

**Democratic Socialist Republic of Sri Lanka**  
**Ministry of Agriculture (MOA)**  
**Agriculture Sector Modernization Project (ASMP)**

**TERMS OF REFERENCES (TOR)**

**Hiring of a Short-term Service Provider to Conduct Farmer Business School Training by using Learning Management System (LMS) developed on ICT Platform (Cyber FBS)**  
**Procurement Plan Reference No: LK-MOA-PMU-277934-NC-RFB**

**1. Programme Background:**

Sri Lanka is a lower-middle-income country with a Gross Domestic Production (GDP) of US\$ 80.71 billion in year 2020, GDP per capita of -3,681 in a total population of 20.5 million (2014). Growth of the GDP over the past decade was strong, shown a downward trend since year 2020, resulting in significant poverty escalation. The situation has aggravated due to the effects of COVID 19 pandemic and easter Sunday attack.

Agriculture has been an important driver of poverty reduction and accounted for about one third of the decline in poverty over the past decade. Poverty reduction in rural area was driven by higher agricultural wages which grew annually by an average 5.7 percent during 2006 to 2016 and caused rural poverty to fall more rapidly than in other sectors. Domestic food prices, international prices of tea and major export commodities and higher wages of the plantation sector have gradually increased. There is a risk that these income gains may not be sustainable, if the agriculture productivity and the agricultural sector do not improve and does not start to modernize through diversification, commercialization and value addition.

IDA has played an important role in assisting reconstruction and development in Sri Lanka. With regards to rural development and agriculture it has supported a number of national policy projects and programs. Through the Agriculture Sector Modernization Project IDA aims to increase agriculture productivity, improve market access and enhance value addition of smallholder farmers and agribusiness in the project areas.

**2. Brief Description of the Project:**

The World Bank has agreed to grant a Credit from the International Development Association (IDA) to achieve required modernizations through differentiated strategies by establishing the Agriculture Sector Modernization Project (ASMP). This Project has three components. The first component, Agriculture Value Chain Development, seeks to promote commercial and export-oriented agriculture and this component is implemented by Ministry of Primary Industries (MOPI). The second component, Productivity Enhancement and Diversification Demonstration is implemented by Ministry of Agriculture (MOA). This component aims to support smallholder farmers to produce competitive and marketable commodities, improve their ability to respond to market requirements and move towards increase commercialization. The third component focuses on human resource development and capacity building as well as monitoring and evaluation, communication and coordination of the overall Project.

Project Management Unit of the of the MOA together with the Provincial Project Management Units will coordinate the project activities between the MOA and the Agencies supported by the Project, the Provincial Ministries of Agriculture and Provincial Directors of Agriculture. MOA/PMU will work with five provinces namely Northern Province, North Central Province, Uva Province, Eastern Province and Central Province in the implementation of the component two. Seven districts have been selected to implement the Agriculture Technology Demonstration Park concept in the five provinces.

The listed below are the sub-components that include under the component two of ASMP.

- a. Farmer Training and Capacity Building.
- b. Modern Agriculture Technology Parks.
- c. Production and Market Infrastructure.
- d. Analytical and Policy Advisory Support.

Modern Agriculture Technology Demonstrating Park (ATDP) or Cluster Villages be established in each project districts through a hired Internationally Experienced Service Provider to demonstrate entire value chain development approaches for selected crops involving agriculture production, post-harvest handling and / or processing and marketing. The ATDPs support the introduction, demonstration and scale up of innovative technology packages for product improvement, diversification, commercialization and more sustainable and climate resilient production patterns. Production and market related infrastructure facilities necessary to enhance the efficiency of ATDPs will be developed simultaneously.

The farmers involved in ATDPs are intended to mobilize, train, and organize in to Farmer Producer Organizations (FPOs) in order to be enabling them to respond better to exiting market opportunities or requirements.

“Farmer Training and Capacity Building” sub-component supports knowledge building and capacity improvement of smallholder farmers of these FPOs by providing two types of farmer trainings: Farm Business School (FBS) Training and Farmer Organization Training.

FBS training will be implemented through a comprehensive training program through a selected national service provider in coordination with the national agricultural extension system to improve entrepreneurial competencies of the involved farmers.

### **3. Source of Funding:**

The Democratic Socialist Republic of Sri Lanka has received a Credit from the International Development Association (IDA) in various currencies equivalent to US\$ 58.630 Million towards the cost of the Agriculture Sector Modernization Project (ASMP) of the Ministry of Agriculture and intends to apply portion of the proceeds of this credit to eligible payments under this Contract. A sum Rs. LKR 167,875,700.00 as been allocated for this assignment.

### **4. Introduction to the assignment:**

Farmer training and capacity building is one of the core components of the ASM project. The ASM project has conducted 2 types of business skills development programmes to develop the business skills of the beneficiary farmers in their pilot projects namely the Farmer Business School training programme (FBS programme) and the Farmer Producer Organization training programme (FPO programme).

After conducting a comprehensive need assessment, the ASM project adapted the original FBS methodology developed by FAO to suit the beneficiary farmers in their pilot projects. The FBS curriculum had 30 three-hour sessions, which were conducted as classroom sessions by a group of trained AIs.

Subsequently, the ASM project conducted two FBS programmes and trained nearly 3,000 beneficiary farmers in their pilot projects. The ASMP project conducted 4 FBS Training of Trainer (TOT)

programmes and trained nearly 100 AIs as FBS trainers. The ASM project conducted all the FBS training programmes through these FBS trainers.

In response to the COVID 19 pandemic and lessons learned from the FBS and FPO programs conducted for the pilot project farmers, the ASM project has revised the FBS program, which was conducted completely in physical mode, into a hybrid version of physical and virtual modes. Further, present economic crisis of the country aggravated by the fuel shortage that will restrict the mobility of farmers will find interested to follow the program via online. Also, a part of FPO programs (the first 3 sessions of the FPO program) was added to the FBS program in developing the hybrid version of the FBS program. However, the original content of the FBS program was not revised in the development of the hybrid version of the FBS program but only the delivery mechanism was revised from completely physical to a hybrid version that include the physical and virtual mode. Therefore, the training module and training materials of the FBS program, which was conducted in physical mode, are still valid and serve as source documents of the hybrid FBS program (please see the annex 2 for the content of the FBS program, which was conducted in physical mode). The hybrid version will include, easy to understand video documentary, lectures conducted by eminent trainers mixed with animations. That will maintain quality of training equal to all the participant. It was observed during the pilot FBS programs that, the quality of training delivery was highly varied with the trainer.

Now ASM project seeks a service provider to implement this hybrid FBS program or Cyber FBS (Govya) program to develop the business skills of nearly 14,000 beneficiary farmers involved in various cluster projects in 12 project districts in 5 provinces. This includes 8,000 beneficiaries groom under the guidance of International Service Provider (ISP), 6,000 beneficiaries to be developed under the funding of European Union.

### **5. Objectives of the consultancy assignment:**

The overall objective of this consultancy assignment is to implement the Cyber FBS (Govya) programme developed by the ASM project to help the beneficiary farmers, who have been involved in various cluster projects in 12 project districts, build their entrepreneurial knowledge and skills to make their farms more profitable by transitioning towards market-oriented farming.

#### **Specific objectives:**

The specific objectives of the consultancy assignment are shown below.

1. To impart entrepreneurship skills among beneficiary farmers
2. To orient them for forming in to farmer groups and to form farmers companies
3. Study the Cyber FBS training module provided with Learning Management System (LMS) and all the training materials developed by the ASM project
4. Asses the availability of Agriculture Instructors (Here after called the AIs) already trained by the project to deliver FBS training for Pilot and scale-up projects. Identify number of potential new trainers for Training of Trainer program.
5. Study the Cyber FBS (Govya) training module and all the training materials developed by the ASM project
6. Conduct 5 Seven-day residential Training of Trainer (TOT) programmes for 175 Agriculture Instructors (AI), Mahaweli Field Officers or officer of similar in capacity, selected competitively from all the project districts (hereafter, called the FBS trainers)

7. Prepare a comprehensive farmer training implementation plan or roll-out plan to conduct the Cyber FBS (Govya) programme for 14,000 beneficiary farmers in 12 districts in 5 provinces
8. Conduct the Cyber FBS (Govya) training for 14,000 beneficiary farmers in 12 districts in 5 provinces through the FBS trainers in close coordination with the ASM project's Project M management Unit, Provincial project staff and Provincial Department of DoA officials
9. Plan and implement a sound Monitoring and Evaluation system (M&E) with Provincial Project Management Unit (PPMU) to ensure the smooth implementation of the Cyber FBS (Govya) programme

#### **10. Scope of the consultancy assignment:**

ASM project seeks a service provider to implement the Cyber FBS (Govya) programme to develop the business skills of nearly 14,000 beneficiary farmers involved in various cluster projects in 12 project districts in 5 provinces. The Cyber FBS (Govya) programme uses the power of networks, computer communications and interactive multimedia to develop the entrepreneurial skills of the beneficiary farmers without violating the core principles of the FBS methodology.

First, the service provider should Study the Cyber FBS (Govya) training modules and all the training materials developed by the ASM project. The Cyber FBS programme has 15 sessions, which can be delivered in 3 delivery modes either classroom sessions using developed digital material, fully self-learning approach by using uploaded digital training materials and web meetings or mix of all methodologies. Service provider has the option of selecting above mentioned delivery strategies while maintaining the quality of delivery. However, it should include minimum of 6 compulsory physical training days to evaluate the learning progress, to provide clarifications and to conduct market study.

The service provider should conduct the Cyber FBS (Govya) programme through FBS trainers. The service provider should select 175 above mentioned officials to be trained as FBS trainers (subject to change). The service provider should call applications and select the most suitable Officials to be trained as FBS trainers. Thereafter, the service provider should conduct 5 Seven-day residential Training of Trainer (TOT) programs for 175 Agriculture Instructors (AIs) and other officials (hereafter, called the FBS trainers) selected competitively from all the project districts in consultation with PPMU. Those TOPR are to be conducted inhouse physical in a facility conducive for conducting such a training. Service provider in consultation with Department of Agriculture and Provincial Project management unit requires to identify the possibility of getting the service of already trained AIs. The final number of TOT participants will be decided after identifying the number of previously trained AIs.

Then, the service provider should prepare a comprehensive farmer training implementation plan for conducting the Cyber FBS (Govya) training programme for 14,000 beneficiary farmers in 12 districts in 5 provinces.

Thereafter, the service provider should execute the farmer training implementation plan through the FBS trainers in close coordination with the ASM project's provincial project staff, Mahaweli Authority (MA) and Provincial Department of Agriculture (PDoA) officials.

The service provider should develop and use a sound follow up mechanism to ensure the smooth implementation of the farmer training implementation plan and make necessary adjustments to the plan if needed.

The ASM project will provide all training modules and training materials and access to the Learning Management System developed by the ASM project to the service provider after awarding the contract. The PPMU is responsible for identifying and organizing farmer groups for training classes.

### 11. Target group of the Cyber FBS (Govya) programme

The beneficiary farmers of the ASM project in various cluster projects in 12 project districts and 5 provinces are the target group of the Cyber FBS (Govya) training programme as shown in the following table.

Type of farmers	Number of farmers
Farmers in International Service Provider's districts	8,000
Farmers in EU districts	6,000
Total	14,000

The final numbers may be slightly varied. The project districts include Jaffna, Mullaitivu, Vavuniya, Kilinochchi (Northern Province), Batticaloa, Ampara (Eastern Province), Anuradhapura, Polonnaruwa (North Central Province), Monaragala, Badulla (Uva province), Matale and Kandy (Central Province).

The following table will show the distribution of project beneficiaries in the project districts.

#### Farmers in EU districts

District	Number of Clusters	Potential Main Crops	Number of Beneficiaries
Kilinochchi	3	Chili	300
		Jumbo Peanut	300
		Passion Fruit	300 (>150)
Vavuniya	2 (3)	Chili	300
		Sweet Orange	300
Ampara	2 (3)	Chili	300
		Sour sap	300
Badulla	4	Chili	300
		Pineapple	300
		Avocado	300
		Potato	300 (<120)
Kandy	3 (4)	Avocado	150
		Chili	300
		Jack fruit	1000
Total	16 (of which, 11 identified)		4,750

# Farmers in International Service Provider's districts

Districts	N0	Name Of the DS Division	Name of the project	No of Beneficiaries
Anuradhapura	1	Rajanganaya	Small Banna (Ambul) new & existing plantation	642
	2	Mahaweli system H Talawa	Dry Chilli production	400
		Galnewa		
	3	Ippologama	Guava Cultivation	620
Polonnaruwa	4	Mahaweli area System B Savanapitiya	Dry Chilli production	300
		Dimbulagala		
	5	Hinguraggoda	Papaya /Chilli	400
	6	Elahera	Organic Vegetable Production	300
Batticaloa	7	Velavelly	Banana (Cavendish) with Chilli	500
	8	Kalawanchikudi	Pomogranate with Chilli	50
	9	Walachene, Sandiweli	Pomogranate with Chilli	50
Jaffna	10	Kopai	Small Banna (Ambul) new & existing plantation - Organic	500
	11	Oddusan	Potato Red Onion rotation	500
	12	Chavakachchari	Mango- Chilli	300
Mullaitivu	13	Pudukuiuppu	Banana (kolikuttu) Chilli new and existing plantation	700
	14	Oddusuddan	Papaya / Chilli	600
	15	Maritimepattu	Pomogranate / Chilli	50
Matale	16	Dambulla	Guava	200
	17	Dambulla	Mango/ Big Onion	200
	18	Laggala	Papaya /Chilli	300
Monaragala	19	Syambalanduwa	Mango/Chilli	150
	20	Sooriyawewa	Cavendish banana with Chilli	500
Total				7262

## Requirement of trainers and TOT programmes to be conducted

The service provider should use conduct the Cyber FBS (Govya) programme through Agriculture Instructors (AIs) and other officials attached to the Ministry of Agriculture, Divisional Secretariat, Provincial Department of Agriculture and Department of Agriculture. However, the service provider can use the other trainers in consultation with the ASM project to ensure the smooth implementation of the Cyber FBS (Govya) training programme.

Total number of farmers to be trained	<b>14,000</b>
Number of farmers per group	40
Number of farmer groups	350 (14,000/40)
Number of farmer groups for one trainer	2
Number of trainers needed to conduct the HFBS training programme	175
No. of trainers per TOT	40
<b>No. of trainers for TOT</b>	175
No. of TOTs	175/40 = 5

## 12. Tasks of the Assignment:

The duties and responsibilities of the service providers are as follows.

### Preparatory stage:

The service provider should do the following tasks in the preparatory stage.

1. Mobilization of the consultant team: Immediately after awarding the contract the service provider should assign and mobilize the consultant team, as stipulated in the TOR, with necessary information, contacts and resources.
2. Study of relevant project documents: The service provider should study the relevant project documents including the Project Appraisal Document (PAD) of the ASM project, the module and training materials of the Cyber FBS (Govya) programme developed by the ASMP project (e.g. trainer's manual, farmer's workbook, Learning Management System (LMS), etc.) and any related project literature that the service provider deems to be worth to study. The ASMP project will provide the training module and training materials of the Cyber FBS (Govya) programmes (e.g. trainer's manual, farmer's workbooks, access to the LMS, etc.) to the service provider.
3. Kickoff meeting: The service provider should participate in the kickoff meeting to be organized by the ASM project with the relevant staff of the PMU, PPMUs, MA, DoA and PDoA.
4. Orientation to the Cyber FBS (Govya) training module, training materials and LMS: The ASMP project will conduct a comprehensive orientation session to introduce the Cyber FBS (Govya) programme to the service provider.
5. Preparation and submission of inception report: Based on the outcomes of the project document reviews, kickoff meeting and orientation session the service provider should submit an inception report to the ASMP project. The inception report should have a comprehensive

implementation plan with clear milestones (hereafter, called the roll-out plan), which will be finalized with the key stakeholders.

### **Implementation stage:**

The service provider should do 2 key tasks in the implementation stage: Conducting Training of Trainer (TOT) programmes for the selected AIs, other officials and training the beneficiary farmers through the trained AIs or FBS trainers.

6. Conducting Training of Trainer Programmes (TOTs): The service provider should select and train a group of Agriculture Instructors (AIs), other officials attached to the MA, Divisional Secretariat, PDoA and DoA to conduct the farmer trainings. The service provider should conduct 5 seven-day residential TOT programmes (number of Sinhala trainers and Tamil trainers should be finalized close consultation of PPMU). The service provider should do the following tasks in planning and conducting the TOT programmes.
  - a. Preparatory workshop for the TOT: The service provider would conduct an internal resource persons' workshop including three subject matter experts and the training manager to develop TOT session outlines, training schedule, training plans (including objectives, training contents, time durations for each topic, training methods and resources needed) and to prepare necessary training support materials.
  - b. Develop criteria for the selection of trainers
  - c. The service provider should submit the training plan of the TOT programme and the selection criteria of trainers to the ASMP project and get their consent before starting the TOT programmes.
  - d. Calling applications from prospective AIs and other officials through the PDoA, DoA & MA and other line agencies. The number trainees for the TOT should be decided after conducting an investigation of availability of previously trained AIs. Even though for the estimation purpose, the number has been identified as 175. The availability of AIs who trained previously at given cluster areas should require to be obtained by the respective office of the DoA. Payment will be based on the number of trained officials from the TOT.
  - e. Carry out interviews to select the most suitable AIs to be trained as FBS trainers. The interview panel should consist of representatives of the PPMU staff of the ASMP project and MA and PDoA in addition to the training manager or representative of the service provider.
  - f. Identify the resource persons for conducting the TOT programmes. The 3 subject matter experts (FBS expert, institutional development expert and enterprise development expert) should conduct the TOT programmes with the coordination support of the training manager.
  - g. Conduct the TOT programmes for the selected Officials
  - h. Certificate of participation: The service provider should award a certificate of participation to each participant in the TOT programmes.
7. Prepare training completion report: After completing the TOT programmes the service provider should prepare a training completion report for each TOT programme.
8. District level orientation and planning workshop: The service provider should conduct a 1-day non-residential orientation and planning workshop in each project district to



prepare a district-level farmer training plan or a roll-out plan with the participation of FBS trainers, PDoA officials, PMU and PPMU officials. In this workshop, the service provider should form farmer groups and assign a FBS trainer to each farmer group. Based on the outcomes of the district-level workshops the service provider should prepare a detailed training implementation plan or rollout plan for the entire project districts

9. Assigning existing FBS trainers to the Cyber FBS (Govya) programme: The ASMP project has already created a pool of FBS trainers in all the project districts except Kandy, Ampara, Badulla, Kilinochchi and Vavuniya districts (Please see the annex 3 for the details of existing FBS trainers). The service provider should use the existing FBS trainers as much as possible in implementing the Cyber FBS (Govya) programme. Accordingly, the service provider should review the past performance and availability of the existing FBS trainers and assign the most suitable FBS trainers to the Cyber FBS (Govya) programme.
10. Conducting Cyber FBS (Govya) training programmes: The service provider should execute the training implementation plan or the roll-out plan through the FBS trainers in close coordination with the PPMU officials, PDoA and DoA officials.
11. Refreshment and meal allowance to project beneficiary farmers: There is a refreshment and meal allowance for the beneficiary farmers for attending the classroom sessions (LKR 700 per session (6 hrs)). In addition, an allowance will be paid to the beneficiary farmers to cover their internet or data charges in attending the online training programmes (LKR 150 per session). The service provider should collect, recommend and submit the farmers' allowance claim forms to the relevant PPMU offices to make the payments.
12. Training allowance to the FBS trainers: The service provider should pay a training allowance to the FBS trainers for conducting classroom sessions (LKR 5,000 per session) and web meetings (LKR 3,000 per meeting) only, if necessary, as decided by the service provider. The project has developed LMS so that Web meeting are not compulsory.
13. Distribution of the trainer's manuals and farmer's workbooks: The service provider should distribute the trainer's manuals and farmer's workbooks among the FBS trainers and beneficiary farmers. At the end of the assignment the service providers should submit the balance trainer's manuals and farmer's workbooks to the ASMP project.

### **Monitoring and evaluation stage**

1. The service provider should prepare and use a strong M&E system to closely monitor the smooth implementation of the farmer training implementation plan or the roll-out plan. The M&E plan should include the following features.
  - a. Pre-training evaluation: The service provider should conduct a pre-training evaluation using a self-administered questionnaire to understand the knowledge and skills of all beneficiary farmers before starting the farmer trainings. Selected beneficiary farmers (Sample size- 5) should undergo the pre-training evaluation. Pre-training evaluation reports should be submitted to PPMU and PMU before commencing any training programs

- b. Through the FBS trainers the service provider should collect and keep the attendance of beneficiary farmers to FBS classes to be held in both physical and online modes. Also need to keep record of self learned modules. Need to report number of farmers participated in the first day and number of farmers completed the program successfully to the PPMU.
- c. Monthly progress review: The service provider should conduct monthly progress review meetings at the district level.
- d. Quarterly progress review: The service provider should conduct quarterly progress review meetings at the national level with the ASM project.
- e. Monthly progress and quarterly progress reports: The service provider should submit the monthly and quarterly progress review reports to the ASM project.
- f. Observation visits by training managers: The training manager should visit a sample of the FBS class in each province and guide the FBS trainers.
- g. Field coordinators: The service provider should assign a field coordinator for each project district, altogether 12 field coordinators, to coordinate the field project activities.
- h. PPMU will conduct monitoring & evaluation of the sessions through their staff including social mobilizers and field staff of the international service provider.
- i. Learning management system (LMS): The service provider should supervise the progress of self-learning FBS classes through the LMS developed by the ASM project.
- j. Post-training evaluation: The service provider should conduct a post-training evaluation to understand the knowledge and skills gains of achievement of selected beneficiary farmers.

### **13. Time duration:**

The trainer/ facilitator with the farmer training group are allowed to decide the time duration of the training program as per the FBS concept. Anyway, the maximum time duration for the completion of a FBS training program for a particular group of farmers is 6 months. Implementation of overall FBS training program covering all ISP and EU clusters must be completed within 8 months.

### **14. Qualification & Experience of the service provider:**

The Service Provider should be;

- a. A well-established firm/institute with at least 10 years of experience in similar trainings with better training management records
- b. Minimum of 10 years' experience in conducting enterprise development training for micro and small enterprises.
- c. Minimum of 10 years' experience in conducting business skills development trainings particularly for farmers in the project districts.

- d. Experience in conducting in institutional capacity building trainings for community-based organizations and cooperative societies, including farmer producer organizations.
- e. Experience in developing business plans for community-based organizations and cooperative societies, including farmer producer organizations.
- f. Experience in conducting institutional development training for community-based organizations and cooperative societies including farmer producer organizations.
- g. The service provider must have handled at least one similar contract that has a value of over LKR. 20 million during last five years.
- h. The Firm that providing the service, should have following resource persons/experts.

<b>Resource Person / Expert</b>	<b>Qualifications</b>	<b>Experience</b>
1. Training Manager (full time basis)	Post-Graduate Degree in Agriculture, Agricultural Extension, Social Science, Economics, Management, Science, or any related field	<ul style="list-style-type: none"> <li>- 15 years similar training experience</li> <li>- 10 years' post qualification experience, of which preferably 5 years in senior management level in the implementation of training activities in development projects financed by foreign financing agencies and/or Government Department.</li> <li>- Strong communication, negotiation skills and good interpersonal relation</li> <li>- High level of proficiency in written and spoken English</li> <li>- Experience in planning and conducting farmer education programmes</li> </ul>
2. Expert in Farm Business School Training & Training Facilitation (part time basis)	Post-Graduate Degree in Agriculture, Agricultural Extension, Social Science, Economics, Management, Science, or any related field	<ul style="list-style-type: none"> <li>- At least 15 years' experience in the relevant field including similar training experience.</li> <li>- Experience in developing farmer business education training modules</li> <li>- Experience in conducting farmer education programmes</li> <li>- Experience in conducting TOT programmes on farmer business skills development</li> </ul>

3. Expert in Farmer producer organization capacity building (part time basis)	Post-Graduate Degree in Agriculture, Agricultural Extension, Social Science, Economics, Management, Science, or any related field	<ul style="list-style-type: none"> <li>- At least 15 years' experience in the relevant field including similar training experience.</li> <li>- Experience in developing farmer business education training modules</li> <li>- Experience in conducting farmer education programmes</li> <li>- Experience in conducting TOT programmes on farmer producer organization capacity building</li> <li>- Experience in planning and conducting farmer producer capacity building programmes</li> </ul>
4. Expert in Enterprise Development	Post-Graduate Degree in Agriculture, Agricultural Extension, Social Science, Economics, Management, Science, or any related field	<ul style="list-style-type: none"> <li>- At least 15 years' experience in the relevant field including similar training experience.</li> <li>- Experience in developing enterprise training modules.</li> <li>- Experience in developing business skills development training programmes for farmers</li> <li>- Experience in conducting TOT programme on enterprise development</li> </ul>
5. Twelve District Training Coordinators	Degree Holder or Diploma Holder with 5 years' experience	<ul style="list-style-type: none"> <li>- At least 3 years' experience in coordinating similar training</li> <li>- Strong communication, negotiation skills and good interpersonal relation</li> <li>- High level of proficiency in Sinhala &amp; or Tamil</li> <li>- Proficiency in English will be an added qualification</li> </ul>

#### **Reference Documents and Facilities:**

FBS & FPO trainer manuals, Project Appraisal Document, any other documents available at PMU and PPMU offices with regard to individual farmer capacity building. LMS system.

#### **Reporting Obligations:**

Roll out plan for implementation of farmer trainings

Plan for conducting TOTs

Collection of daily evaluations and submit them with analysis report

Collection of daily evaluations of TOT programs and analysis report

Monthly progress reports

Quarterly evaluation reports

Final evaluation report

Post evaluation report

**Payment Schedule:**

10% mobilization advance after submitting the role out plan

Rest of the payment after completion of training programs for a farmer group up on submission of the training completion documents with training analysis report through PPMU. Payments will be finalized based on number of trained officers (TOT) and farmers,

**Method of selection:** Quality and cost basis

**Review Committee:**

Quarterly review committee meeting will held at PMU office with the participation of all the staff members associated with this assignment from the service provider, PMU and PPMU. Review committee will be appointed by the Project Director.

### Annex 1: Structure of the Cyber FBS (Govya) programme

STEP	Module	Sessions	Delivery method
STEP 1: UNDERSTANDING THE BASIC CONCEPT	1. MODULE: Starting of Farm Business School (FBS)	SESSION 1: Rationale of an FBS  SESSION 2: Developing Groups and Preparation of Session Time table	Physical days: 1  Self-learning  Web meetings: 1 (for follow-up – not compulsary)
	2. MODULE: Understanding the Basic Business Concepts	SESSION 3: Farming as a Business  SESSION 4: Farmer as an Entrepreneur  SESSION 5: Characteristics of Successful Entrepreneur  SESSION 6: Farm Business Profitability	
STEP 2: DIAGNOSIS AND FINDING BUSINESSES	3. MODULE: Where We Are Now	SESSION 7: Assessing the Current Farm Situation  SESSION 8: Translating the Farm Analysis in to Action  SESSION 9: Understanding the Marketing and Markets  SESSION 10: Preparation for Market Survey  SESSION 11: Presenting the market Survey report	Physical days: 2  Self-learning  Web meetings: 2 (for follow-up – not compulsary)
	4. MODULE: Where We want to Go:	SESSION 12: Developing a Vision and a Goal for the Farm	Physical days: 3 & 4  Self-learning

	<p>5. MODULE: Developing a Farm Business Plan:</p>	<p>SESSION 13: Choosing Enterprises for the farm</p> <p>SESSION 14: Understanding Farm Production Cost and Preparation of Crop Livestock Budgets</p> <p>SESSION 15: Financial Management</p> <p>SESSION 16: Components of a Farm Business Plan</p> <ul style="list-style-type: none"> <li>- Farm Production Plan</li> <li>- Marketing Plan</li> <li>- Financial Plan</li> <li>- Profitability and Cash Flow &amp; Availability</li> </ul> <p>SESSION 17: Preparation of a Farm Business Plan</p> <p>SESSION 18: Preparation of an Action Plan</p>	<p>Web meetings: 3 &amp; 4 (for follow-up – not compulsory)</p>
3: IMPLEMENTATION:	<p>6. MODULE: Farm Business Sessions during Production Season:</p>	<p>SESSION 19: Overview of Record Keeping</p> <p>SESSION 20: Record Keeping on Farm Products and Labor Usage</p> <p>SESSION 21: Record keeping on Income and Expenses</p> <p>SESSION 22: Other Farm Records</p> <p>SESSION 23: Product Marketing</p> <p>SESSION 24: Group Marketing Concepts</p>	<p>Physical days: 5</p> <p>Self-learning</p> <p>Web meetings: 5 (for follow-up)</p>

		<p>SESSION 25: Group Purchasing and Saving</p> <p>SESSION 26: Understanding Contract Farming</p> <p>SESSION 27: Contract Appraisal</p> <p>SESSION 28: Assessing and Managing Business Risks</p> <p>SESSION 29: Benchmarking</p> <p>SESSION 30: Value Addition</p>	
FPO module			<p>Physical days: 6</p> <p>Self-learning</p> <p>Web meetings: 6 (for follow-up – Not Compulsary)</p>

### Annex 3: Details of existing FBS trainers

District	Number of FBS trainers
Anuradhapura	12
Batticaloa	14
Jaffna	9
Matale	11
Monaragala	20
Mullaitivu	17
Polonnaruwa	9
<b>Total</b>	<b>92</b>



## EU Districts

District	Number of Clusters	Potential Main Crops	Number of Beneficiaries	Number of farmer group	Number of Trainers required
Kilinochchi	3	Chili	300	8	4
		Jumbo Peanut	300	8	4
		Passion Fruit	300	8	4
Vavuniya	2	Chili	300	8	4
		Sweet Orange	300	8	4
Ampara	2	Chili	300	8	4
		Sour sap	300	8	4
Badulla	4	Chili	300	8	4
		Pineapple	300	8	4
		Avocado	300	8	4
		Potato	300	8	4
Kandy	3	Avocado	150	4	2
		Chili	300	8	4
		Jackfruit	1000	25	13
Total			4750	125	63

# ISP Clusters

Province/Districts	No	Name Of the DS Division	Name of the project	No of Beneficiaries	Number of farmer group	Number of Trainers
North Central Province, Anuradhapura	1	Rajanganaya	Small Banna (Ambul) new & existing plantation	642	16	8
	2	Mahaweli system H Talawa	Dry Chilli production	400	10	5
		Galnewa				
	3	Ippologama	Guava Cultivation	620	16	8
North Central Province, Polonnaruwa	4	Mahaweli area System B Savanapitiya	Dry Chilli production	300	8	4
		Dimbulagala				
	5	Hinguraggoda	Papaya /Chilli	400	10	5
	6	Elahera	Organic Vegetable Production	300	8	4
Eastern Province, Batticaloa	7	Velavelly	Banana (Cavendish) with Chilli	500	13	6
	8	Kalawanchikudi	Pomogranate with Chilli	50	1	1
	9	Walachene, Sandiweli	Pomogranate with Chilli	50	1	1
Northern Province, Jaffna	10	Kopai	Small Banna (Ambul) new & existing plantation - Organic	500	13	6
	11	Oddusan	Potato Red Onion rotation	500	13	6

	12	Chavakachchari	Mango-Chilli	300	8	4
Northern Province-Mullaitivu	13	Pudukuiuppu	Banana (kolikuttu) Chilli new and existing plantation	700	18	9
	14	Oddusuddan	Papaya / Chilli	600	15	8
	15	Maritimepattu	Pomogranate / Chilli	50	1	1
Central Province, Matale	16	Dambulla	Guava	200	5	3
	17	Dambulla	Mango/ Big Onion	200	5	3
	18	Laggala	Papaya /Chilli	300	8	4
Uva Province - Monaragala	19	Syambalanduwa	Mango/Chilli	150	4	2
	20	Sooriyawewa	Cavendish banana with Chilli	500	13	6
<b>Total</b>				<b>7262</b>	<b>182</b>	<b>94</b>