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Approved

Sultan

22/08/2022

23 AUG 2022

Annexes



TERMS OF REFERENCE FOR CONSULTANCY TO CONDUCT PROFESSIONAL BUSINESS TRAINING TO SEED COMPANY MARKETING OFFICERS

PROJECT TITLE: Accelerating Agriculture and Agribusiness in South Sudan for Enhanced Economic Development (A3-SEED – “Triple A-SEED”) Project, 2021 –2025

1. Context and rationale

The International Fertilizer Development Center (IFDC) is implementing a seed sector development project in South Sudan. The “Accelerating Agriculture and Agribusiness in South Sudan for Enhanced Economic Development Project” (A3-SEED) provides market-oriented interventions to support the establishment of a commercial, sustainable, and adaptive agriculture sector in South Sudan. The project ensures the availability of improved seed down to the last-mile through Agri-entrepreneurship and support existing private sector seed companies to improve seed and input marketing, distribution, and production practices. A3-SEED seeks to reach more than 100,000 farming households, double incomes from marketable surpluses, increase farmer yields by 20-50% on target commodities, facilitate the development of 100 agro-dealers as well as 200 women-owned and 200 youth-led businesses, and bring 42,000 ha of farmland under agroecological production. The project supports the emergence of individual commercial seed producers, who produce for the local market, as out grower for a seed company, or both. The project is implemented in collaboration with KIT, Royal Tropical Institute with funding from the Netherlands Embassy.

The project will support commercialization of the seed sector through the following four Result Areas (RAs):

1. Commercial Quality Seed Production focuses on ensuring efficient, high quality and economically viable seed production, sales and distribution tailored for market-oriented smallholder farmers.
2. Quality Seed Use, Good Agricultural Practices, and climate resilient farming practices among smallholder farmers results from tailored sales and distribution strategies provided by seed companies and commercial seed producers.
3. Quality Seed, Input and Output Marketing and Distribution through the establishment of last-mile input distribution and effective seed, input and output market relationships which improve local competitiveness through agribusiness development, women empowerment, and youth employment.
4. Learning and Capacity Development supports the above result areas together with targeted research to address bottlenecks, support adaptive project management and advance knowledge on seed sector development.

To achieve the above objective, IFDC is seeking a suitable consultant to conduct professional business training to seed company marketing officers for the A3 SEED project in Juba, South Sudan.

2. Purpose and objectives of the training

- A. The purpose of the training is to equip the seed company salespersons with the necessary skills and knowledge required to sell quality certified seeds to smallholder farmers through the agro-dealer shops. Specifically, objectives of the assignment are:
 - i. To assess the current marketing capacity of the seed companies benefiting from IFDC
 - ii. To assess the linkages between seed companies, agro-dealers, and marketing agents
 - iii. To train seed company salespersons on effective marketing and sales of quality seeds to smallholder farmers
 - iv. To develop post training business improvement plans for each seed companies



3. Functions and responsibilities of the consultant

Specifically, the consultant will undertake the following tasks.

- i. Conduct the assessments of seed company marketing capacity as in objective 1 above.
- ii. Develop materials required for training the seed company salespersons
- iii. Conduct training of the seed marketing officers
- iv. Develop a final training report and conduct post-training analysis of the trainees

4. Reporting relationships

The consultant will report to the IFDC Country Representative and A3 SEED Project Manager.

5. Duration of study

This assignment is allocated five (5) days to conduct the training.

6. Key deliverables

The consultant will have overall responsibility in developing the training materials, and for ensuring quality and timeliness of all deliverables.

The Consultant will be required to achieve the following deliverables/milestones:

1. Developed detailed but simplified PowerPoint slides for training
2. Develop a final training report
3. Develop marketing strategy for all seed companies

7. Proposal submission

Interested consultant is required to submit a concept note detailing the following:

- Methodology the candidate proposes to undertake the whole exercise
- Well, dated, Work-plan for performing the assignment
- Itemized All-inclusive budget in (USD)
- The CV of the consultant that will work on this assignment specifying their respective roles

8. Eligibility requirements

IFDC is looking for a reputable consultant with:

- A pool of innovative postgraduate hands-on expertise (BSC or MSc) with minimum of 5 years' experience in a relevant field including (Agribusiness, Business administration, etc.)
- Experience undertaking similar assignments in South Sudan will be an added advantage.

9. Submission process

The concept note must be submitted by email and addressed to.

International Fertilizer Development Center (IFDC) Country Office, Rahwa Apartments Opposite the Ministries, plot No. 710, South Airport Road, Juba-South Sudan.

Email applications should be sent to ssdopertions@ifdc.org, copying Yuga Mario through yenock@ifdc.org;

The deadline for submission of concept note is **September 12th, 2022, at 4:00pm**, any late submissions will not be considered.

****This consultancy role is ONLY open to South Sudanese professionals.***

