

Terms of Reference
Contracting an individual consultant to conduct Youth entrepreneurship development
activities of the
Smallholder Agribusiness Partnerships (SAP) Programme

1. Background of the Programme

The SAPP is designed to contribute Sri Lanka's smallholders' poverty reduction and competitiveness. Its primary objective is to sustainably increase household income and quality of family diet by establishing confirmed market for rural producers under Public Private Producer Partnership (4P) mechanism.

2. Programme area and target group.

The programme will have national coverage, though special attention and preference will be given to low income districts and areas where agri-production potential is high. The programme is demand-driven and the willingness and the equal commitment of programme partners (Rural farmers, Agribusiness companies, Banks, Insurance providers etc) are essential in reaching programme objectives. More emphasis will put forward in developing Producer/Farmer Organizations (POs /FOs) under SAPP to be in line with Government's policy and development agenda, and to ensure sustainability of supported Producer/Farmer Organizations within 4P mechanism. The target group of 57,500 poor rural households with the potential to become active economic players under commercially-oriented production and marketing systems with diverse array of value chains will be assisted under the programme.

3. Programme Components

Component 01- Access to commercial partnerships

This component includes two sub-components: (1.1) Establishing 4Ps (new 4Ps, NADeP scale ups, 4Ps with POs/FOs); and (1.2) Institutional strengthening and capacity building of Producer/Farmer groups (within a market-driven model). A total of 35,000 households will be directly reached through 4P schemes and institutional strengthening interventions. Rural youth will also be considered (no. of 2500) under this component to become entrepreneurs and to respond the demand for services generated along value chain complements in 4Ps.

Component 02 – Access to rural finance

This component consists of two sub components: (2.1) Financing of 4Ps; and (2.2) Institutional strengthening for the financial services sector. The component follows the strategies, modes of intervention and investment opportunities that emerge under component 1 (to satisfy the credit requirements of 4Ps and youth entrepreneurs) and aims at facilitating access to rural financial services in a sustainable manner mostly through training and technical assistance.

Component 03 - Programme management and policy dialogue

This component comprises two sub-components: (3.1) Programme and knowledge management; and (3.2) Policy dialogue.

4. Rationale and the objectives of the consultancy

One of the key responsibilities of the SAP programme is to enable youth to start new businesses or expand existing business related to particular agriculture value chains existing in rural Sri Lanka. The idea behind is to foster youth entrepreneurship under 4P mechanism (as of Component 1) by creating value addition to the partnerships by way of support services which is identified in the value chain mapping process. This approach creates additional job opportunities and employment for rural youth and could tackle one of the key national problems remaining in Sri Lanka - youth unemployment. PMU expects socio economic empowerment of youth through this intervention.

Youth entrepreneurship has been identified as one of the strategic tools of empowering less opportune segment of the country who are vulnerable. It is a common dilemma that most of the youth give away agriculture or agri-related employment opportunities available in rural Sri Lanka due to many reasons, such as lack of access to finance for initial investment and lack of support or guidance given to identifying potential areas. As experienced by ex NADeP programme, significant number of youth migration (to Colombo or main towns) can be avoided if they are given proper training, providing them financial support and opportunities to operate their business with confidence. Under this, SAPP has planned to screen potential youth from local areas to fulfill the emerging service demand generated along with the value chains existed in respective areas and provide selected youth with continuous training, mentoring on business planning, entrepreneurship and technical/vocational skills etc. SAPP will also provide financing support through subsidized credit scheme of SAPP and start-up fund as initial assistance for these targeted rural youth and finally to become sustainable entrepreneurs.

Assistance will be extended to youth by channeling them to Participatory Financial Institutions (PFIs) to obtain subsidized loans. The loan applications will be appraised by the respective PFI and decide the loan amount to be granted. SAPP staff will continuously monitor the progress of the youth to ensure their effective involvement in value chain and sustainability and growth of their businesses. Once the youth Business Plan and credit has been granted, further assistance to youth will be complemented by SAPP through capacity building in terms of technical training, financial literacy, and entrepreneurship.

4.1 Objectives of the consultancy

The consultant is required to develop a youth strategy for the programme and develop an operational service package with holistic support of required skills and motivation to targeted youth, for them to groom as a successful entrepreneur. Further, he/she should According to the selection criteria, the SAPP will identify the youth who have instinct to become an entrepreneurs.

4.2 Specific Objectives

- To develop profiles and identify training/skill development needs for each youth.
- To develop and design specific training modules and conduct training on entrepreneurial capacity development.
- Identify specific technical skills gaps and then guide them to receive required technical trainings.
- Organize exposure visits/on the job training etc.
- To assist the entrepreneur to prepare business plan and to carry-out their businesses by coaching, mentoring, counselling etc.
- Assist/guide entrepreneurs in linking with the Participatory Financial Institutions (PFI) to obtain their required loans.

- Assist to build up forward and backward linkages with their respective areas.
- Assist/guide in finding and expanding market opportunities.

5. Roles and responsibilities

Under the direct supervision of the programme director, the consultant will perform activities under following parameters to assist targeted youth to develop successful business development plans.

5.1 Programme implementation responsibilities

- Develop youth development strategy to improve the processes and procedures with regard to youth development component; par with IFAD Youth development guidelines.
- Develop an action plan and supervise and carryout the plan for successful youth engagement in 4P partnerships and attend to the work related to the job creation for targeted youth integrated in value chains.
- Develop an annual and short term plans for Youth training component of the project
- Select potential youth entrepreneurs in consultation with business development unit and field staff under 4P partnerships and other agricultural value chains.
- Incorporate provisions to ensure that targeting criteria (beneficiary selection) and gender dynamics being addressed.
- Diagnose the capabilities of the youth entrepreneurs and identify required intervention
- Take timely necessary action to enroll and register Technical Training Institutes (TTIs) to provide technical trainings.
- Direct entrepreneur to micro finance division for arranging finance and financial literacy trainings collaboration with PFIs
- Develop and improve Monitoring and evaluations system including reporting mechanism to meet the LFA targets
- Supervise the activity regularly and submit the progress on monthly, quarterly, bi-annual and annual basis.
- Take corrective actions if any, consultation with PMU officers
- Liaise with IFAD and its missions as directed.

5.2 Capacity building responsibilities

- Develop BP for each youth entrepreneur collaboratively
- Design and develop training manuals and deliver training programmes for youth entrepreneurs based on requirements.

5.3 Advocacy on policy issues

- Be familiar with Microfinance policies and Micro Finance Act.
- Identify policy level issues in relation to youth entrepreneurship; related to agriculture sector and lobbying for policy changes.
- Present evidence based information on good practices, learned lessons, case studies on youth entrepreneurship development.

5.4 Communications

- Develop communication and knowledge management materials related to youth entrepreneurship development

6. Qualifications and experience

- Master or higher degree in Youth Entrepreneurship Development, Development Studies, Youth Development, Agriculture Business Development, Agricultural Economics or related fields.
- Minimum 5 years of experience in Youth Entrepreneurship Development , Business Plan development, youth skills development, enterprise development, project management etc
- Solid understanding of the entrepreneurship eco-system, key players, challenges & opportunities
- Experience in designing, delivering and facilitating tools and trainings on youth entrepreneurship development.
- Knowledge on inclusive finance, developing and/or marketing microfinance lending products, particularly for youth and women and in the agriculture sector
- Strong verbal and written communication skills in English and local languages
- Excellent knowledge of computer based communications tools.
- Experience in Public Private partnerships of agriculture Business development is considered an advantage

7. Expected key outputs

A comprehensive youth entrepreneurship programme ready to be introduced to the selected youth, which includes strategy, plan of action and gap filling.

- Prepare appropriate training materials (TOT outlines, Lecture notes, workshop materials, flip charts etc.)
- Schedule of training programmes and organize them.
- Business proposals developed collaboratively with the youth entrepreneur.
- Submit progress and outcome reports including the evaluation reports of youth entrepreneurs
- Submit analyze training out comes of the training programmes and submit to the Programme Director
- Based on outcomes change the strategy accordingly to reach required targets and attain expected outputs of the programe.

8. Technical Criteria for Evaluation (Maximum 70 marks)

- Master or higher degree in Youth Entrepreneurship Development, Development Studies, Youth Development, Agriculture Business Development, Agricultural Economics or related fields - **15 marks**
- Minimum 5 years of experience in Youth Entrepreneurship Development , Business Plan development, youth skills development, enterprise development, project management etc - **15 marks**

- Solid understanding of the youth entrepreneurship eco-system, key players, challenges & opportunities - **15 marks**
- Presentation of originals or copies of tools designed on trainings on youth Entrepreneurship development, inclusive finance, developed/ designed MF products, particularly for youth and women and in the agriculture sector - **15 marks**
- Previous experience in similar assignments - **05 marks**
- Strong verbal and written communication skills in English and local languages and ability to work independently in MS packages - **05 marks**

The shortlisted candidate will be called for an interview and a presentation on the given topic. He/she has to face for the interview and should do the presentation. 30 marks will be allocated for this purpose. The relevant topic for the presentation will be notified only those who are shortlisted.

9. Payment Plan

Since this consultancy is for full time annual basis, fixed monthly payment will be made for the selected consultant. He/She should submit the agreed work plan each month commencement and work done that should comply the monthly plan. Agreement will be extended based on the performance and the quality output delivery.

10. The proposal/ Resume should be sent to the following address,

Chairman,
Consultants Procurement Committee (Project)
Smallholder Agribusiness Partnership (SAP) Programme
No 41, Renuka Building (1st floor), Janadhipathi Mawatha
Colombo 01

Note:

- Selected consultant has an access to receive programme documents after signing an agreement with PMU.
- The Copyrights of the related documentation/publications will be owned by SAPP programme