



**MINISTRY OF AGRICULTURE, LIVESTOCK AND FISHERIES  
STATE DEPARTMENT FOR FISHERIES, AQUACULTURE AND BLUE ECONOMY  
AQUACULTURE BUSINESS DEVELOPMENT PROGRAMME (ABDP)**

**IFAD LOAN NO: 2000002052 - Aquaculture Business Development Programme**

**SPECIFIC PROCUREMENT NOTICE**

<b>Country</b>	Kenya
<b>Name of Project</b>	Aquaculture Business Development Programme (ABDP)
<b>Contract Title</b>	<b>Consultant Entrepreneurial Opportunities Technical Advisor for the Aquaculture Business Development Programme</b>

**RFP Reference**

REF NO: MOALF/SDFA&BE/ABDP/TOR/2019-2020/024

**Re: TERMS OF REFERENCE FOR AN ENTREPRENEURIAL OPPORTUNITIES DEVELOPMENT TECHNICAL ADVISOR FOR THE AQUACULTURE BUSINESS DEVELOPMENT PROGRAMME (ABDP)**

**1. Introduction and Project Description**

**1.1 Background Information**

Aquaculture Business Development Programme (ABDP) is an eight (8) year project (2018-2025) funded by Government of Kenya, International Fund for Agricultural Development (IFAD) and the Local Community. The financial agreement was signed on 22<sup>nd</sup> June 2018 and came into force same day of signing.

**1.2 Project Goal and Objectives**

The **Overall Goal** of the project is to “*contribute to the reduction of poverty and increased food security and nutrition in rural communities of Kenya*”. This goal is pursued via one **development objective** which reflect the poverty-food security and nutrition nexus:

- i. Increased incomes, food security and nutritional status of the wider communities of poor rural households involved in aquaculture in the targeted Counties.

The objective is in line with the current IFAD Country Strategic Opportunities Programme (COSOP) for Kenya: (SO-II) Improved access to productivity enhancing assets, technologies and services for vulnerable rural women, men and young people in target areas.

**1.3 Project Area and Target**

The **project area** are the Counties with high concentrations of aquaculture activity, high production, existing infrastructure (processing, marketing and research), adequate water resources and marketing potential. Area selection also takes into account poverty targeting criteria. The programme will target fifteen (15) Counties (Migori, Kakamega, Homa Bay, Nyeri, Meru, Kirinyaga, Tharaka Nithi, Kisii, Kisumu, Siaya, Busia, Embu, Kiambu, Machakos and Kajiado). The project will start with six (6) Counties (Homa Bay, Migori and Kakamega in Western Kenya Region) and Kirinyaga, Nyeri and Meru (in

Central/Eastern Region) in the first two years and then expanding on a need basis from the third year.

The total number of Programme direct beneficiary household is about 35,500 (213,000 people) of which 5,500 are youth. These beneficiaries consist of male and female smallholder fish farmers (29,900) involved in fish farming at different productive levels (subsistence and medium-farming). The fish farmers would include 30% women and 20% youth. The beneficiaries' households include 5,500 youth (50% men and 50% women) benefiting from employment and self-employment opportunities along the non-production segments (processing, trading, etc.) of the aquaculture value chain. The total outreach to indirect beneficiaries will include about 300,000 people benefiting from nutrition initiatives.

#### **1.4 Rationale for ABDP**

The burgeoning aquaculture subsector in Kenya presents a major opportunity to reduce persistent rural poverty in the country by increasing incomes and tackling diet-related issues. Historically, fish production and consumption has been low nationally, with relatively little produced or consumed except in the Western region. Hitherto, domestic supplies have come mainly from inland capture fisheries supplemented by marine catch. The quantity landed from the main source, Lake Victoria, has been in steep decline since the 1980s. Currently national demand is increasing from a low level, prices are rising and imports filling the widening gap in supply.

A profitable aquaculture subsector is emerging in response to growing demand, accelerated by a very substantial strategic GoK investment under the economic Stimulus Programme (ESP). The ESP initiative sought to introduce aquaculture as an additional enterprise in diversification of the predominant mixed farming systems rather than to create “fish farmers”. Important potential advantages for smallholders were the fact that aquaculture is less vulnerable to the effects of climate change than rainfed field crops, and the addition of a different technology spreads the risks in small-scale farming. Though ESP progress was slowed by a lack of connection to the larger “private sector” value chain operators and the unrelated decision two years on to devolve implementation responsibilities to newly formed County Governments, the programme was instrumental in introducing aquaculture to a wide constituency especially in Central and Eastern Region, and kick starting an important subsector.

#### **1.5 Project Components**

The project interventions are being implemented through three (3) major components namely:

**Small Holder Aquaculture Development:** The objective of the component is to strengthen the capacity of smallholder farmers, mostly aquaculture pond farmers, to increase production and improve productivity as well as to create opportunities for non-fish farming actors interested to develop micro-enterprises along the aquaculture value chain. The component will also contribute to improved diet quality of the Kenyan population through the increased awareness on consumption of fish, fish products and dietary diversity. The outputs of this component are:

- a) Upgrade aquaculture production base through rehabilitation of existing aquaculture production facilities (ponds and others, including those established by the ESP);
- b) Introduce new fish farming facilities (pond and others) focusing on new entrants to the sector (mainly youth and women);
- c) Develop sound practices, training and capacity building for smallholder practicing cage culture and aquaculture in small man-made reservoirs, pending the completion of guidelines and SEIAs;
- d) Promote the technical and business skills of smallholder fish producers to increase their production and productivity as well as their income and move them from subsistence to commercially oriented production;
- e) Build the capacity for feed cottage industries and fingerling production, introduced under the ESP program;
- f) Identify entrepreneurial off-farm opportunities and create skills for off-farm entrepreneurial opportunities, focusing on youth including landless, near landless youth and women and other disadvantaged groups; and
- g) Promote fish consumption and the production of value-added fish products to advance the nutritional status and food security of the wider communities, with particular attention to the most vulnerable categories including children and women of reproductive age.

**Aquaculture Value Chain Development:** The Component comprises interventions to broaden and deepen the aquaculture value chain with a series of strategic Public-Private-Producer-Partnerships (PPPPs) within a robust modern public sector framework as well as support for smallholder farmer groups' business plans. The purpose of the support is to make the aquaculture producers' core activities financially viable and bankable. The component would also seek to build up the capacity of public and private supporting services to the aquaculture subsector with the express intention of increasing the real demand for smallholder production.

**Project Management and Coordination:** The component is designed to ensure that the project is effectively and efficiently managed. The objective of the component is to enhance management in implementation and coordination of project activities so as to assess project impacts and progress made towards achieving project objectives.

## **2.0 About the Position**

We are looking for an individual consultant adept in Entrepreneurship Development for a long term engagement to deliver on entrepreneurial opportunities development.

Reporting to the Project Coordinator, the consultant will be responsible for the development of all entrepreneurial opportunities. The incumbent will be required to travel to project locations for work purposes and will offer expertise advice to the entrepreneur support sub-component of the project, taking an active role in design and implementation of training programmes, business development support, and provision of 'start-up packages' to selected base-level entrepreneurs. The Entrepreneurship Development Specialist will support the strategy design for these sub-components and will be responsible for ensuring the effective planning, implementation, review and monitoring of the interventions.

## **3.0 Detailed Descriptor of Tasks**

Specifically, the consultant is expected to:

1. Identify on the basis of analysis (participatory methodologies) the entrepreneurial opportunities that the Programme will offer along the value chain for non-farm actors, especially women, youth and other disadvantaged categories as envisaged in the targeting strategy
2. Identify and document profitable Aquaculture Support Enterprise (ASE) models targeting the youth
3. Support formation of Smallholder Aquaculture Groups (SAGs) and coaching them on business and entrepreneurial opportunities along the life cycle of the Programme working in close collaboration with the other experts (community development expert/gender experts) as well as with local counterpart
4. Develop roadmap for implementation of a "champion"-led Aquaculture Support Enterprise (ASE) development initiative
5. Facilitate identification of youth champions who will go through training program with an objective to assist the youth to establish viable businesses for sustained economic growth;
6. Facilitate the provision of technical assistance, seed capital, engagement contracts and linkages with the Programme and the financial sector to the SAGSs and ASEs;
7. Explore and facilitate direct collaboration between ABDP and International Labour Organization (ILO) to support enterprise development in support of smallholder aquaculture production;
8. Undertake entrepreneurial needs assessment for Programme target groups and develop a training roadmap

9. Develop modules for aquaculture business and marketing skills training for level 1 and level 2 Programme Beneficiaries
10. Coordinate the training and capacity building for ASEs and SAGs on entrepreneurship development

#### 4.0 Expected deliverables and timeline

Expected Output	Timing / Deadline
Develop a road map for identification of off-farm entrepreneurial opportunities for the Programme along the aquaculture value chain	Within 2 weeks of contract signing
Develop roadmap for implementation of a “champion”-led Aquaculture Support Enterprise (ASE) development initiative	Within 2 weeks of contract signing
Update roadmaps and present to Programme Coordinator	Consistently every two weeks
Identify and document profitable ASE models targeting the youth	Within 1 month after signing of the contract
Facilitate identification of youth champions who will go through training program	Within 1 month after signing of the contract
facilitate direct collaboration between ABDP and International Labour Organization (ILO) to support enterprise development	Within 2 months after signing of the contract
Develop modules for aquaculture business and marketing skills training	Within 3 months after signing of the contract
Coordinate the training and capacity building for ASEs and farmers on entrepreneurship development	Consistently every month
Participate in stakeholder workshops for the various activities and contribute to the consultation reports	Within one week after each stakeholder workshop
Provide progress report on deployment of poverty targeting strategy to ensure entrepreneurial activities are suitable for target groups	Consistently every month
Provide Progress report on conversion of community action plans into interventions and work plan activities	Consistently every month

#### 5.0 Consultancy Duration

The duration of the consultancy is one year (twelve months), with a possibility of contract extension for another year, subject to satisfactory performance. The assignment is expected to commence in May 2020.

#### 6.0 Reporting, accountabilities and location

The Consultant will be based at the Programme Coordination Unit (PCU) offices in Nyeri and will report to Programme Coordinator and work closely with the PCU Team for guidance and advice.

## **7.0 Qualifications and Experience Required**

### **i. Education**

- Have an advanced degree (Master's) in Entrepreneurship Development, Entrepreneurship, Enterprise Management, Business Enterprise Development, Economics or other relevant field from a recognized university.

### **ii. Work Experience and competencies**

- The Expert will have not less than 10 years' continuous professional experience in the public and or development sector.
- A minimum of 5 years' experience and knowledge in entrepreneurship development
- Minimum experience in the last 3 years in entrepreneurship development and project management in the public sector for large donor/GoK funded project
- Demonstrated experience in GoK and donor funded projects, as well as understanding procedures and legislations of the GoK will be an added advantage.
- Good knowledge of project development especially of multilateral financial institutions like IFAD will be an added advantage.
- Excellent communication and report writing skills is essential
- Excellent training skills is essential.
- Proven track record in working effectively within multidisciplinary teams
- Computer proficiency in standard computer office applications

## **8.0 Inputs provided by the Client**

The client shall be responsible for the provision of office space and furniture, and supporting office equipment. The client shall include the consultant in all its procurement arrangements concerning field visits as applicable. All such inputs shall be approved by the ABDP Programme Coordinator. Where travelling individually on programme duties, expenses will be incurred and reimbursed accordingly, in accordance with GOK procedures. All individual travel shall be approved by the ABDP Programme Coordinator.

## **9.0 Terms of Payment**

Payment shall be made upon submission of acceptable deliverables as per schedule outlined in 4.0 and upon submission of completed timesheets.

#### **10.0 Selection Method**

Candidates will be evaluated based on their compliance with the requirements stated in the TOR.

#### **ANNEX I: DEBARMENT DECLARATION FORM**

Date \_\_\_\_\_

**To  
The Programme Coordinator,  
ABDP  
P.O. Box 904 - 10100  
NYERI**

