

BASATINE project

Business trainers for the income generating activity

Scope of Work (SoW)

Project Overview

The Bolstering Agriculture Systems' Ability to Invest, Nourish, and Employ (BASATINE) is an Agence Francaise de developpement (AFD) funded project. The consortium, led by CARE International with Mercy Corps (MC), Al Majmoua, **Georges N. Frem Foundation (GNFF)**, Berytech and LOST, is implementing a 38-month intervention to support farmers and other value chain and associated sector actors in areas of **Bekaa and Akkar**, focused on the production of **wheat, cereals, and vegetables, seeking a territorial approach and promoting linkages with other value chains**. Through complementary interventions designed in alignment with the humanitarian-development-peace nexus, the project will immediately address food insecurity and provide needed income and technical support to farmers to survive this tumultuous time, as well improve the capacity of food systems to maintain employment and growth in the longer term via stronger domestic production and system linkages. This will ultimately contribute to greater economic stability, particularly for women, improved rural development, and more positive social cohesion between host/refugee communities at a local level.

To address the overall objective (impact) of sustaining the capacity of the Lebanese agriculture to produce food for the local market and create and maintain jobs, in an effort to contribute to the prevention of tensions between host communities and refugees, the consortium has designed a multi-pronged approach based on the following Theory of Change in direct alignment with MoA's most recent National Agriculture Strategy (NAS).

Project Objectives

Overall Objective

To help sustain the capacity of the Lebanese agriculture to produce food for the local market and create and maintain jobs, to contribute to the prevention of tensions between host communities and Syrian refugees.

Specific Objectives

1. Value chain actors recover their livelihoods affected by the recent socio-economic and financial crisis.
2. Farmers improve their access to livelihoods, through Sustainable, Productive, Equitable and Resilient (SuPER) Food Systems
3. Agriculture sector actors engage in improved market activities, resources, and trade relationships.
4. Agriculture and related sector actors increase investments through tailored and inclusive financial services and products.
5. Agriculture sector stakeholders utilize high quality, reliable evidence to promote evidence-based sector development.

SoW Objective

The objective of this document is to set the selection criteria and Scope of Work (SoW) of a business trainer, to train 140 farmers under the Income Generating Activity (IGA).

Roles and Responsibilities of the trainer (Scope of Work):

1. Customize and adapt the training content to suit the local context (BASATINE geographic area) target audience (BASATINE farmers), covering the following topics:
 - Introduction of the project description, golden triangle, problem tree and value proposition canvas and business Model Canvas.
 - Financial concepts and cost analysis for projects: Budgeting and expenses (fixed and variable costs- Specifying direct and indirect costs and pricing) and risk Management.
 - Marketing strategy and basics-SWOT Analysis.
 - Proposal writing. Project challenges and mitigation measures and exercises on the project presentation.
2. Prepare pre/post-test and evaluation forms.
3. Commit to training days, duration, and number of sessions.
4. Commit to coaching and follow-up sessions as needed (at least one for each of the selected farmers, a total of 40).
5. Provide progress training reports as requested by GNFF.
6. Equip attendees with knowledge and skills to be able to prepare a business plan as needed for the IGA.
7. Equip farmers with supporting documents that would help them in preparing their business plan, financial reports and budget, record keeping, profit and cost calculations.
8. Participate in juries – for pitching and beneficiaries’ selection.

Timeline and location of the training(s):

The total number of sessions is 24 to be clustered to 25 - 30 farmers in Akkar and Bekaa.

The start date is **last week of February 2024, until November 2024. (10 months)**.

Sessions will run for 2-3 hours each.

Location: Akkar and Bekaa.

Follow up sessions will be conducted to each of the trained beneficiaries (total of 140 beneficiaries in both regions).

GNFF will secure farmer’s transportation, venues, and other needed logistics.

Trainers’ selection Criteria:

- A bachelor’s degree in business administration, marketing or equivalent.
- At least 5 years of professional experience in business development, for NGOs or the private sector – a mix is a plus.
- Good experience in project development and design.
- Proactive and growth mindset, ability to work independently and as part of a team, - demonstrating self-motivation, initiative, and flexibility.
- Strong organizational and coordination abilities
- Strong written and verbal communication skills in Arabic.
- Experience In working and training farmers, SMEs, and/or cooperatives.
- Good knowledge of the context Akkar and Bekaa regions.
- Good presentation and communication skills.

Resources and Support:

GNFF will provide the necessary resources and logistical support to facilitate the smooth delivery of the training. The trainer is encouraged to collaborate with the organizers to ensure the availability of required materials and facilities.

Application submission:

Applicants are requested to fill and submit the following documents in a sealed envelop to GNFF premises in Haret Sakher:

GNFF premises location: <https://maps.app.goo.gl/hc6fTHL4EAkoCaaG8>

- Curriculum Vitae (CV)
- Signed integrity and environmental statements (Attached)
- Financial offer (Monthly fees) (Attached).

Deadline: **February 12, 2024, COB 5:00 pm.**

Any applications received after the deadline will be rejected.

Evaluation criteria will be scored as follow:

Criteria category	Minimum obtainable points	Maximum obtainable points	Scoring
Education: At least a bachelor's degree in business administration, marketing or equivalent.	10	20	Bachelor's degree (10 points) Master's degree (20 points)
Experience: At least 5 years of professional experience in business development, in NGO or private sector – a mix is a plus.	30	40	5 years of experience (30 points) 5 additional points will be obtained for additional years of experience. 5 additional points will be obtained for mixed experience in NGO and private sectors.
Training experience: at least two years in working and training farmers, SMEs, and/or cooperatives	10	20	2 years in working and training farmers (10 points) 5 additional points will be obtained for additional years of experience.

			5 additional points will be obtained for experience in training SMEs and Cooperatives.
Candidates' financial offer	10	20	Offers within GNFF budgets will earn higher scores.
Total		100	

Phone calls will not be accepted.