

Terms of Reference (TOR)

Hiring of a Service Provider to Conduct Youth Entrepreneurship Development Program and Sessions

1. Background

The Smallholder Agribusiness and Resilience Project (SARP) in Sri Lanka aims to alleviate smallholder poverty in the Dry Zone, focusing on the challenges posed by climate change. The region suffers from unpredictable rainfall, prolonged dry spells, and environmental degradation, which affect rural livelihoods. The project, initiated with support from the International Fund for Agricultural Development (IFAD), addresses these challenges by promoting climate adaptation and farm commercialization.

SARP targets 40,000 smallholder households (approximately 148,000 individuals), aiming to reduce poverty and enhance food security by building resilience and increasing market participation. It operates in vulnerable areas across the North, North Central, Central, and North Western provinces, covering 173 tanks within the Malwathu Oya, Mee Oya, and Deduru Oya river basins. Beneficiaries include Youths between age 18 – 35 years

The project comprises two components:

1. **Capacity Building:** Equipping smallholders for climate resilience and inclusive value chains.
2. **Climate-Sensitive Investments:** Supporting infrastructure development for resilience and market integration.

This assignment focuses on empowering selected youth entrepreneurs in the Kurunegala, Puttalam, Matale districts operates under hub 01 and Anuradhapura, Vavuniya, and Mannar districts operate under hub 02. (These districts identified as marginalized and vulnerable regions in Sri Lanka)

The youth program aims to enhance youth's entrepreneurial skills, decision-making abilities, and adoption of sustainable climate smart agricultural practices, contributing to rural economic development. The youth development program can be assisted to youth in any Agri related businesses, services and the any 4P intervention of the program.

2. Introduction

Sri Lankan youths present a significant opportunity to develop as medium and or large entrepreneurs in present politico and economic environment. The SARP project aims to empower selected youth through a comprehensive package of services on

- i. Capacity Building on Business proposal preparation, Trainings and technical know-how to enhance agricultural and entrepreneurial skills, financial literacy education to improve budgeting, saving, and investment practices
- ii. Technology & Innovation - Guidance on adopting innovative technologies, including: Protected agricultural practices (e.g., greenhouse farming, drip irrigation), Climate-smart farming techniques,

- iii. Market Access & Business Development, Identification of new market opportunities, linkages to value chains for better integration and profitability, Support for business registration and formalization,
- iv. Financial Support: Access to financial assistance (grants, loans, or subsidies depending on eligibility)

This holistic approach is designed to uplift rural communities by fostering sustainable livelihoods and economic resilience.

The EOI formats have been uploaded to the website and forwarded to potential youths to collect information about their business idea, existing enterprises, expected assistance, etc. and receiving completed EOIs from above mentioned six districts.

3. Objectives

The Overall objective of this assignment is to develop identified youths as small and medium scale entrepreneurs.

4. Scope of Work

Carry out continuous screening and shortlisting process of EOIs or business proposals received using a selection criterion to develop them as project proposals and guide and support selected youth to become Agri-entrepreneurs.

5. Tasks and responsibilities

SARP related tasks

- Understand the SARP design and agribusiness promotion modalities (Youth projects, Promoter led youth projects (4P), youth linked to 4P projects as service providers
- Establish good relationship with the SARP PMU
- Identify and establish good relationship with the relevant stakeholders and identify potential youth for agribusinesses
- Conduct TOT training for SARP officers on proposal development

Main tasks and responsibilities

- Conduct awareness programmes and identify potential youth from the project areas
- Assess EOIs with the support of SARP, and assist youths to prepare project proposals to initiate their agribusinesses
- Scale up of the agribusiness enterprises already engaged in
- Recommend the prospective business proposals with the objective of developing youths as entrepreneurs.
- Conduct required training sessions tailored at enhancing the business management and agricultural entrepreneurship skills of youths. mentoring support to youth entrepreneurs registered
- Assist youth Business registration
- Explore new market linkages
- Design, organize, and conduct pitching events, exhibitions, promotions for market linkages, B to B sessions,
- Conduct, marketing, entrepreneurship skills development, motivational, programs for youths
- To develop mechanisms to monitor and evaluate the outcome of the youth entrepreneurship program through introducing KPIs
- Identify sick projects and suggest and implement remedials of those immediately
- Send monthly reports to PMU Submit monthly progress reports
- Attend meetings arranged by PMU and attend

6. Anticipated outcomes

- Establish 1,200 market-oriented youth agribusinesses, by end of the year 2026.
- 30 % Incremental income is expected from the youth involved in the agribusinesses by end of year 2027.

7. Duration of the assignment:

Youth Entrepreneurship development program is a two-year program and has to be completed by June 2027.

8. Deliverables

The service provider (consultant/consultancy firm or institute) must deliver:

- i. An inception Report which contains detailed plan to carry out Youth Agri-Entrepreneurship Development Program for two years
- ii. The training curriculum
- iii. Training materials (leaflets / handouts, reports, videos).
- iv. Baseline information of the participants, pre and post evaluation records.
- v. Reports on training sessions, timely completed monitoring schedules, including feedback and attendance records.
- vi. A final report summarizing outcomes, challenges, and recommendations.

9. Eligibility Criteria to qualify for undertaking the assignment.

The Service Provider must:

- i. Have at least five years of experience in agriculture-related trainings, business proposal development and event handling
- ii. Demonstrate expertise in youth entrepreneurship development or similar programs.
- iii. Employ / Ability to hire qualified trainers in the areas of Marketing, HR, Finance, Business plan development with proven subject experience.
- iv. Show evidence of successful past programs.
- v. Possess adequate facilities and resources for training.
- vi. Have the ability to perform the tasks with the time schedule

10. Submission Requirements

Interested institutes should submit:

- i. A technical proposal outlining the methodology
- ii. A financial proposal with a detailed budget.
- iii. Development of Organizational and personnel profiles for youth Agri-entrepreneurship development
- iv. Evidence of past experience and references.
- v. A work plan and timeline for program implementation.

- vi. A power point presentation has to be presented to SARP management at a given date and time on their EOI

11. Reporting Requirements

The institute is required to submit monthly, quarterly, annually reports and a final report upon completion of the program. These reports should include both quantitative and qualitative assessments of the training outcomes.

12. Payment Modes

Payments will be based on the performance of the activities planned and the number of youth Agri-entrepreneurships established

- a) The first payment, constituting 10 % of the contract amount will be made upon the submission and acceptance of the inception Report.
- b) The second payment - 20 % with the progress achieved as of the action plan agreed and 200 youth projects need to be established during the period
- c) The third payment of 20% will be released as of the activity plan and establishing 600 youth agribusiness entrepreneurship
- d) The 4th payment of 20% will be released after establishing 1,200 youth entrepreneurship and the reviewing the progress made as of the action plan agreed. This total target should be achieved by end of year 2026.
- e) The final payment of 30 % of the amount, will be made after the submission of the final report (2 hard copies and an electronic version) along with the presentation and discussions with SARP team by end of April 2027.
- f) No any other payment or facility provided by SARP

Contact Information

For further details contact:

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