 

**Farmer to Farmer East Africa**

**Volunteer Assignment Scope of Work**

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

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| **Summary Information** | |
| Assignment Code | KE120 |
| Country | Kenya |
| Country Project | Horticulture Country Project |
| Host Organization | University of Eldoret |
| Assignment Title | Business Plan Development for Food Processing Training & Incubation Centre (FPTIC**)** |
| Assignment preferred dates | May – June 2017 |
| Assignment objective | 1. To assist the management of UoE FPTIC to better understand their business, the target market and to develop a five -year business plan. 2. To provide a framework within which the institution’s FPTIC business operates, and serve as a basis for discussion with financiers and other potential supporters 3. Deliver a talk on agribusiness to the University of Eldoret students |
| Desired volunteer skills/ expertise | Strategic business development skills |

1. **BACKGROUND**

The University of Eldoret (UoE) ([http://www.uoeld.ac.ke](http://www.uoeld.ac.ke/)) is a public university whose vision is to be a premier university that is globally visible in knowledge generation and technological innovations. Its mission is to provide high quality education and training, in Science, Agriculture and Technology that promotes networking, partnerships and linkages with other institutions and industry. The School of Agriculture and Biotechnology (SAB) at UoE was established in 1991 as a graduate faculty with the specific objective of training highly skilled manpower in Agricultural Research, Production and Extension. The School now offers B. Sc, M Sc. and PhD programs as well as Diploma and Certificate Courses to suitably qualified candidates. The School has highly qualified and experienced staff in Soil Science, Seed Science, Horticulture, Biotechnology & Plant Breeding, Animal Science and other Agricultural Sciences. The School has many active linkages with many Institutions as well as some local, Regional and International Universities. SAB prides itself in working with the farming community within the environs of the University

The Food Processing Training & Incubation Centre (FPTIC) was set up by the University of Eldoret (UoE) in collaboration with USAID under the Food Processing Lab Innovation project so as to contribute towards sustainable reduction of postharvest losses in the Feed the Future countries through technologies and innovations that link farmers to markets. FPTIC seeks to breach the gap between the large-scale centralized fortifying model which is supported by government policy and small-scale milling processors of cereals such as maize and sorghum which a large proportion of African populations depend on.

The University of Eldoret allocated a building for FPTIC, large enough to carry out training, processing, and incubation activities. The space caters for a classroom that can sit 20 trainees; an ofﬁce, and an operation area. UoE has identiﬁed the untapped scope which exists for farmers, entrepreneurs, women and unemployed youth to improve their economic status by venturing and investing in the cereal food processing value chain.

1. **ISSUE DESCRIPTION**

The vision of Food Processing Training & Incubation Centre (FPTIC) is to create cereal based cottage level food processing enterprises that can improve livelihood so women and the youth and maintain good practices that assure quality cereal processing for quality consumer products. The Mission of the FPTIC is to train Women and the Youth on cereal value addition with the goal of making products for the market for improved nutrition and wellbeing of the population at large. The overall goal of the FPTIC is to train beginning and established cereal entrepreneur sin developing or expanding their business enterprises thus promoting sustainable entrepreneurship and development.

Assessment of the organizational capacity for FPTIC revealed some gaps in the business management skills. These gaps would inhibit the FPTIC from realizing its mission of training Women and the Youth on cereal value addition with the goal of making products for the market for improved nutrition and wellbeing of the population at large. Therefore, University of Eldoret through FPTIC has requested CRS for a F2F volunteer expert to facilitate development of a five-year business plan.

Development of a business plan and an implementation strategy will enable FPTIC increase commercialization of nutritious value added cereals and cereal products; strengthen institutional and human capacities among the actors along the value chains, with emphasis on gender and youth sensitive approaches; enable trainees to incubate their ideas, and to start, improve or expand their businesses and establish and strengthen public-private partnerships to promote technology innovation and adoption. Therefore, the main aim of this assignment is to facilitate the FPTIC in developing a business plan that will outline a roadmap for success, through addressing the business operation challenges that are likely to prevent the institution’s business growth. It will also improve the FPTIC ability to identify and seize any available opportunities to attract partners to help in ﬁnancing this venture and Prospective trainees.

1. **OBJECTIVES OF THE ASSIGNMENT**

The objective of this assignment is to facilitate Business Plan Development for the University of Eldoret’s Food Processing Training & Incubation Centre (FPTIC)**.** Developedbusiness will outline a roadmap for success, through addressing the business operation challenges that are likely to prevent FPTIC growth. The development of a business plan will enable improve the FPTIC ability to identify and seize any available opportunities to attract partners to help in ﬁnancing this venture and Prospective trainees.

Specifically, the identified F2F volunteer will;

* Assess the FPTIC’s market potential for the value-added products. This will involve carrying out SWOT analysis, market research and analysis.
* Develop five-year business plan: F2F volunteer will facilitate FPTIC on developing a comprehensive business plan for a five-year period with market analysis and business potential for their value-added products, sales forecast and promotion techniques, long-term (strategic) objectives, management structure, operations, financial strategies and financial projections.
* 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 FPTIC’s activity will be developed as well.
* Provide a framework within which the institution’s FPTIC business operates, and serve as a basis for discussion with financiers and other potential supporters
* Deliver a talk on agribusiness to the University of Eldoret students

Additionally, the volunteer expert will be expected to identify gaps for future F2F volunteer training

**Host contribution** – FPTIC management will be available during the entire assignment. The director will be available for the training on addition to working closely with the volunteer, during the development process of the business plan. The institution will provide local transport to the volunteer during the assignment.

1. **ANTICIPATED RESULTS FROM THE ASSIGNMENT**

**The anticipated deliverables include:**

* Trainings conducted and people trained
* Business plan developed
* F2F volunteer presentation to FPTIC Director and stakeholders at the end of the assignment
* Debriefing with USAID and CRS in Nairobi
* Volunteer feedback
* Detailed field trip report
* Outreach activity, a press release or a media event back in US

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

A detailed schedule of planned activities will be developed with F2F, FPTIC director and volunteer once identified. The assignment duration is however estimated at weeks

# 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
* 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 Eldoret, the volunteer will stay at Noble Hotel

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.

**G. 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. Depending on the training venue the volunteer may use a laptop and projector for power point presentations. But if the training venue is in the community, it will be difficult to use PowerPoint.
* 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** |
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**Host**

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