

Terms of Reference for hiring individual trainer: Rural Retail Shop

Bihar Rural livelihoods Promotion Society is an autonomous society working under Government of Bihar with an objective of addressing rural poverty in Bihar. Developing community owned business model for members with common skill base could be one way of addressing rural poverty.

Bihar Transformative Development Project aims to change the rural livelihood opportunities and works towards social and economic empowerment of the rural poor especially women by promoting self-managed community institutions and further broadening their livelihoods opportunities. BTDP intervenes with the community through the four themes or programmes: Institution Building and Capacity Building, Social Development, Microfinance and Livelihoods. Under the Non-farm sector of Livelihoods theme, BRLPS aims to create an ecosystem that can act as a catalyst for entrepreneurial activities and strengthen MSME (Micro, Small, & Medium Enterprises) in rural Bihar.

Nearly 80 lakh households have been mobilized into more than 7.5 lakh Self-Help Groups and their federations. The SHGs are widely viewed by the Govt. of Bihar as the ideal platform for efficient targeting and delivery of various social welfare programs and have shown promise in delivering long term behavior change critical in achieving higher outcomes in the areas of health, nutrition and sanitation.

Bihar has a high percentage of women entrepreneurs who are operating their own kirana stores as a source of primary/secondary livelihood. In view of this, the project embarked upon an initiative of Rural Retail Shop (RRS), a nodal store for *kirana* shop owners. All *kirana* shop owners join together to form association called Rural Retail Association. The RRS directly links with companies/distributors and does the purchase, stores and sells items to the *kirana* shops. This helps the *kirana* store owners earn a higher margin and product quality is assured.

Objective

The RRS initiative needs extensive training support to facilitate smooth and profitable operations. Member gets aware regarding wholesale shop, its operation and management and finance related to shop.

Training Requirement

The trainings required would cover (but not be limited to):

- a. **Orientation:** Communication before RRS is set up that would articulate benefits of RRS, selection of a location, method of forming association etc.
- b. **Store Management:** The business processes needed at the store level for smooth operations including inventory management, shrinkage, store up keep, books of records, indents etc.
- c. **Business Practices:** This would include shortlisting of product that to be purchased, what should be the margins for individual products, methods of procurement to be followed, how to manage the expenses so as to attain profitability etc.
- d. **Fiduciary & legal:** Enumerating all licenses required like FSSAI, GST etc. that are needed for the store and orienting the staff on the need of the same.
- e. **MIS:** This would include arriving at key indicators that need to be tracked on a daily, weekly and monthly basis, at store level and dashboard at the project level.

These trainings would be spread across three stakeholders:

- Store Level: RRS Association OB members & RRS Staff
- Block & District Level Staff
- State Level Staff

Scope of work /Deliverable

The trainer would be responsible to deliver technical trainings.

1. **Training topics:** Trainer will train RRS member, RRS staff and project staff on following topics :
 - a. Operations and management of Wholesaler shop
 - b. Retail Management
 - c. Supply Chain Management
 - d. Business Plan
 - e. Turnover and Breakeven Analysis
 - f. Pricing Strategy
 - g. Merchandise planning and Management
 - h. Inventory Management
 - i. Route Planning
 - j. Store Management and Housekeeping
 - k. Planogram
 - l. Receiving process and checkout methods
 - m. Store Design and visual merchandise
 - n. MIS
 - o. Marketing and promotions
 - p. Fiduciary & legal
2. **Customise training modules:** The consultant would customise training modules for Rural Retail Shop. A hard copy of the each training module to be submitted after completion of each training .This would require the consultant to carry out field visits to the existing RRS and customise the training modules in context of the business stage the RRS is at, the strength of the institution and the socio-economic conditions.
3. **Training plan & schedule:** The consultant would prepare a training plan (topics to be covered, duration of session, relevant stakeholder etc.) for each of the trainings that need to be delivered along with the training schedule based on the requirements expressed by BRLPS. This would include both first time and refresher trainings that need to be provided over a one year period.

4. **Master trainers:** The consultant would also facilitate identification and training of master trainers. These master trainers would be trained through the existing training process itself.

Outputs

Training Details	Number of sessions of training	Number of days	Number of staff to be trained	Number of community members to be trained
Training 1: For pilot RRS : Operations & Management of Wholesale, Retail and Supply Chain	3	1	SPMU: 3 staff (PM-NF, YP-NF, Consultant NF) 8 staff per district (BPIU: BPM, LHS, AC/CC), (DPCU: YP-NF, Mngr- NF, Procurement Mngr, CF Mngr)	5 member per RRS (including BoD), RRS Store Manager, Store Keeper, Master Book Keeper of concern CLF
Training 2: Business Plan, Pricing Strategy, Turnover & Breakeven Analysis	2	1		
Training 3: Merchandise planning and management, Receiving process and checkout methods, Inventory management	2	1		
Training 4: Store Management & Housekeeping, Store Design and Visual Merchandising, Planogram	2	1		
Training 5: Route Planning, Marketing & Promotions, MIS, Fiduciary & legal	2			
Training 6-10 : Training of other new RRS as per training 1-5	11	4*4=16		
Training 11: Refresher training as per requirement	3	5*1=5		

*Master trainers would be identified from project staff and community
Trainings would be conducted in batches of 2-3 RRSs.

Qualification & Experience

Qualification of consultant is described below:

1. Post graduate in Rural Management or relevant discipline with minimum 3 years of experience in retail chains, rural marketing and related trainings
2. Proven ability to create business plans, mobilise SHG members into similar type of project & build profitable retail business.
3. Proven ability to build monitoring systems for similar type of project and conduct trainings on the same.
4. Ability to provide training and management to selected entrepreneurs.
5. Good communication (both Hindi & English), interpersonal & organisational skills.

Area of Operation

The Trainer will provide training in the blocks/districts where the Rural Retail Shop being operating. Apart from this the trainer will also train project staff of SPMU related with this project.

Responsibilities

The Trainer will provide his professional services as per the scope mentioned in the ToR with commitment and ethics. BRLPS will provide adequate environment, team support and logistics for the agreed / approved training.

Reporting and Review committee

The Chief Executive Officer, BRLPS in association with SPM-NF/ PM-NF shall be responsible for reviewing and monitoring the work of Trainer. The Trainer needs to submit training report at end of the each training. A final report to be submitted at the end of last

training. A hard copy of training module developed for training to be submitted at the end of training.

Period of Consultancy

The consultant would be hired for a period of twenty-five days spread over a period of one year, as the consultant would be called on a need basis. However, BRLPS reserves the right to terminate training any time on the basis of requirement of the project and performance of the trainer concerned. In case of discontinuance, either party is required to give fifteen days' notice.

Payment Schedule

Depending upon the training report, payment will be made in proportion of the training done:

Payment schedule	Training Done	Payment Amount
Installment I	Training 1,2,3 completed, report and training module submitted	30%
Installment II	Training 4,5 completed, report and training module submitted	30%
Installment III	Training 6-10 completed and report submitted	30%
Installment IV	Training 11 completed and report submitted	10%