

TERMS OF REFERENCE

CONSULTANCY TO CONDUCT A THREE DAY BUSINESS SKILLS TRAINING FOR LOCAL YOUTH AND WOMEN FARMERS ON PRODUCE MARKETING AND SALE IN TAITA TAVETA COUNTY

I. Summary of TOR

MAZIDO is looking for a facilitator to conduct business skills training for local youth and women farmers on produce marketing and sale. The trainer will design a two-day training program, deliver it, and submit reports on the training's effectiveness. This training is intended to improve their economic prospects, increase their financial independence, and contribute to the local economy. This is in line with "Objective 3: Improve management, efficiency, and equitable access to water used for productive purposes"

2.0 Project Description

The overall purpose of STAWI *Mashinani* (meaning, "STAWI at the Grassroots Level" in Swahili), will strengthen long-term resilience and capacity of county-level institutions and communities in Kenya to better manage their water resources for domestic and productive use in an efficient, equitable and sustainable manner. The program goal: **strengthening long term resilience and driving localization for better management of water resources**. This will contribute to the STAWI goal of improving water security in areas of recurrent crisis by strengthening water service, delivery, and management systems across nine arid and semi-arid counties in Northern and Eastern Kenya (namely Garissa, Isiolo, Kitui, Makueni, Marsabit, Samburu, Taita Taveta, Turkana, and Wajir). This will be achieved by working across the four interconnected Strategic Objectives (SOs) of the STAWI Addendum:

- ★ **Objective 1:** Improve governance of water resources and services
- ★ **Objective 2:** Increase sustainability of water service delivery.
- ★ **Objective 3:** Improve management, efficiency, and equitable access to water used for productive purposes.

- ★ **Objective 4:** Improve collaboration and learning across stakeholders and strengthen the capacity of county governments.

3.0. Background

Millennium Water Alliance (The MWA) is a global alliance of leading humanitarian, research, and business organizations. MWA's global and national hubs work with our members to scale and influence sustained water and sanitation services and resilience globally. MWA is a consortium of implementing organizations that work directly in the world's poorest regions, and it is a team player with others in the United States, striving to increase public support for US leadership in effective international development. MWA is the lead entity of the STAWI *Mashinani* Activity.

MAZIDO International (Management of Arid Zones Initiatives and Development Option International) was registered in 1995. It envisions a prosperous community that uses its natural resources sustainably, whereas its mission is to empower the community to utilize natural resources productively through advocacy, education and promotion of climate smart technologies.

MAZIDO International (MAZIDO) is the local implementing partner for the Sustainable Transformational and Accessible Water Interventions (STAWI) *Mashinani* Activity in Taita Taveta County.

4. Objective

The primary objective of this assignment is to conduct a three day training on business skills for women and youth farmers in produce marketing and sales.

Learning Outcomes

By the end of the workshop, participants will be able to:

- Identify different marketing channels for their produce.
- Develop strategies for pricing their products competitively.
- Utilize effective communication and negotiation techniques in sales.

- Understand basic post-harvest handling practices to minimize spoilage/losses and enhance product quality.
- Develop a basic marketing plan for their farm business.

5. Scope of Work

The trainer will:

- Develop a comprehensive training curriculum aligned with the learning outcomes outlined above.
- Deliver a three-day interactive workshop using a variety of training methodologies including, lectures, discussions, case studies, practical exercises).
- Provide participants with relevant training materials, including handouts, presentations, and templates.
- Facilitate group discussions and answer questions from participants.
- Evaluate participants' understanding of the concepts covered through pre- and post-training assessments.
- Submit a workshop report to MAZIDO summarizing key findings, challenges encountered (if any), and recommendations for future training initiatives.

6. Methodology

The trainer is expected to use a mix both of qualitative and quantitative methods, including but not limited to:

- Conduct a pre-training assessment to gauge the participants' existing knowledge of produce marketing and sales.
- **Lectures:** Introduce key concepts and principles of produce marketing and sales.
- **Discussions:** Facilitate group discussions to encourage participants to share experiences, ask questions, and learn from each other.

- Case Studies: Analyze real-world scenarios relevant to the local context to apply theoretical concepts to practical situations.
- Role-playing: Conduct role-playing exercises to allow participants to practice negotiation and communication skills in sales situations.
- Group Activities: Facilitate group activities to encourage teamwork, problem-solving, and collaborative marketing plan development.
- Utilize engaging visual aids like presentations, pictures, and infographics to enhance understanding and retention.
- Administer a post-training assessment to evaluate the effectiveness of the workshop in achieving the learning outcomes.

7. Deliverables

- A 3-Day Training programme
- Comprehensive Training Curriculum: A detailed outline of the training content, learning objectives, activities, and allocated time for each session
- Training report- A comprehensive report summarizing the key findings from the workshop, including:
 - ❖ Participant demographics and attendance.
 - ❖ Summary of the training content delivered.
 - ❖ Feedback received from participants on the workshop's effectiveness.
 - ❖ Evaluation of participants' learning outcomes based on pre- and post-training assessments.
 - ❖ Recommendations for future training initiatives, including potential improvements and follow-up activities.

8. Qualifications and Expertise

- Advanced degree in Agricultural economics, Agribusiness, economics, social sciences, or related fields.

- Proven experience in conducting smallholder farmer assessments and evaluations (rural communities in Kenya).
- Strong understanding of gender and youth issues in business and entrepreneurship.
- Excellent analytical, writing, communication facilitation and presentation skills.
- Familiarity with the local context and language is an added advantage.
- Excellent communication, facilitation, and presentation skills.

8. Timeframe

This is a three (3) day training. The reports should be ready within 7 days upon signing of the contract.

9. Submission of Proposals

Interested trainers should submit a proposal that includes the following information:

- A CV highlighting relevant experience and qualifications
- A detailed training methodology and statement showing their understanding of the assignment
- A proposed training curriculum
- A budget breakdown

NOTE: MAZIDO will provide stationery, facilitate conference and food. Trainer will only be required to develop a training programme, curriculum, any training tool that will be used as a sample during the training period and the training report.

Please submit all applications via email to careers@mazido.org with the subject line "**BUSINESS SKILLS TRAINING**" by CoB 10th August, 2024