



Grow PNG
(A Subsidiary of Grow Asia)

TERMS OF REFERENCE

Project Name:	Community Entry Awareness Program
Location:	Markham Valley, Lae, Morobe Province
Supplier:	Expression of Interest (EOI)

1. BACKGROUND

The Markham Valley is a potential food bowl of the country, with over 50,000 hectares of land suited for a variety of agriculture and livestock development opportunities. Only 10% currently being cultivated, the remaining 90% is underutilised due to a lack access to finance. Reasons include gaps in smallholder farmers' knowledge/skills and previously failed agriculture investment models that disincentivised potential third-party investors.

Many landowner farmers are not familiar with how to secure business investments, the necessary expenses that are required in a partnership investment, and how to address operational issues. As a result, potential agribusiness investors are hesitant to modify their current business models or invest in new ventures with customary landowners.

Grow PNG plans to launch the **Community Entry Awareness (CEA)** Program for communities that are accessed, and ready for potential agricultural investment and partnership. The CEA Program will include specific and relevant topics from the recently launched Land Access Guide Training of Trainers program, the Gender Mainstreaming Training Program, the program on financial, and digital literacy training, SME training program, and the much-needed "farming as a business" training program.

Grow PNG is seeking to engage a certified training service provider to develop and deliver this program. Applicants will need to demonstrate their ability to combine specific topics from the existing training materials and manuals listed under the project scope to create a holistic program to reach the program's objective.

2. OBJECTIVE

The CEA program will sustainably address the gap in smallholder farmer knowledge required to attract agricultural investment.

3. SCOPE OF WORK

The selected trainer will work closely with the Grow PNG project lead to develop and deliver the Community Awareness Program/ Package by:

1. Preparing an overall work plan for submission and approval by project lead, within one week of contract signing
2. Identifying and selecting relevant topics from the;
 1. Land Access Guide
 2. Farming as a Business
 3. Gender Mainstreaming
 4. SME and Financial Business Literacy
3. Consulting with the agribusiness partners and developers on their expectations for potential partnerships
4. Consulting with the landowner community on their expectations for potential partnerships
5. Summarizing expectations from both parties and review with project lead to ensure accuracy, and incorporate them into the CEA Program
6. Development of the methodology by the trainer in partnership with the project lead
7. Evaluate the training, ensuring objectives and deliverables have been achieved and provide end-of-contract report.

4. TARGET GROUPS

Grow PNG is preparing more than twenty-eight communities to partner with agribusiness developers by providing them the necessary knowledge and skills needed to get their businesses ready for investment. Approximately selected representatives from the various landowner farming communities will attend the awareness program on behalf of the rest of their community.

5. DELIVERABLES

1. Community Awareness Training Package developed and completed with approval from Grow PNG
 2. Community Awareness Training delivery completed for one farming community of approximately 30 people.
 3. Training evaluation conducted, and a training report submitted to Grow PNG demonstrating audience understanding.
-
-

6. DURATION AND TIMING (Key Milestones with Dates)

Activities	Jan 24	Feb 24	Mar 24	Apr 24	May 24	Jun 24
1. Complete workplan						
2. Identify and select CEA topics						
3. Consult with the agribusiness partner and landowners regarding project expectations and include in CEA package						
4. Produce and submit the CEA Training Package for approval						
5. Conduct CEA program roll-out						
6. Conduct evaluation and submit final report						

7. TENDER

Tenders must include an advisory budget with a proposal. Submit all proposal to info@growpng.org by **COB February 8th, 2024**.

8. QUALIFICATION AND COMPETENCY REQUIRED.

The CEA service provider should possess all the following requirements and competencies:

- Formally registered training organization
- More than five years of experience delivering similar training program
- As the majority of training will be delivered in the field for adults, the applicant must demonstrate an understanding of an adult learning approach in a community-based setting
- Can provide evidence or examples of training packages developed and implemented
- Have a strong agribusiness and farming advocacy background
- Has proven record of delivering contract outcomes within less than three months duration

9. CONTRACTUAL CONDITIONS

The work will commence on February 2024 and end in June 2024. The service provider will:

- Prepare an overall work plan at the beginning of the assignment.
- Share and discuss the work plan with the Grow PNG Project Leader for inputs where necessary.
- Begin implementation as soon as the work plan is agreed upon and approved by Grow PNG

10. ROLE OF GROW PNG

Grow PNG will conduct weekly reviews of implementation activities and provide oversights and guidance through the project lead. All intellectual products under this project will remain the property of Grow PNG.

Email applications: info@growpng.org

Applications should be addressed to:

The Country Director

Grow PNG Ltd

P O Box 4425, Lae, Morobe Province, PNG

Level 1, Office 2.5, JT's Maman Anda Building, 4th Street, Top Town, Lae

Landline No: 4720448, Mobile No: 70982776

Website: www.growpng.org/

Authorized by:

Grow PNG Ltd
