

# SNV Vietnam

## Terms of Reference

### TOT Market Awareness and Value Chain Awareness Training in SRI Rice production for Key Provincial officers in Quang Binh and Binh Dinh Provinces

<b>Project</b>	<b>Sowing the Seed of Change</b> Community based Climate Change Mitigation Through Sustainable Rice Production in Quang Binh and Binh Dinh Provinces, Vietnam
<b>Contact persons</b>	Mr. Nguyen Sang Value Chain Adviser Climate Change in Agriculture  <b>SNV - Netherlands Development Organization</b> 6th floor, Building B, La Thanh Hotel 218 Doi Can street, Ba Dinh, Ha Noi Email: <a href="mailto:SNguyen@snvworld.org">SNguyen@snvworld.org</a>

## 1. Background

Rice production systems are vulnerable to climate change impacts as well as being the major contributor to greenhouse gas (nitrous oxide and methane) emissions in the agriculture sector (IPCC 2006)<sup>1</sup>. This has significant implications for Vietnam; as one of the top five countries to be most affected by climate change it is a nation reliant on rice production for national and household food security as well as economic development. Within this setting, the most vulnerable group within the population is the small holder rice farmer (McCarthy et al. 2011)<sup>2</sup>. Therefore there is a great need for rice production systems and those reliant upon them to be made less vulnerable and more resilient to the negative impacts of climate change, as well as to emit fewer harmful greenhouse gases and remain profitable for farmers.

The AusAID-funded project “Sowing the Seeds of Change”: Community-based Climate Change Mitigation through Sustainable Rice Production will support and build the capacity of small holder rice producers and provincial agencies to meet these requirements by applying the System of Rice Intensification (SRI). This is an innovative, efficient and environmentally sustainable production system that increases productivity of rice cultivation while reducing requirements for water, seed, synthetic fertilizers, pesticides, herbicides and labour, especially tasks performed by women, as well as reduced greenhouse gas (GHG) emissions of methane and nitrous oxide. SRI was piloted in Vietnam in 2003 and approved by the Ministry of Agriculture and Rural Development (MARD) for expansion now covers 185,065 ha mostly in the northern region of Vietnam. In 15/10/2007 MARD issues a decision N<sup>o</sup> 3062/QĐ-BNN-KHCN to acknowledge innovative/advance techniques and methods in rice cultivation. This system is also applicable to the central region where this project will upscale the implementation of the SRI system to two provinces in the central region of Vietnam.

1 IPCC. 2006. Good Practice Guidance and Uncertainty Management in National Greenhouse Gas Inventories

2 McCarthy, N., L. Lipper, G. Branca. 2011. Climate-Smart Agriculture: Smallholder adoption and implications for climate change adaptation and mitigation. FAO

Utilising an integrated approach the project will include inclusive business, rice value chain development to create growth, access to markets, jobs, capacity development, income increases and wealth for the poor; and explore bio-energy solutions utilising rice residue biomass to reduce GHG emissions and alleviate waste disposal problems, knowledge management and policy advocacy.

The project period is from June 2012 to December 2014 in Quang Binh and Binh Dinh provinces. With regard to market linkages for green SRI rice products and market awareness raising for SRI rice farmers and local officers at communal and village levels, providing TOTs on SRI Rice Market Awareness and Value Chain Awareness for local authority leaders is necessary in order to achieve market linkages for SRI rice products. The consultants will be recruited to provide and train the key local provincial officers on (1) Market Awareness Raising, (2) Marketing and Contract negotiation skills and (3) Value Chains Development knowledge and skills of the commercially viable SRI rice crop.

## 2. Rationale

The market awareness knowledge is one of the keys for farmers to produce agricultural products which meet requirements of markets in three main aspects: right product, market quality requirement and market access.

Currently, farmers in project sites have poor knowledge of SRI Rice market awareness in rice production. They cultivate rice with little combination with rice market orientation. The quality of their rice products are lower than demanded and do not meet the needs for rice varieties of the markets. Besides, they lack commitment and trust with enterprises. Consequently, the lack of market awareness knowledge will result in limited market access, rice being sold at given prices without any opportunities for farmers to negotiate.

For all these main reasons, SRI farmers need to be provided with knowledge of SRI Rice market awareness, SRI Rice value chain awareness and market access.

## 3. Objectives

The objective of this assignment is to provide capacity building through Training of Trainers for **40 key local provincial officers**<sup>3</sup> in in the techniques of:

- (i) Delivery of SRI Rice Market Awareness Raising and SRI Rice Value Chain Awareness for SRI farmers at village level;
- (ii) Ability to train others in the stated SRI rice Market Awareness Raising and SRI Rice Value Chain Awareness subject;

In order to achieve these above objectives, **the key local provincial officers** also need background knowledge and skills to support their lessons: on:

- (iii) Marketing and Contract negotiation skills;
- (iv) Value Chains Development knowledge and skills of the commercially viable SRI rice crop.

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<sup>3</sup> Key provincial officers include DARD officers, Women's Union officers and Farmer's Union officers

#### 4. Key Features of the Training Measure

To achieve these objectives, the Training Measure is expected to following key features:

- The Training Measure will address the questions of SRI Rice market awareness raising, SRI rice value chain awareness and marketing and contract negotiation skills for key provincial officers, which enable them to competently deliver the subjects on SRI rice farmers.
- The Training Measure and applied training methodology will aim to add improved knowledge on the concept of Market Awareness in relation to SRI rice market opportunities and value chains.
- The Training Measure will be designed in such a way to allow maximum participation and interaction and in accordance to participants' knowledge and adaptation. The training approach and applied methodology should feature practical examples and little exercises to illustrate and support the learning process.
- The Training Measure will be the training of trainer approach whereby participants will be able to later deliver competently SRI rice Market Awareness and SRI Rice Value Chain Awareness Training for SRI Rice farmers at village level in the project areas.

#### 5. Outputs / Deliverables

The Training Measure will deliver the following objectively verifiable outputs and deliverables:

- 4 x 2-day training of trainer (TOT) courses (2 courses for each province) based on best-practice training experience.
- A minimum of 40 key provincial officers received and improved their SRI rice market awareness skills, SRI rice value chain awareness, and marketing and Contract negotiation skills, Value Chains Development knowledge and skills of the commercially viable SRI rice crop, and are able to independently deliver the subject at village level.
- One set of practical hand-out tools featuring the main points of SRI rice market awareness and SRI rice value chain awareness approach/technique which will be distributed among the participants **for later application in the field** (Design/develop one appropriate set of training materials to be delivered to the key provincial officers in the field of **SRI Rice Market Awareness Raising and SRI Rice Value Chain Awareness**).
- A maximum of 5 page executive summary on the conducted training (strengths and weaknesses) and a set of best recommendations enabling DARD staff to independently continue with the training measure in the future. The report will be submitted in English and Vietnamese.

All training materials (both in English and Vietnamese) have to be submitted to SNV advisors for comments 5 days before the training is initiated.

All the hand-outs of the trainings are attached to the report as annexes

## 6. Time Frame / Work plan

The contracting authority has tentatively set the following timetable for the implementation of the Training Measure:

Activity	Time Input in Days
Development of relevant training material.	<b>4 Days</b>
Execution of training measure	4 days x 2 provinces = <b>8 Days</b>
Pre- and de-briefing of training measure in Quang Binh and Binh Dinh	<b>4 Days</b>
Writing report	<b>2 days</b>
<b>Total allocated time input</b>	<b>18 Days</b>

- The total number of paid days allocated to complete this Training Measure is **18 days**.
- Within 5 days prior the commencement of the Training Measure, the consultants will have to submit one set of training materials (in Vietnamese and English) to the contracting authority for proof-reading.
- After the completion of the Training Measure but no later than **7 working days**, the Consultant will have to submit to the contracting authority a complete training report (not exceeding 5 pages) with the best recommendations on the executed Training Measure for future duplication by DARD staff.
- The Training measure shall be preferably conducted within the **1<sup>st</sup> week of October 2013**

## 7. Supervision, Support, Cooperation

- The Consultants will work under the overall guidance of the Value Chain Adviser, Provincial Coordinators of SNV and DARD officers.
- The Consultants will actively cooperate and consult with all assigned staff of the DARD and the VCA and/or his designated staff.
- On the last day of the Training Course, the Consultant will make himself available for a de-briefing with the DARD so as to (i) make a small result-presentation of the executed Training

Measure, (ii) brief the Value Chain Advisor, Provincial Coordinators of SNV and Vice-Director of DARD on his training observations and (iii) answer any questions which may arise related to the delivered Training Measure. This de-briefing will last for 1-2 hours at DARD Offices in Quang Binh and Binh Dinh.

- The DARD will provide the Consultant all necessary logistic support, enabling him to conduct the envisaged Training Measure in the provinces.

## **8. Required Qualifications**

- The Training Measure will be implemented by a highly experienced national training consultant.
- Past training experience and familiar with interactive training methodology is a must.
- The Consultant should demonstrate a proven track record in delivered rice market awareness, rice value chain awareness, marketing and contract negotiation skills, and value chains development knowledge and skills training for provincial officers and rural population.
- The Consultant should be highly familiar with rural market opportunity situation in Vietnam, should be familiar with the common market access barriers and should have sound experience in rice marketing and rice market opportunity creation for agricultural based communities.
- The Consultant should have past experience in rice value chain process and added value production.
- The Consultant should possess excellent report writing skills in both Vietnamese and English language.
- The Consultant should possess excellent communication and presentation skills in both Vietnamese and English. He should be familiar with the social and cultural environment of rural based communities and able to adapt to the actual situation on the project ground.
- Understanding on rice sub-sector and green, organic and clean rice product and market is an advantage
- The Consultant should possess an advanced degree in agricultural economics or closely related fields should have at least 7 - 10 years of relevant working experience.

## **9. Consultant's quotation:**

The Consultant is herein requested to provide a competitive quotation indicating the following:

- His professional fees per man-day and for the total implementation period incorporating in this price, all expected costs including travel, per diem allowance and accommodation;
- His professional fees per man-day and for the total of pre-preparation and developing the necessary training materials / hand-outs not exceeding 4 man-days;
- The Consultant quotation should be in English language and all prices quoted should be in USD currency
- The updated CV, highlighting relevant qualifications and experience of the proposed Consultant
- A brief proposal (no more than 5 pages) explaining the general approach, methodology, the proposed training tools, training content and detailed schedule.
- A concise synopsis of past and similar training measures undertaken demonstrating his experience in the herein required training field.

#### **10. Applications:**

Proposals should be sent by email and submitted no later than 30<sup>th</sup> September 2013 to:

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Value Chain Adviser  
Climate Change in Agriculture

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*Only short listed candidates will be contacted!*