



## **Terms of Reference - Agribusiness Consultant, International Trade Centre**

### **Background**

The International Trade Centre (ITC) is a joint agency of the United Nations and the World Trade Organization, focusing in particular on developing the export capabilities of small and medium-sized businesses in developing and transition economies. ITC is 100% "Aid for Trade", supporting trade that delivers inclusive and sustainable development results. ITC's mandate covers all developing countries and transition economies with special emphasis on the Least Developed Countries (LDCs), Landlocked Developing Countries (LLDCs), Small Island Developing States (SIDs), Fragile States and Sub-Saharan Africa.

In close collaboration with the Government of the Republic of The Gambia, ITC is implementing a number of private sector development initiatives including the Youth Empowerment Project (YEP), SheTrades Gambia, initiatives under the UN Peacebuilding fund aimed at economic development and social cohesion, and the Jobs Skills and Finance (JSF) Project implemented in collaboration with the United Nations Capital Development Fund (UNCDF).

The Youth Empowerment Project ([www.yep.gm](http://www.yep.gm)) is funded by the European Union and implemented by the International Trade Centre as part of the Tekki Fii Programme ([www.tekkifii.gm](http://www.tekkifii.gm)), a flagship initiative of the Government of The Gambia with the aim of increasing job opportunities and income prospects for young Gambians. YEP takes a market-driven approach and enhances employability and self-employment opportunities with a focus on vocational training and the creation of micro and small-sized enterprises. The project creates and improves employment opportunities in selected sectors through value addition and market linkages. YEP focuses a number of traditional sectors such as agriculture and tourism. The project also helps diversify the Gambian economy by supporting 'new' sectors, including the creative and digital services industries. The project is expected to contribute to long-term economic competitiveness and well-being in The Gambia.

Under the agribusiness component of the Youth Empowerment Project, ITC provides direct support to micro, small and medium-sized enterprises (MSMEs) to support their productive capacities and connect them to markets. The support targets MSMEs that in groundnut, cashew or local cereals processing (Fonio, Maize, Millets, Rice and Sorghum) with a strong focus on job creation for young Gambians. In view of the seasonal nature, processing of complementary crops is facilitated to improve year-round employment and income generation opportunities.

In 2017 a technical and economic analysis of the groundnut, cashew, and cereal crops was undertaken, covering processing sites in North Bank Region (NBR), Central River Region (CRR), the Greater Banjul Area (GBA) and West Coast Region (WCR). The assessment and stakeholder consultations helped identify several MSMEs with experience and capacity to manage additional equipment to create jobs in a more sustainable way for young people. Therefore, the strategy was to tap the experiences and capacities of these MSMEs to create additional jobs both directly and indirectly. Subsequently, 14 MSME were assisted with additional agro-processing equipment for groundnuts and cereals in 2018 and 2019. There are 8 beneficiaries in the GBA and WCR, 4 in NBR and 2 CRR. In 2020, ITC has enrolled another group of agro-processing companies for capacity building support under the Andandorr programme,

ITC is looking for a national consultant to provide additional business development and advisory support to the beneficiary MSMEs to further enhance the management and competitiveness of their businesses and contribute to job creation in the rural Gambia.

## Description of responsibilities

The national consultant will work under the direct supervision of the Technical Adviser, Office for Africa, and in collaboration with the project team. She / he will undertake the following duties:

- A. Conduct an assessment of the productivity and overall competitiveness of 30 MSMEs in agro-processing. The analysis should reflect improvements in productivity and employment gains while it also aims to identify strengths / opportunities and gaps. The assessment is based on the review of existing company data and on – site consultations with the management team. It also takes into account the technical and business management related aspects and provide prioritized recommendations for further capacity building interventions together with a costed action plan for implementation. The analysis and recommendations are to be guided and substantiated with market opportunities and may include recommendations for expansion, concentration or diversification. Special focus should be put on the employment benefits, particularly for young Gambians including the profile of jobs, time duration and income levels. The business development needs should include but not limited to record-keeping, financial management, product development, good hygiene practices, and marketing.
- B. Once validated, support the implementation of the action plan by leading 2 group workshops complemented by customized advisory support / coaching to the individual enterprises. The coaching should include minimum 2 physical visits together with remote support.
- C. Carry out a final report of the assignment summarizing key lessons, progress and further recommendations following the final stakeholder workshop.

## Outputs and timelines

Output	Tentative Timeline	Number of days
1 Participate in project briefing and, building on ITC's MSME competitiveness framework, prepare the assessment approach for 30 target MSMEs taking into account previous company data and surveys used for baseline collection. Th assessment should include: <ul style="list-style-type: none"> <li>- summary analysis of the target value chains and related market requirements and opportunities</li> <li>- company profiles summarizing key opportunities in terms of buyers, gaps, capacity building needs etc</li> <li>- analysis of existing and future employment gains for each company using previous baseline data</li> </ul>	28 February, 2021	5
2 MSME assessment report and action plan submitted to the satisfaction of ITC. The assessment should include a prioritized and costed action plan for each company	19 March 2021	15
3 Two group workshops to present and validate findings with companies and other stakeholders. The workshop will be two days, one in GBA and one upcountry.	26 March	8
4 Conduct at least 2 visits to the 30 target beneficiaries to provide customized business advisory support in keeping with the action plan	18 June, 2021	50
5 Stakeholder workshop to discuss findings and further actions required	25 June, 2021	3
6 Submit final report for the assignment summarizing key interventions results and further recommendation for the sector.	31 August, 2021	5
Total		86

## Travel

Travel in the Gambia

## Payment Schedule

#	Description
1	First payment, on receipt of countersigned contract and completion of Outputs 1 & 2 and submission and acceptance of the report
2	Second payment after completion of Outputs 3 and partial completion of Output 4, i.e., first round of advisory support for target companies
3	Third payment after full completion of Output 4
4	4th and final payment, after completion of all duties and completion of Outputs 5 and 6 including acceptance of final report.

## Skills:

- Extensive knowledge of the Gambian groundnut and cereal industry incl. excellent understanding of domestic and export markets' requirements;
- Good knowledge of agricultural processing and marketing in general and specific knowledge in groundnut and cereals will be an added advantage;
- Good knowledge in agricultural business operations and management at the grassroots level among farming communities;
- Good training skills especially for informal sector stakeholders;
- Excellent drafting and communication skills ability to present and explain technical issues for a variety of audiences.

## Education:

Advanced university degree (Master's degree or equivalent) in agriculture, food technology, business management, applied technology or related field.

Note: A first-level university degree in combination with an additional two years of qualifying relevant professional experience may be accepted in lieu of the advanced university degree

## Required Experience:

- At least 10 years of experience or more at operational level in agro-processing and marketing in The Gambia;
- Experience in skills training and capacity building;
- Experience working with rural communities;
- Experience working/living in a remote rural setting.

## Language

Advanced knowledge of English and minimum one local language. Understanding other Gambian languages is an asset.

## Application

To apply, please send your CV and cover letter to [yep@intracen.org](mailto:yep@intracen.org) by 12 February, 2021 at 12:00 GMT.

