



**Farmer to Farmer Benin  
Volunteer Assignment Scope of Work**

Summary Information	
<b>Assignment Code</b>	<b>BJ254</b>
Country	Benin
Country Project	Soybean subsector
Host Organization	The Association of Young Modern Farmers of Benin (AJAM-Benin)
<i>Type of Volunteer Assistance</i>	<b>Organizational Development (O)</b>
<i>Type of Value Chain Activity</i>	<b>Information and Input support services (S)</b>
Assignment Title	Training AJAM members on business plan designing
Assignment preferred dates	August-September 2020
Objectives of the assignment	<ul style="list-style-type: none"> <li>• Train the young entrepreneurs on business plan designing</li> <li>• Support business plan designing</li> <li>• Coach the young entrepreneurs on business plan presentation</li> </ul>
Desired volunteer skill/expertise	<ul style="list-style-type: none"> <li>• Expert in business plan designing</li> <li>• Expert in agricultural entrepreneurship</li> <li>• Experience in entrepreneur coaching</li> <li>• Experiences with agricultural entrepreneurs and in tropical agriculture</li> <li>• Be used to adult training</li> <li>• Be familiar to participatory approach</li> </ul>

**A. BACKGROUND**

The Association of Young Modern Farmers of Benin (AJAM-Benin) is an organization of young producers created in August 2003 and officially registered in June 2005 under the N ° 2005 / 052SG / STCCD-ASSOC of June 15, 2005 in the prefecture of Porto- Novo. It is published in the Official Journal of 15 June 2012 of the Republic of Benin. The AJAM-Benin is member of the Federation of the Producers' Unions (FUPRO) Benin.

The vision of AJAM is to professionalize and develop farms to contribute to food and nutrition security in Benin and to initiate decent and sustainable jobs for young people. To achieve this vision, AJAM has given itself the mission of:

- ✓ Improve the living conditions of young people in rural areas and seek opportunities for better reintegration of young people
- ✓ Revolutionizing agricultural services delivering to young farmers through innovative mechanisms of mutual aid and professionalization.

AJAM is an organization strongly involved in the issues of agricultural entrepreneurship by young people in Benin. Since its creation, it has carried out various actions in several regions of the national territory for the promotion of agricultural entrepreneurship by young people.

AJAM exists today in the departments of Ouémé, Plateau, Atlantic, Littoral, Zou, Collines, Mono, Borgou, Alibori, Atacora, and Donga. So, the members are from 11 departments out of 12 in Benin. Today AJAM has more than 450 members.

Within this association, the young modern farmers develop strategies for group sales of their products, information strategies on opportunities and training. AJAM put in place a solidarity credit system between members that supports some members through small equipment, loans, etc.

## **B. ISSUE DESCRIPTION**

One of the solutions adopted by Beninese youth facing the unemployment is agricultural entrepreneurship. To succeed in these activities, the young farmers must overcome many difficulties like access to financing. The micro finance structures main requirement to apply for financing is the business plan. The business plan is a strategic tool for an enterprise. With this document, the entrepreneur has a global overview of his business, it facilitates decision making because informs about the feasibility and profitability of the activity. It will thus be able to take adequate measures to limit losses if the objective set is not achieved. Beyond its need for funding, the business plan is very useful for any entrepreneur. But unfortunately, the young modern farmers are not skilled to develop business plan.

## **C. OBJECTIVES OF THE ASSIGNMENT**

The main objective of this assignment is to train the young modern farmers members of AJAM on Business plan designing.

The specifics objectives aim to:

- Train the young entrepreneurs on business plan designing
- Support them on a business plan designing
- Coach the young entrepreneurs on business plan presentation

## **D. HOST CONTRIBUTION**

The contribution of the AJAM to this assignment will consist of mobilizing, supporting the commuting, the lodging and the feeding fees of the participants to the training sessions. In addition, AJAM promises to take in charge the roundtrip commuting of the volunteer from his or her hotel to its headquarter every day.

## E. ANTICIPATED RESULTS FROM THE ASSIGNMENT

Through the volunteer technical assistance, the young farmers AJAM-Benin members will be able to design themselves their business plan which will help them to have a good understanding of their activity and facilitate the access to credit for them. They will be also able help their peers to design business plan. This document will make easy decision making regarding their business. The management of the resources will be improved and their products will be more competitive.

## F. DELIVERABLES

The deliverables expected from this assignment are the follows:

- Training sessions on business plan designing for 30 young farmers members of AJAM-Benin
- Six business plans developed
- Debriefing with USAID and country staff after assignment.
- Providing assignment report.

## G. SCHEDULE OF VOLUNTEER ACTIVITIES IN COUNTRY (DRAFT)

Day	Activity
Day 1	Travel from home to US international airport
Day 2	Arrival at Benin International Airport, picked up and check in at Livingstone Hotel.
Day 3	At 9.00 am, the volunteer is greeted at the hotel by CRS staff and thereafter go to CRS office for introductions and orientations (briefings including host brief), logistics and expectations and anticipated outcomes. Any necessary hand-outs will be prepared at CRS offices and Travel to Bohicon and check in Hotel des Princes. CRS Benin F2F team introduces the volunteer to AJAM-BENIN management team. Together with CRS and AJAM-BENIN management team, the volunteer will review and finalise the work-plan. The action plan should include group presentations to be done after the assignment
Day 4	Make a quick diagnosis to better understand the issues related to the participants businesses
Days 5 to7	Train young farmers group members of AJAM-Benin on business plan development
Days 8	Rest day
Day 9 & 10	Farms visit and data collecting for business plan elaboration

Day 11 to 12	Practice on business plan elaboration presentation
Day 13	Wrap up the meetings with the AJAM-BENIN representatives, debriefing with CRS Benin F2F staff and the AJAM-BENIN, actions plan and recommendations review and Trip back to Cotonou
Day 14	Debriefing at CRS office with USAID Mission and CRS staff. Volunteer will finalize his/her reporting at CRS office and fill out all necessary M&E forms.
Day 15	Depart for USA

## **H. ACCOMMODATION AND OTHER COUNTRY LOGISTICS**

In Cotonou, the volunteer will stay at Livingstone Hotel, whereas in Bohicon, the volunteer will stay at Hotel des Princes. In Benin, CRS will pay for hotel accommodation and a local network SIM card will be provided to him. In Bohicon, CRS will hire a local translator for the volunteer’s work and AJAM-BENIN will contribute to the volunteer ‘commuting as well as mobilizing and supporting its members for training sessions. Mr Eustache HOUNKPATIN, the president and Mr Duince AHOSSOUHE, the secretary of the administrative board of AJAM will work closely with the volunteer, during the preparations and his/her work, to ensure that the assignment goals are being achieved.

## **I. RECOMMENDED ASSIGNMENT PREPARATIONS**

### **1. Training Materials**

The volunteer should prepare materials for hand out which can be printed at CRS office in Benin before his arrival. Flip charts, markers, masking tapes can be obtained at CRS offices in case the volunteer wishes to make some illustrations. If possible for the assignment, the volunteer could bring a laptop with him, but a spare computer can be obtained locally. But for presentations, the AJAM-BENIN can provide a projector device.

### **2. Working Environment**

The sessions will take place in Bohicon. This city is in the south of Benin from about 130 km of Cotonou. But some commuting could be required around Bohicon and in some remote areas where the farmers are settled if required. In Bohicon, the volunteer will meet both Christians and people of Endogenous Religion and Muslims and the main language is Fon. People are open to collaborate with foreigners.

### 3. Recommended Reading

CRS strongly recommends that the volunteer becomes familiar with this SOW as well as the country information that will be provided prior to his or her arrival in the country. Anyway, some orientations will be given to him or her before his departure to the field. The volunteer may read some documents on tropical farms and agribusiness in West Africa.

### 4. Weather Appropriate Clothing

The weather appropriate clothing is light and not dark ones. In south of Benin, the weather is a bit hot and humid with the temperature varying between 23 to 36 Celsius degree. It's rain season in June.

### J. KEY CONTACTS

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#### **Host Organization: AJAM**

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