



***Terms of Reference for Consultant Trainer(s): Leading Agribusiness for Success- a Training of Women Agribusiness Owners***

***On 28<sup>th</sup> October in Cape town South Africa***

## **1. Background and Rationale**

Women play a major role in agriculture, as farmers, labourers and entrepreneurs, making up to 70% of the agricultural workforce. Yet, they continue to face challenges with regards to access to land, access to appropriate finance, access to markets and improved practices and technological advancements. Recent studies have shown that if women had equal access as men to agricultural production resources, their productivity will increase by between 20-30%, with anticipated increase in agricultural GDP by 2.5%.

Women are largely concentrated in the production segment of the agricultural value chains, very few are engaged in the business end of agricultural chains. Even when they engage, as a few do, their businesses remain small, largely informal, and mostly sell similar agricultural commodities, where excess supply drives down prices and profits.

A small group of women are however changing this paradigm, by engaging in medium and large-scale agricultural businesses, either off taking large commodities of agricultural products or engaging in processing businesses. These women are increasingly making inroads to the business end of agricultural chains, trading in national, regional and global markets, making substantial income opportunities not only for themselves and their families; but also, for other smaller agricultural businesses.

Studies indicate that addressing some of the constraints to women's empowerment in agriculture have greater returns on investments, for the family, economy and society.

## **2. About CTA and the #VALUE4HER Programme**

The Technical Centre for Agricultural and Rural Cooperation (CTA) promotes the empowerment of women in agriculture, through their increased participation in commercial and value-added agribusinesses, as a key strategy to transform agricultural productivity and prosperity of families and society at large. To this end, CTA recently launched, #VALUE4HER - a program initiative that seeks to strengthen women-led agribusiness enterprises in Africa, the Caribbean and Pacific (ACP). The programme is being implemented in partnership with African Women Agribusiness Network (AWAN) and African Women Innovation & Entrepreneurship Forum (AWIEF).



The overall objective of #VALUE4HER programme is to enhance value for women from agribusinesses through:

- Access to high value regional and global markets;
- Improved leadership skills and capacity of women agribusiness leaders;
- Increased advocacy and knowledge networking (including digital networking) to unlock market entry barriers for women in agribusiness.

In support of women agribusinesses, CTA recently launched **VALUE4HERConnect**, Africa's first women in agribusiness intelligence service, aimed at creating a digital network of women agripreneurs in Africa, to enhance information flow within their networks, to facilitate business to business linkages and facilitate relationships with agricultural market actors, supply chains and other service providers, including investment and financing partners.

A key result of the programme #VALUE4HER is improving the **leadership capacity of women business leaders/owners** so that they can facilitate growth of their businesses on several fronts. In this regard, CTA in collaboration with its regional partners AWAN AFRIKA and AWIEF plan to host a training workshop themed “*Women Leading Agribusinesses for Success*”. This one-day training is scheduled to take place on **28<sup>th</sup> October 2019, in Cape Town, South Africa**, as a pre-conference activity of AWIEF conference 2019.

### 3. Objective

The objective of the training is to equip women business leaders, so that they can attain the technical and managerial skills, and personal attributes, needed to lead agribusinesses for successes, in a growing, competitive and gendered environment. Specifically, the training will equip women to:

- Manage a growing agribusiness- including preparing for and leading new market entry; prepare for and lead financial capital acquisition and management; managing stock and inventory, managing human resources, managing marketing and socio media campaigns. Fulfilling legal and tax compliance requirements amongst others.
- To boost their personal skills and confidence to lead presentations and negotiations for their businesses.

### 4. Terms of Reference for Consultant Trainer

CTA and its partners is therefore seeking to identify the services of a Consultant Trainer who will be responsible for: (i) conducting a training needs assessment; and based on these needs (ii) develop a training module; (iii) deliver the training at the above stated conference; (iv) develop a follow-up coaching session and (v) offer support as per the agreed coaching schedule. The Consultant will work under direct supervision of Senior Technical advisor, Agribusiness and Value Chains of CTA.



## 5. Duties and Responsibilities

- Design the training programme, including pre-training needs assessment and post training coaching support and submit an offer to CTA
- Based on discussions and agreed course of action, design the training module
- Conduct training at the AWIEF event, develop a training report
- Conduct a follow up coaching schedule and offer at least one (1) hour of individualised coaching session per participant, develop a coaching report, including further interventions needed per participant

## 6. Qualification and Experience Required

- Master's degree or equivalent in leadership and management, business administration, agri-business management, development economics or related field.
- A minimum of 5 years' experience in leadership and management trainings, 3 years of which must be with women
- A good understanding of agribusinesses and the nature of agricultural supply chains and markets
- Fluency in English with working knowledge of French.
- Proficiency in relevant computer software packages (e.g. Microsoft Word, Excel, PowerPoint)

## 7. Competencies

- Excellent communication skills, ability to present clearly and concisely, both verbally and in writing
- Ability to deliver using simple language, inspire confidence especially with a women audience
- High level of interpersonal skills, good sense of humour
- A well organised and self-directed individual with high ethical standards

## 8. Deliverables

- A training offer, including pre-training needs assessment and post training coaching session as in TOR by **7<sup>th</sup> October, 2019 (3 days)**
- Training needs assessment report by **18<sup>th</sup> October, 2019 (7 days)**
- A training module as discussed and agreed by **25<sup>th</sup> October 2019 (2 days)**
- Conduct face-to-face training at the AWIEF event on **28<sup>th</sup> October, 2019**, develop a training report **7<sup>th</sup> November 2019 (4 days including travel)**
- Coaching schedule by **15<sup>th</sup> November 2019 (2 days)**
- Coaching report by **30<sup>th</sup> November 2019 (7 days)**



**In partnership  
with  
AWIEF & AWAN**

**CONCEPT NOTE**  
*Leading Agribusiness for Success*



## **9. Implementation period**

From 7<sup>th</sup> October to 30<sup>th</sup> November 2019, total consultancy days of 25

## **10. Call for Proposals**

We call on potential qualified consultants to share a training offer as per TOR by **7<sup>th</sup> October 2019** with Sabdiyo Dido Bashuna: [dido@cta.int](mailto:dido@cta.int)