

Productivity Enhancement for Better Lives of Smallholder Grape Farmers

Training and Coaching for Grape Farmers

TERMS OF REFERENCE (TOR)

Background

MA'AN Development Center is an independent Palestinian development and training institution established in January, 1989, registered by law as a non-profit organization. The main office is located in Ramallah and the four branch offices are located in Gaza, KhanYounis, Tulkarem and Jenin. MA'AN's work is informed by the necessity of creating independent, self-reliant initiatives that lead to the development of human resources for sustainable development, which incorporate values of self-sufficiency and self-empowerment.

The Project “**Productivity enhancement for better lives of smallholder grape farmers**” aims to Enhance the livelihoods of smallholder farmers through productivity enhancement of grape farms. Funded by United Palestinian Appeal (UPA), MA'AN is supporting 6 Grape Farmers in Alkhader- Bethlehem area by providing assistance in the shape of capital assets, inputs and technical assistance. Project duration is August , 2020 – January, 2021.

Objective of the assignment

The objective of this assignment is to deliver training and coaching for 6 grape farmers in Al-Khader area by providing managerial and technical support for better productivity and efficiency in running feasible grape farms.

Scope of the assignment

MA'AN Development Center identified the scope of the training program to be 44 hours covering the following:

| Parts | Topics to be covered | Duration | Expected deliverables |
|--|---|----------|-------------------------|
| Part1: Managerial and technical training | <ul style="list-style-type: none"> - Managing grape farm - Marketing grapes - Bookkeeping - Irrigation, pruning, using pesticides (guidance). | 20 hours | - 6 Feasibility studies |
| Part 2: Follow up coaching | Follow up coaching field visits (on job – coaching and guidance). | 18 hours | |

Target Groups

The target group in this assignment has the following characteristics: 6 farmers who have existing grape farms, being rehabilitated through (uprooting old trees, land ploughing, fencing, installation of T- shape metals, planting new seedlings). Most of these farmers already have the experience in growing grapes and need guidance in building successful grape business model through (marketing, sales, book keeping, storing) in order to scale up their farms.

Tasks

The trainer/ expert will be responsible on the following delivery:

| Parts | Topics to be covered | Duration | Task – Achievement timeline | Expected deliverables |
|--|---|---|--|---|
| Part 1: Managerial and technical training | <ul style="list-style-type: none"> - Managing grape farm - Marketing grapes - Bookkeeping - Irrigation, pruning, using fertilization(guidance). | 20 hours | 25 th of January to be finalized. | <ul style="list-style-type: none"> - Feasibility studies - Training material - A report clarifying the training process implementation methodology and achievements with expressive pictures |
| Part 2: Follow up coaching | Follow up coaching field visits (on job – coaching and guidance). | 18 hours (one field visit every month / 3 months) | 15 th of March, 2021 to be finalized. | Field visits report and expressive pictures. |

How to apply

The application (offer) should include:

1. CV of Consultant
2. Technical Offer explaining work methodology.
3. Financial Offer

The needed information and attachments should be submitted by sealed envelope to MA'AN Development center main Office in Ramallah, Alnahda Building, 5th floor (Above Bravo Super Market). Tel: +970-2-2954451. For inquiry: email: Ghassan@maan-ctr.org . Working hours (8:00 am – 2:00 pm), Office is closed on Friday and Saturday.

Evaluation and selection criteria

Candidates shall submit their offers by the 11 of January, 2021. Selection and evaluation of applicants will be according to the following criteria:

- At least a Bachelor degree from recognized university in agriculture, economics, business, or any other related discipline.
- At least, three years of proven training experience in agricultural technical and managerial training, Grape farming is an asset.
- Proven experience in coaching farmers and follow up.
- Proven experience in development of feasibility studies on agricultural projects.
- Ability to communicate efficiently and promptly with the project team and targeted farmers.