

# Scope of Work-Talebaat KG

Below is the **Scope of Work (SoW)** for **Talebaat KG**, responsible for on-ground execution of the **TWT – WEBOHRA (women entrepreneur upliftment initiative of Tijaarat al Rabehaah)**

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**Role:** Talebaat KG – On-Ground Execution Leads

**Project:** TWT – WEBOHRA Initiative

## 1. Objective of the Assignment

The Talebaat KG shall act as the primary on-ground facilitator for the TWT–WEBOHRA project, ensuring community engagement, regulatory alignment, capacity building, and smooth operational execution of project components in coordination with TWT leadership and the central WEBOHRA team.

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## 2. Key Responsibilities & Deliverables

### A. Community Permission & Stakeholder Liaison (Ummal Kiram)

#### Scope:

- Initiate and manage discussions with **Ummal Kiram** to seek formal and informal consent for implementation of the [WEBOHRA initiative<sup>1</sup>](#) in the concerned mauze.
- Clearly communicate WEBohra project objectives, women-centric economic upliftment goals.
- Address concerns, queries, and suggestions raised by the community & leadership.

#### Deliverables:

- Documented approval/consent (written or recorded acknowledgement, as applicable).
  - Stakeholder briefing note summarising approvals, conditions, and expectations.
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### B. Onboarding of Local WEBOHRA Team

**Scope:**

- Identify and onboard suitable [WEBOHRA local team members](#)<sup>2</sup> (volunteers/coordinators) and [explain the initiative](#)<sup>1</sup>.
- Act as the first-line mentor and coordinator for the local team.
- Support role clarity, task allocation, and reporting structures.

**Deliverables:**

- Local WEBOHRA team member list.
  - Orientation and onboarding completion report.
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**C. Training of Local WEBOHRA Team****Scope:**

- Facilitate training of the local team on:
  - WEBOHRA vision, values, and operating model
  - [Roles & responsibilities](#)<sup>2</sup>
  - Event execution support
  - Basic reporting and documentation standards

**Deliverables:**

- Training schedule and session completion records.
  - Trained team readiness assessment, names of the local committee with roles and onboarding to respective [WEBohra \(UI/TR \) WhatsApp groups](#).
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**D. DBOHRA Shop Facilitation****Scope:**

- Identify and coordinate suitable locations for setting up the [DBOHRA Shop](#)<sup>4</sup>, in alignment with norms and permissions.
- Coordinate with vendors, volunteers, and central WEBOHRA team for setup readiness.

- Support onboarding of participating women entrepreneurs for product display and sales. Check products for compliance and quality (label, branding, packaging)

#### **Deliverables:**

- Location confirmation and readiness checklist.
  - List of participating women entrepreneurs and products.
  - Basic operational plan (dates, timings) for shop functioning.
  - Roster of vendors during Shehrulla
  - Roster of Volunteers of Dbohra shop
  - Tracking of Daily Sales (maintain a ledger)
  - Final Report with photos, sales, feedback from vendors and buyers.
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### **E. Social Media Awareness & Digital Literacy Training Program**

#### **Scope:**

- Mobilise the WEBohra local team and women participants for social media awareness sessions.
- Identify trainer, check availability, fee and assign resources (PPT, trainer module).
- Calculate and get budget approvals.
- Assist trainers in contextualising content to Lisaanu ud dawat.
- Start every training with an [Introductory WEBohra video](#)<sup>3</sup> to create awareness and [QR code](#)<sup>11</sup> to join [Whatsapp community](#)
- Support delivery of training on:
  - Basics of social media platforms (WhatsApp for Business, Instagram for Business, Facebook Marketplace, etc.)
  - Ethical and responsible usage
  - Business promotion and customer communication basics

- Introduce the trainer (ask trainers to share their profile), thank them at end of program

#### **Deliverables:**

- Session completion report with photographs, attendance records, key learnings, feedback and challenges.
  - In cases where there is no scope of doing this program due to lack of a trainer or audience, the [Networking 101 Webinar<sup>10</sup>](#) can be organised instead.
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### **F. Household Budgeting**

#### **Scope:**

- Facilitate household budgeting awareness individually (door-to-door) or in group sessions as a workshop.
- Ensure culturally sensitive and practical delivery of concepts.

#### **Deliverables:**

- Training session records and attendance.
  - Simple household budgeting tool/templates distributed to participants.
  - Post-session reporting & feedback.
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### **3. Reporting & Coordination**

- The Talebaat KG shall report to the designated **TWT KG**
  - Daily progress updates (verbal or written) covering activities, challenges, and next steps.
  - Immediate escalation of any community, compliance, or operational risks.
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### **4. Time Commitment & Engagement Nature**

- Engagement is **project-based**, aligned with the defined implementation timeline of Pre and during Shehrulla.

- Availability is required during community meetings, training sessions, and shop operations.
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## 5. Performance Indicators (Indicative)

- Functional and trained local WEBOHRA team in place.
  - Timely permissions obtained without escalation.
  - Successful setup and functioning of DOHRA / WEBOHRA Shop.
  - Number of women trained under social media and household budgeting modules.
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## ANNEXURE

1. [About WEBohra \(ppt\) for Ummal Kiraam & local team orientation](#)
2. [WEBOHRA LOCAL TEAM scope of work](#)
3. [Introductory WEBohra Video link](#)
4. [Project Summary- DBOHRA SHOP](#)
5. [DBOHRA Shop standee](#) & social media post
6. [DBOHRA shop Editable Marketing post for social media](#)
7. [Process document- Social Media Awareness Program](#)
8. [Editable Marketing post for social media](#)
9. Training resources (PPT, [Module](#), Video)
10. Networking 101 video link- <https://www.youtube.com/watch>
11. [WEbohra Whatsapp community QR code](#)
12. [WEBohra Whatsapp community link](#)