



Republic of the Philippines
Department of Agriculture
PHILIPPINE RURAL DEVELOPMENT PROJECT
National Project Coordination Office
4th Floor, DA Building, Elliptical Road, Diliman
Quezon City 1100, Philippines

TERMS OF REFERENCE (TOR)

ENTERPRISE DEVELOPMENT AND MARKETING SPECIALIST (EDMS) PROJECT SUPPORT OFFICE (PSO)

BACKGROUND

The Government of the Philippines (GOP) has received a loan from the International Bank for Reconstruction and Development (IBRD or the "Bank"), specifically under Loan Agreement for IBRD Loan No. 8421-PH dated September 8, 2014 in an amount equivalent to FIVE HUNDRED ONE MILLION TWO HUNDRED FIFTY THOUSAND UNITED STATES DOLLARS (US\$501,250,000) for the purpose of part-financing the Philippine Rural Development Project (PRDP), and another loan from the same Bank in the amount of ONE HUNDRED AND SEVENTY MILLION UNITED STATES DOLLARS (\$170,000,000), under Loan Agreement for IBRD Loan No. 8816-PH dated March 2, 2018, for the purpose of providing additional financing to scale up the original Project.

The development objective of the Project is to increase rural incomes and enhance farm and fishery productivity in targeted areas in all the 16 regions of the country. It is envisaged to promote more inclusive rural development by supporting smallholders and fisher-folk to increase their marketable surpluses, and by improving access to markets. The PRDP would also support reforms in the planning, resource programming and implementation practices of the DA. It will facilitate the integration and financing of priority local investments derived from the DA's agricultural and fisheries modernization plans which have been developed using a value chain approach, and through a consultative process with local stakeholders. The Project will be implemented over a period of six years (2014 to 2020).

Specific investments and interventions are implemented under four (4) central components of the Project enumerated and briefly described as follows:

Component 1: Local and National Levels Planning (I-PLAN). This component supports the implementation and mainstreaming of the DA's AFMP planning framework, thereby providing an operational platform for integrated technical support service delivery at the local and national levels. At the regional and local levels, regional AFMPs are being developed taking into account spatial and value chain analysis and using tools for vulnerability and suitability assessment, participatory resource analysis. The local AFMPs shall build on the success of local governments in the implementation of their own development plans.

Component 2: Infrastructure Development (I-BUILD). A network of strategic rural infrastructure is being established, linking priority value chains in targeted Project areas that are identified through the regional AFMPs. By the end of the Project, the component will be able to establish an improved access to strategic and climate-resilient rural infrastructure and facilities that primarily benefit target beneficiaries. These rural infrastructures include farm-to-market roads (FMRs), bridges, communal irrigation systems (CIS), potable water systems (PWS), production and post-production facilities and other infrastructure such as fish landings, fish sanctuary/Protected Area guardhouses, among others.

Component 3: Enterprise Development (I-REAP). This aims to strengthen and develop viable rural agro- industries through investments in the appropriate segments of efficient value chains of key agricultural and fishery products in targeted Project areas. Specifically, I-REAP is designed to: (i) increase productivity and marketability of agriculture and fishery products through increased access to information and support services; and (ii) increase farm and fishery household incomes through engagement in value-adding activities.

Component 4: Project Implementation Support (I-SUPPORT). Providing overall operational support to the implementation is the I-SUPPORT component that ensures efficient and effective delivery of the Project transactions in terms of financial management, procurement, monitoring & evaluation, geotagging, social and environmental safeguards and grievance redress mechanism. It leads in the introduction of innovations and reforms towards more effective and efficient administrative support system in Project implementation, mainly working through the existing DA bureaucracy. At the national level, the National Project Coordination Office (NPCO) is established at the DA Central Office to steer the overall implementation of the Project. Four (4) Project Support Offices (PSOs) have been established to support the implementation in the main islands of the country (2 in Luzon, 1 in Visayas and 1 in Mindanao). A Regional Project Coordination Office (RPCO) is formed and functioning in each Regional Office of the DA to focus on the implementation of the Project in the region.

SCOPE OF THE ASSIGNMENT

Through I-REAP, PRDP will engage broad sections of the sector in the production of marketable surplus through investments in strategic segments of priority commodity value chains prioritized under the Regional Agricultural Fisheries and Modernization Plans (RAFMP) and the Provincial Commodity Investment Plans (PCIPs). The PLGUs will be supported in building their capacities to identify and invest in enterprises and support services needed to develop priority value chains and a more market-oriented agriculture and fishery sector in their areas. Complementing this, community entrepreneurial activities would be supported to help producer groups raise incomes through better linkages and access to markets. I-REAP component will contribute in increasing farmers' income and marketable surplus in the agri-fishery sector is to strengthen and develop viable agri-fishery based enterprises through efficient value chains of key agricultural and fishery products in targeted program areas.

The main task of the Enterprise Development and Marketing Specialist (EDMS) is to assist the Component Head in providing technical assistance to the Proponent Groups (PG) in collaboration with the Regional Project Coordination Office (RPCO), Provincial/City/Municipal Project Management Implementing Unit (P/C/MPMIU) to ensure that PRDP I-REAP supported subprojects/enterprises are operating viably and sustainably.

DUTIES AND RESPONSIBILITIES

The Enterprise Development and Marketing Specialist (EDMS) shall report directly to the I-REAP Component Head. Specifically, the EDMS shall:

1. Conduct Business Process Review/ Enterprise Assessment and prepare Technical Assistance Action Plan which will serve as the basis in the provision of technical assistance to the PGs and the farmers/fishers recipients of the subproject.
2. Facilitate or conduct provision of technical assistance and capability building to the PGs and link with concerned government and non-government agencies.
3. Provide coaching and mentoring of PGs especially on organization & management and financial management aspects.

4. Regularly monitor operation of the ongoing and completed subprojects/enterprises identifying issues and concerns/bottlenecks and providing recommendations and actions taken.
5. Participate in the conduct of the Rapid Appraisal of Emerging Benefits (RAEB) to be conducted by the Monitoring and Evaluation Unit.
6. Document insights, lesson learned, and best practices that could be utilized by other I-REAP subprojects.
7. Participate in the technical review of business plans and identify technical assistance needs of PGs to ensure sustainability of enterprise operations.
8. Perform other duties that may be required from time to time.

REQUIRED EDUCATION AND QUALIFICATION

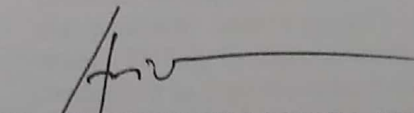
A. Education and Relevant Experiences

- At least a Bachelor's degree in Agriculture, Agribusiness, Entrepreneurship, Business Administration/Management, Marketing and other related fields
- At least three (3) years of relevant experience in developing enterprises, handling livelihood projects, ~~community organizing, organizational management, marketing,~~ financial management, organizational management, strategic planning, business planning, and project proposal preparation and evaluation

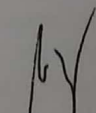
B. Knowledge, Competencies and Abilities

- Considerable knowledge in production, processing and marketing of agri-fishery based commodities
- Operational knowledge on agri-fishery based enterprises
- Understanding of business procedures including business financing, human resources, IT, operations and sales and marketing financing options for business start-ups and business expansions
- Strong interpersonal skills
- Ability to communicate effectively in oral and in technical writing
- Ability to multi-task and deliver results in an efficient and effective way
- Can work independently and as part of the team, and work effectively with co-workers, partner agencies and the private sector
- Proficient in MS word, Excel, and Power point

PREPARED BY:


DR. ANDREW B. VILLACORTA, DVM
Assistant Secretary for Agribusiness & Marketing
NPCO I-REAP Component Head

APPROVED BY:


ENGR. ARIEL T. CAYANAN
Undersecretary for Operations
and PRDP National Project Director