

Terms of Reference (TOR)

Agro-enterprise Promoter (AEP)

Background

The Smallholder Agribusiness and Resilience Project (SARP), a project jointly financed by the International Fund for Agricultural Development (IFAD) and Government of Sri Lanka, aims to build resilience and market participation of 40,000 rural households in the climate change affected districts of Anuradhapura, Vavuniya, Matale, Mannar, Puttalam and Kurunegala. This is pursued through capacity building for climate resilience and inclusive value chains, combined with investments for climate resilience and inclusive value chains including last mile infrastructure. The lead programme agency is the Ministry of Agriculture, which would be establish a dedicated project management unit (PMU) at central level and two regional hubs the implementation of SARP.

Scope of work

Under the direct supervision the Agro-enterprise development and youth Specialist, the AEPs will be directly responsible for the planning and implementation of income generating opportunities that add value to the priority value chains. Specifically, the AEP will be expected to perform the following tasks:

- Liaise with relevant public and private sector organizations and establish linkages and mobilize them to support Agro-enterprise development activities of the SARP project. Build effective coordination and strong relationships with stakeholders is a prerequisite.
- Develop Agro-enterprise development action plan for the district with clearly defined activities, time frame, deliverables and milestones with the participation of community facilitators for the total targeted beneficiaries in the district.
- Under the guidance of Agro-enterprise specialist, identify and develop training aids, operational manuals, communication materials and other supporting documents required for project proposal and investment/business plan development. Identifying already developed materials by other projects and acquiring them to save time can be considered..
- Awareness creation, orientation and Mobilization of primary stakeholders
- Build the capacity of community facilitators and other voluntary government staff on value chain analysis, project proposal and investment/business plan development, other related subject areas and use of relevant software.
- Develop Agro-enterprise development plan for each community facilitator
- With the participation of community Facilitators and supporting agents, support identified producers, producer organizations to analyze relevant value chain and develop micro-project proposals and investment/business plans for accessing grants and loans. A business proposal evaluation committee would be established for each district
- Monitor and ensure that community facilitators timely collect and submit business plans to AFP as per the action plan
- Assessment of business proposals / plans by value chain, social, environmental, gender, technical, business, management, financial and inclusion perspective;

- Facilitate and support producer organisations, farmers groups, small agro-enterprises and agribusiness to meet market requirements and consumer preferences and strengthen technical, financial and business service support
- Assist the communities/ groups/ producer organizations in designing a marketing strategy for beneficiaries, and assist them in undertaking its implementation.
- Facilitate the organization of periodic multi-stakeholder platform meetings at ASC level with amongst others, traders, transporters, marketing intermediaries, wholesale and commission agents and develop a programme to overcome systemic problems
- Broker “win-win” and trust-based business or service relationships among value chain stakeholders and contribute to improving the business enabling environment
- Contribute to the knowledge development in the relevant commodities by undertaking case studies and document and promote learning in activities/investment following the knowledge agenda
- Coordinate with other members of the team and mentor community facilitators and service providers in agro-enterprise promotion
- Provide strategic support to community facilitators for inclusion of poorer individuals and households in developing respective investment proposals.
- Contribute to regular updating of results chain and implications for inclusion by different household and demographic profiles
- Identify bottlenecks specific to poorer individuals and households and youth and explore technical resolution options.
- Explore options for providing embedded services and extending linkages between service providers and households.
- Generate and provide Monitoring and Evaluation data to Agro-enterprise specialist and M&E specialist of PMU
- Undertake any other duties as requested by the Project Director and Agro-enterprise Development and youth Specialist.

Qualifications and experience:

Area of qualification / experience	Expected level of qualification / experience
Education Qualification	Bachelor’s degree in Agriculture/Agriculture Technology and Management preferably specialized in Agricultural Economics, Business Management, and/ or marketing or a field related to rural enterprise development. Postgraduate degree or relevant professional qualification on business management/business administration or relevant field will be an added advantage.
Working experience:	At least 3 years’ relevant experience in inclusive value chain development in particular agriculture markets, preferably working experience with private sector

	<p>He/ she should have sound experience in private sector led business development, service provision and supply chain development;</p> <p>He/ she must be have Knowledge and experience in building capacity of stakeholders and facilitation of multistakeholder consultation workshops and training..</p>
	<p>She / He needs to have a provable experience in demonstrate creativeness, innovativeness and entrepreneurial skills</p> <p>Experience in agro-enterprise development, agricultural value chains and market development.</p>
Other qualifications and experience	<ul style="list-style-type: none"> • Computer literate • Strong inter-personal skills • Strong analytical skills • Fluency in English and Sinhala and preferably Tamil

Duty station and location

Assigned district offices with extensive field travel to project sites

Duration of services – 24 months (12 months initially with possibility for extension based on performance).