

**TERMS OF REFERENCE**  
**Individual Consultant for Agribusiness and Value Chain Support**  
Climate Smart Irrigation Agriculture Project  
Ministry of Agriculture, Livestock, Land & Irrigation.

**1. Background:**

The World Bank-financed Climate Smart Irrigation Agriculture Project (CSIAP) is executed under the Ministry of Agriculture, Livestock, Land & Irrigation, with the project development objective of improving climate resilience of farming communities and productivity of irrigated agriculture in selected climatically vulnerable hot-spot areas in Sri Lanka. This objective is achieved through increased adaptation of climate-resilient agricultural practices and technologies to improve agricultural productivity and to increase market access in targeted smallholder farming communities. CSIAP is being implemented in hotspot areas in 11 districts spread across 6 dry zone provinces (Northern, Eastern, North Central, Southern, Uva and North Western).

The project design is structured over four components of which the Agriculture Production and Marketing is focused on productivity enhancement, value addition and improved market access for project beneficiaries. The agriculture marketing subcomponent in particular, aims to strengthen the linkages between Producer Groups (PGs) and the agriculture commodity markets by: (i) Upgrading and/or rehabilitation of critical market infrastructure; and ii) supporting farmers to access markets and developing sustainable linkages to agri-businesses.

Project beneficiaries are smallholder farmers, producer organizations, and agribusiness entrepreneurs who benefit from adopting Climate Smart Agriculture (CSA) technologies; efficient irrigated agriculture techniques and practices; agriculture diversification; and improved market access. The benefits to the members of Farmer Organizations (FOs) and Producer Groups (PGs) are expected to be better prices through the aggregation of saleable produce, thereby providing economies of scale, savings in transaction costs, and strengthened negotiation power.

This position is based in the DPD office of each province in the CSIAP. This is a task-based consultancy service assignment. The selected candidate directly reports to the Provincial DPD and carries out duties as per the guidance of Agribusiness & Market Linkage Development Specialist at the PMU. At the field level, Agribusiness and Value Chain Support Officers need to work very closely with the Climate Smart Agriculture Specialist (CSAS), and Institute Development & Capacity Building Specialist (ID&CBS) in DPD Offices with the support of the Agriculture Facilitators who work at the ground level.

**2. Objectives of the assignment:**

To support and facilitate the horizontal and vertical value chain development and value chain linkages of identified crops in the area;

To collect data to process into information to assist CSIAP in formulating a development plan to strengthen Farmer Organizations (FOs)/ Producer Societies (PSs)/ Producer Associations (PAs) by

enhancing the commercialization efforts of their business operations to establish as legal business entities.

To promote advocacy campaigns on brand formation and establish market linkage among the value chain actors to facilitate reliable partnerships with agribusinesses in high-priority commodities; enhance the capacities of project beneficiaries as agri-entrepreneurs.

Establish PAs into a Federation or any other suitable legal entity to function and a business entity.

### **3.Scope of work:**

The selected individual Consultant will be expected to execute the tasks given below

- (a) Promote market driven approach in agriculture production and identifying commodities with the greatest market potential and improve the understanding of supply and demand by identifying, characterizing, and mapping potential buyers such as processing companies, traders, wholesalers, or retail chains.
- (b) Establishing clear communication between FOs/ PSs/ PAs and agribusiness enterprises to understand how they can mutually benefit and to align their production with market demand and agribusinesses to plan their sourcing strategies more effectively.
- (c) Identify needs for specialized technical support required by the beneficiaries regarding quality standards, post-harvest handling, value addition, packaging and labelling. Identify collective marketing potential to facilitate FOs enabling larger volumes of produce collected and stored to sell at more distant markets, either directly by FOs or marketing agents hired by the FOs.
- (d) Collect information required to undertake market analysis (potential market channels and market segments) for priority value chains;
- (e) Establish and maintain a list of local enterprises and commercial farmers in the targeted location and identify the potential enterprises for market support to create market linkages;
- (f) Mobilize PSs/PAs as business ventures and link them to value chains to establish a sustainable and profitable business network;
- (g) Organize training programs and exposure visits for PSs/PAs on postharvest technologies and value addition for agriculture products by coordinating with Climate Smart Agriculture Specialists and Agriculture Facilitators;
- (h) Coordinate with the Department of Cooperative Development, Registrar of Companies, District Secretariate, Local Authority regarding the business registrations, governance and fulfilling compliance requirements;
- (i) Facilitate business promotions through digitalized platforms and social media;

- (j) Identify the needs of potential commercial farmers/entrepreneurs and arrange to provide items/machinery related to value addition (post-harvest management);
- (k) Enter related data and coordinate data entering at province level to the MIS to update AB&ML dashboard;
- (l) Any other related tasks assigned by the PD, DPD and Agribusiness & Market Linkage Development Specialist.

**Location of the assignment: Provincial Offices’ of CSIAP**

Within the project areas in respective province offices.

**Duration of assignment:**

9 months (36 weeks) from the date of Contract signed (1<sup>st</sup> March to 30<sup>th</sup> November 2025)

**4. List of reports, schedule of deliveries, period of performance**

The individual Consultant shall deliver list of reports & deliverables as details given below but not limited to acceptable to the Client/CSIAP.

No	Type of report/deliverables	Time Frame
1	The Inception Report describing approach, methodology and time frame including work plan for the completion of various tasks in line with scope of the assignment as acceptable to the Client/CSIAP.	Within 1 week from the date of Contract signed.
2	Work done report with weekly updates supported with data	End of each week during the performance period
3	Monthly progress report based on the identified targets and activities in the work plan to deliver outputs in line with key assigned activities	Monthly from the date of contract signed
4	A report identifying potential PSs/PAs and challenges or issues related to resources, logistics, supply chain perspectives and marketing.	Within 4 weeks from the date of Contract signed.
5	A report on selected marketing linkages and promoting marketing and business-related activities.	Within 8 weeks from the date of Contract signed.

6	A report with a schedule on organizing and coordination of exposure visits, training and trade fairs for PAs.	Within 12 weeks from the date of Contract signed.
7	A report on incorporation of PAs into Federations or any other suitable legal entity and their registration.	Within 28 weeks from the date of Contract signed.
8	1 <sup>st</sup> reviewing report and refining the functionality of Federations and recommendations to improve sustainability after completing of incorporation in to federations	Within 32 weeks from the date of Contract signed.
	Final reviewing report and refining the functionality of Federations and recommendations to improve sustainability after completing of incorporation in to federations	Within 36 weeks from the date of Contract signed.
<p>Each of the above deliverables should be provided as 02 printed copies and Soft Copies in English</p> <p>The Individual consultant will have no right of claim to the assignment or its outputs once completed. Any reports/ process documents produced as a part of this assignment shall be the property of Client (CSIAP), and the consultant will not have any claims and will not use or reproduce the contents of the deliverables/ documents without the specific written permission of the Client.</p>		

**5. Data, Local Services, Personnel and facilities to be provided by the client**

- Projects Information & data will be provided as applicable, when necessary, on the written request by the Consultant
- Necessary letters of introduction of the consultant whenever necessary to collect data and travelling, if required to deal with governmental or non-governmental agencies to collect data, conduct consultative meetings, or obtain their support to implement the assigned tasks.

**6. Institutional Arrangements**

- The Individual Consultant will submit each deliverable directly to the Project Director of the Climate Smart Irrigated Agriculture Project (CSIAP) as described in the table given in schedule of deliveries with a copy to Agribusiness & Market Linkage Development Specialist at the Project Management Unit - CSIAP.
- A review committee will be appointed by the Project Director – CSIAP under the Chairmanship of subject specialist (Agribusiness & Market Linkage Development

Specialist) of the Project Management Unit to review, acceptance and make recommendation for the payment by the Client under each deliverable submitted by the Consultant and the committee will be constituted to monitor the progress and interact with the consultant on key findings and results. The team may also seek comments and inputs on the Consultant’s work with the concurrence of the Project Director.

- Agribusiness & Market Linkage Development Specialist at the Project Management Unit - CSIAP with the assistance of provincial & other officials will coordinate on behalf of the Client.

## 7. Qualification and Experience and Skills of Individual Consultant

The Consultant should have following qualification and experience & Skills

Qualifications	Experience & Skills
<ul style="list-style-type: none"> <li>• A bachelor’s Degree in an Agribusiness-Marketing, Business administration related field, which is recognized by the University Grants Commission;</li> <li>OR</li> <li>• A qualification recognized by the University Grants Commission as an Equivalent Qualification to the degree in the relevant field</li> <li>OR</li> <li>• An Associate or member membership/A similar Professional Qualification (SLIM/CIM) obtained from a recognized professional institution in the relevant field OR having obtained a certificate of proficiency not below than the National Vocational Qualification Level 7, issued by a Technical/Vocational Training Institute accepted by Tertiary and Vocational Education Commission for a post related to the technical field</li> </ul> <p>AND</p> <p>-</p>	<p>Minimum two years of experience in business development or marketing or in the required area of specialization, preferably with foreign-funded projects;</p> <p>An understanding of rural production cycle and markets and agricultural market’s dynamics</p> <p>Experience in working in rural areas and rural organizations, including foreign-funded projects related to the subject</p> <p>Private sector business experience or marketing in rural development participatory methods will be an added advantage</p> <p>Ability to work in both languages; Sinhala and Tamil (As applicable to the language in the province)</p> <p>Willingness to travel to target areas /districts</p> <p>Flexibility, adaptability, reliability and integrity</p>

	<p>Excellent organizational and communication skills. Competency in using computers, mobile devices, internet, literacy in Word, Excel.</p> <p>Strong communication, and good interpersonal relation. Ability to work in a team.</p>
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**8. CONTRACT AGREEMENT & PAYMENT SHEDUEL;**

The Selected Consultant will enter in to a Contract agreement with the Client before commence the Consulting Service. Payment shall be made in Sri Lanka Rupees, no later than 30 days following submission by the Consultant of invoices to the Project Director for each deliverable agreed.