 

**Farmer to Farmer East Africa**

**Volunteer Assignment Scope of Work**

**NOTE: SCOPE OF WORK AWAITING FINAL EDITS**

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| **Summary Information** | |
| Assignment Code | KE107 |
| Country | Kenya |
| Country Project | Livestock Country Project |
| Host Organization | Muungano Nguvu Yetu CBO |
| Assignment Title | Business Plan Development for the chicken component of Muungano Nguvu Yetu CBO |
| Type of volunteer assistance: | Business Development (E) |
| Type of value chain activity: | Information and Input support services (S) |
| September – December 2017 | January – April 2017 |
| Assignment objective | To develop a strategic business plan for the indigenous chicken component of Muungano Nguvu Yetu CBO |
| Desired volunteer skills/ expertise | 1. Training in business or other related disciplines 2. Hands on experience in strategic business plan development |

1. **BACKGROUND**

Muungano Nguvu Yetu is a Community Based Organization that undertakes projects geared towards improving the living standards of its members and the community at large. The organization was established in the year 2010 and is registered in Makueni County under the Ministry of Youth, Gender, Sports and Social Services. The CBO is rapidly expanding within Kibwezi East Sub-County of Makueni County. Its offices are located at Kambu market. The organization currently has a membership of 860 farmers and is working towards growing this number to 3860 by September 2017. The CBO goal is to alleviate poverty and hunger through promotion of appropriate agriculture technologies and enterprises, enhanced access to financial services through community based savings and credits schemes as well as diversified livelihoods. The CBO members grow crops such as maize, sorghum, green grams, cowpeas, pigeon peas and cotton. They also keep livestock with special focus on indigenous chicken. The CBO is currently receiving financial and technical support from Lutheran World Relief (LWR).

1. **ISSUE DESCRIPTION**

The value and social importance of indigenous poultry among rural households in Kenya cannot be under-estimated. The history of traditional keeping of chicken is long yet its economics have not been adequately exploited due to management challenges facing local farmers.

To address management challenges, CRS F2F program sent Jonathan Moole to the CBO to train the members on chicken production. The expert covered broad areas in chicken production such as chicken housing, breeding, chick rearing, feeding and biosecurity. This training was well received and has gone a long way in reducing chicken mortality and increasing chicken population at the household level. While in the past, disease outbreaks led to massive deaths of flocks, improved management and increased adoption of vaccination is bearing fruit. The indigenous chicken production and marketing is now looking like a viable business case. Many CBO members are keen to move from subsistence chicken production to rearing them for the market.

Muungano Nguvu Yetu CBO has expressed interest in a volunteer expert to help put together a strategic business plan for their indigenous chicken enterprise. The strategic business plan will guide the transition from subsistence chicken rearing to rearing for the market. Additionally, it will be useful in the mobilization of capital from within as well us from other external sources such as the county government, Women Enterprise Fund and Uwezo Fund. The acquired business skills will also help them improve their agri-business management skills. Eventually it is expected that their income, profits and livelihoods will be improved leading to food and nutrition security as well as reduced poverty.

1. **OBJECTIVES OF THE ASSIGNMENT**

The objective of this volunteer assignment is to facilitate Muungano Nguvu Yetu CBO to develop a strategic business plan for their indigenous chicken component. The F2F volunteer will;

* Assess the viability of the indigenous chicken enterprise and support the CBO to define the path that they should follow in order to be a well-organized farmer producer and marketing organization.
* Develop three-year strategic business plan: F2F volunteer will facilitate the CBO management to develop a comprehensive business plan for a three-year period with market analysis and business potential for their chicken and value added products, sales forecast and promotion techniques, long-term (strategic) objectives, management structure, operations, financial strategies and financial projections.
* Support the CBO management to develop the first-year action plan: This includes anticipated year one gross sales calculation and year one operational and business expenses estimation. A detailed budget for the first year of the group’s activity will be developed as well.
* Facilitate the organization to identify potential ways of raising capital to finance the indigenous chicken business enterprise.

**Host Contribution**

Muungano Nguvu Yetu CBO will mobilize relevant members to participate during the assignment by the CRS F2F volunteer. The host will provide local transport and any required training materials. The organization management will be available for the training in addition to working closely with the volunteer during the assignment period.

1. **ANTICIPATED RESULTS FROM THE ASSIGNMENT**

The anticipated deliverables include:

* Three – year strategic business plan developed
* First year action plan
* PowerPoint presentation at the end of the assignment to the Muungano Nguvu Yetu CBO management and board of directors
* Assignment related photos
* Debriefing with USAID and CRS in Nairobi after the assignment
* Field trip report
* Outreach activity, press release or a media event back in US

1. **SCHEDULE OF VOLUNTEER ACTIVITIES IN KENYA**

**NOTE: Sundays are rest days**

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| Day | Activity |
| Day 1 | Leave US |
| Day 2 | Upon arrival, will be picked by a cab driver from Europcar company. The driver will have a placard bearing **CRS logo** & **your name** and will drive you to The **Zehneria Portico** 10 Karuna Road, Westlands | P.O. Box 66249-0800 | Nairobi | Visit us at: [www. zehneriahotel.com](http://zehneriahotel.com/); Telephone: +254 731617469/264 | Mobile: +254 733988813 | Email:[reservation@zehneriahotel.com](mailto:reservations@zehneriahotel.com) |
| Day 3 | Briefing meeting at CRS offices with CRS F2F staff and become fully informed of the logistics and itinerary of the trip. Discuss anticipated outcomes and work plan, prepare any handouts  Travel to Kibewzi. Check in at Kambua Guest House. |
| Day 4 | Introduction of the volunteer by CRS staff to Muungano Nguvu Yetu CBO management  Review the main objectives of the assignment and adjust the agenda to align it with the prevailing realities. |
| Day 5- 6 | Assess the viability if the indigenous chicken enterprise |
| Day 7 | Day off |
| Day 8- 14 | Work with the CBO management to develop a strategic plan  Develop first year action plan |
| Day 15 | Day off |
| Day 16 | Present the strategic business plan and first year action plan to the CBO members and LWR representatives  Travel to Nairobi |
| Day 17 | Debriefing at CRS office with USAID Mission and CRS staff.  Complete Trip Report (TR),  Volunteer departs for USA |

# DESIRABLE VOLUNTEER SKILLS

The volunteer must have the following qualifications and competencies:

* University degree in business, marketing, or a related field.
* Practical experience in developing long range business plans and budgeting
* Proficient computer skills including MS Word, MS Excel and PowerPoint.
* Hands-on experience in designing Business Plans for agricultural enterprises desirable
* Excellent- hands-on training skills to an adult audience is necessary
* Good writing and analytical skill as well as good communication skills

1. **ACCOMMODATION AND OTHER IN-COUNTRY LOGISTICS**

While in Nairobi, the volunteer will stay at The **Zehneria Portico** 10 Karuna Road, Westlands | P.O. Box 66249-0800 | Nairobi |Website: [www. zehneriahotel.com](http://zehneriahotel.com/); Telephone: +254 731617469/264 | Mobile: +254 733988813 | Email:[reservation@zehneriahotel.com](mailto:reservations@zehneriahotel.com) or any other hotel identified by CRS and communicated to the volunteer prior to arrival. While in Kibwezi, the volunteer will stay at Kambua Guest House.

CRS will pay for hotel accommodation, and provide volunteer with per diems to cater for meals and other incidentals. The volunteer may get an advance which has to be cleared before departing Kenya. For more information, please refer to country information that will be provided.

**H. RECOMMENDED ASSIGNMENT PREPARATIONS**

* CRS-F2F designs assignments with the assumption of some pre-departure preparation by the volunteer. Actual preparation time will vary based on the experience of the volunteer, as well as informational or training resources the volunteer has readily available. CRS relies on the volunteer to assess the tasks outlined in this SOW and to make his or her own judgment about how much and what kind of preparation is needed prior to arriving in Kenya.
* The volunteer should prepare materials for hand out which can be printed at CRS office in Nairobi before commencement of the assignment. Flip charts, markers, masking tapes can be obtained at CRS offices. The training venue will limit the use projector for power point presentations.
* CRS strongly recommends that the volunteer become familiar with CRS programs in Kenya, the livestock project description, other information in the briefing pack before arrival to Kenya

1. **Key Contacts**

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| **CRS Baltimore** | **CRS EA. Regional Office** |
| **Maria Figueroa**  Volunteer Coordinator  EA Farmer-to-Farmer Program  228 W. Lexington Street  Baltimore, MD 21201  410-951-7366  Email: [maria.figueroa@crs.org](mailto:maria.figueroa@crs.org) | **Nyambura Theuri**  Deputy Project Director  EA Farmer-to-Farmer Program  P.O. Box 49675 – 00100  Nairobi, Kenya  St. Augustine Court Karuna Close Road  Email: [nyambura.theuri@crs.org](mailto:nyambura.theuri@crs.org) |
| **CRS Kenya** |
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| **Host Contacts** |
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