financial inclusion in Pakistan. Through the “Fostering Financial Inclusion of Women” Challenge, Karandaaz is inviting proposals for gender-smart, women-centric financial products and services that reflect the needs and preferences of female customers in the financial services marketplace.

The goal of the challenge is to provide financial service providers, fin-techs, research and advisory firms, and other relevant market players an opportunity to pilot and test, or scale interventions that account for the different female market segments, needs and preferences of women, and the bottlenecks to their inclusion.

**Scope of the Assignment**

Karandaaz is looking for an individual consultant to deliver a one day workshop in Karachi and Islamabad for capacity building purpose. The scope of this workshop entails to create awareness in the market and also to build their capacity to understand women segments better. In this regard, the consultant will be leveraging the customer segmentation study conducted by Karandaaz Pakistan to build the content of the workshop and share the identified women segments with the industry. The purpose is to build capacity of the potential applicant’s w.r.t the socio economics factors, demographics and women financial services needs and to understand the women persona for developing a better tailor made financial product / service.

The second part of the workshop will entail introducing the basics of human centric design principles. The consultant should be able to build knowledge of the applicants on using human centric design in developing a financial service/ product.

**Deliverables:**

* Workshop content/ presentation/ Module on customer segmentation and Human centric Design Principles
* Deliver two Workshops in Karachi & Islamabad

**Evaluation / Eligibility Criteria**

In evaluating the relative merits of consultant bidding for the assignment, the evaluation panel will take into account:

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| **SN** | **Evaluation Criteria** | **Score** |
| 1 | Experience in the area of human-centred design and customer segmentation. | 30% |
| 2 | Demonstration of capability to produce good content | 30% |
| 3 | Experience in conducting workshops and training to large audience. | 40% |
|  | **Total** | 100% |