



Terms of References

for expert for development of promotion and marketing of producer groups

PJ1359, "Organizational development of NFF and improved market linkages for the small farmers and producers from rural areas aiming at increased income"

Intervention "Producer Groups, stream 1- Producer groups generate income and provide services for small scale farmers"

I. Background

The National Federation of Farmers represents the largest network of farmers and farmer's organizations in the country. It has inherited all the institutional memory and experience from the Federation of Farmers of RM. It unites the effort of 43 local farmers' organizations and cooperatives, representing the voice of more than 3.000 members and cooperating with almost all key players in the agriculture and agribusiness sector.

The National Farmers Federation has expanded its scope of action. This means that besides farmers, agricultural associations, and agricultural cooperatives, the organization will continue to strengthen and support vulnerable categories in rural areas, greater support for young people and women, and their direct involvement in the development of agriculture through decision-making and active action.

In addition to agriculture, one of the organization's main focuses is rural development, ie dealing with the problems and challenges that the rural population faces, such as poverty and limited approaches of the rural population to health services, education, information law, and decision-making power.

The main pillar of action is lobbying to define the problems from the field and by joint work and analysis will be presented in front of the competent institutions for finding a common solution, which is in the interest of the farmers and the welfare of our entire country.

The focus of the National Farmers' Organization, which will continue to function under the slogan "Together for success" and the logo that symbolizes the labour and production of our farmers, is solving the biggest problems, which is placement and quality production. The mission of the rebranded organization is the ORGANIZED FARMER LEADER IN THE AGRICULTURAL AND RURAL DEVELOPMENT OF THE REPUBLIC OF MACEDONIA. The vision to which we strive is - PROFITABLE AGRICULTURE - STABLE VILLAGE.

As of May 2021, NFF implements the project "Organizational development of NFF and improved market linkages for the small farmers and producers from rural areas aiming at increased income" that is supported by Sida and We Effect.

The expected outcomes of the project are the following:

Outcome 1: Rural enterprises, small farmers/producers, grow and provide more income and employment opportunities for the people from the rural area, women, and youth in particular. The focus here will facilitate access to the market for actors that empower rural women and youth. Currently, market linkages for sales of products are broken for small farmers/producers, leading to low income of the rural target group, pushing them into poverty.

Outcome 2: Increased organizational capacities and financial sustainability of NFF. As a membership-based organization, NFF represents the interests of farmers and the rural population in the country. It has developed a paid membership system with a set of free services to which only members are eligible. In the last few years as a result of the previous Institutional Development to NFF Project, the organization has improved its internal organization, management, introduced procedures, book of rules, book of conduct and other administrative and management tools that improved the performance and the impact of our work. The focus here is the organizational development and financial sustainability as crucial to continue with the lobby and advocacy activities and develop new services to provide new sources of income.



II. Objective of the assignment

The main objective of this assignment is to provide expert's services in development of promotion and marketing of producer groups within intervention "Producer Groups, stream 1- Producer groups generate income and provide services for small scale farmers", that is part within the Project "Organizational development of NFF and improved market linkages for the small farmers and producers from rural areas aiming at increased income".

Expected deliverables are:

- 1) Training documents for capacity building of small scale farmers dedicated to the development of promotion and marketing of producer groups (PPT presentations, worksheets and other training material)
- 2) Training Program for a 3 day workshop
- 3) Implementation of 8 trainings for average 20 participant training groups
- 4) Report per each 8 trainings in a template provided by NFF
- 5) Final Report of the implemented activity

Expected workload i.e. time for delivery of the service

- The expert will be engaged for a total 50 working days within the period from 8 April until 02 September 2024.

Schedule of milestones and means of measurement/verification of their completion

Month	Milestone	Means of verification
8 April 2024	Engagement of expert	Contract with selected expert
8 April – 26 August 2024	Implemented 8 trainings for development of promotion and marketing of producer groups	Reports per training, Photos, participant list
26 August– 02 September 2024	Preparation of the Final Report	Final Report of the activity

Reference project activities/budget lines:

Project activity

1.3.	Building capacity training for the producer groups
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Budget line:

4.2.1A.1.1.	Expert fee for two training providers/Training provider 2
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Expected duration of assignment/contract

The expert will be engaged for 50 working days within the period of 8 April until 02 September 2024.



III. Duty travel & accommodation

Covered by the project budget.

IV. Coordination & reporting

The engaged expert will report directly to Organizational Development Coordinator indicating the number of working days during the engagement and tasks performed in the course of the engagement. The reporting schedule and other documentation are indicated in the table below.

8 April – 26 August 2024	Implemented 8 trainings for development of promotion and marketing of producer groups	Reports per training, Photos, participant list
26 August– 02 September 2024	Preparation of the Final Report	Final Report of the activity Time Sheet

V. Qualification requirements

Mandatory technical criteria:

- Appropriate university degree (e.g., marketing, public relations, social sciences, economics, business, agro economics, etc.)
- At least 5 years of professional experience for the assignment, experience in promotion and marketing for producer groups

Skills of expert:

- Strong analytical and writing skills
- Presentation skills

VI. Application procedure:

Interested candidates for this ToR should submit the following documents:

- Up to date CV clearly indicating work on similar assignments
- Financial offer, stating the gross expert daily fee and gross expert fee for all working days, expressed in MKD with included personal tax
- Declaration of relationships is mandatory (signed)

Offers to be submitted on email nff@nff.org.mk and vidanka.martinovska@nff.org.mk **no later than 03 April 2024.**

All questions you may have about the offer can be addressed on email vidanka.martinovska@nff.org.mk



VII. Evaluation of the offers:

Offers with incomplete documentation and/or offers received after the deadline will not be taken into consideration.

The offers will be evaluated on the following criteria:

Best value for money principle will be taken into account by using a weighted scoring method to evaluate the expert professional experience and previous work on similar assignments (60%) and financial offer/proposal (40%).

VIII. Terms of payment

Fee for this engagement is indicated in the Section II-Objective of the assignment under the Reference project activities and budget lines.

Payment will be made upon completion of the total assignment and upon submission of expected deliverables. Once deliverables are submitted by the engaged expert as indicated in Section IV-Coordination and approved by the Project Manager-Organizational development coordinator, the payment of the total contracted fee will be paid.

IX. Declaration of relationships

The applicant shall describe if he/she have any business or personal relationships with closely associated party from NFF and We Effect, its Regional Office in Skopje, its governing bodies and employees or with similar bodies/persons of the Client.

Closely associated party (persons, physical or legal) as per We Effect's definition is considered person who has the possibility to exert control over, or significant influence on, the other person when it comes to financial and operative decision-making concerning an activity. The purpose of the Declaration is to disclose such information which makes the application and evaluation process more transparent and supports the bids in its relevance according to conditions on the open market.