

Terms of Reference (TOR) for Training and Communication Specialist (National Consultant)

A. Context of the Assignment

Agriculture in Bangladesh comprises crops, livestock and fisheries. It provides food, feed, fiber and fuel to its citizens and animals, and plays a key role in economic development of Bangladesh. For achieving the set goal of SDG and turning Bangladesh into a middle income country by the 2021, the GDP has to grow by 7.4% per year. To attain the rate and to keep pace with the population growth, agriculture must grow at a constant rate of minimum 3-3.5% per year. Reaching technologies to the farmers requires technology generation and dissemination through the research and extension systems. National Agricultural Research System (NARS) is responsible for generating agricultural related technologies and Department of Agriculture Extension (DAE), Department of Fisheries (DOF) and Department of Livestock Services (DLS) are responsible for extension of generated technology to the farmers. Both research and extension have made an impressive contribution to food security in the country. In Bangladesh, private investment in research and extension is low. The NGOs, local government and community organizations are coming up but very slowly.

Bangladesh agriculture faces many challenges today. Major challenges are to raise productivity and profitability, reduce high production costs, increase price of products and resource-use efficiency, halt declining and degradation of soil resources and declining of animal and fisheries resources, adaptation to climate change vulnerability, providing consumers safe food, yield gap minimization, expansion of irrigation facilities & farm mechanization, production & distribution of quality seeds/varieties/ breeds/fingerlings, quality production of horticultural crop, popularization of good agricultural & IPM practices, weak linkage of farm-produces with market, low investment in agriculture and inadequate credit support to farmers. These challenges have stagnated the agricultural productivity and production. Further, nutrition outcomes and food safety have not kept pace with the progress achieved with most social and economic indicators. Thus, in order to produce more food for an ever increasing population, raw materials for agro-industries and higher income for farming communities from the decreasing resources (land, water, animal and fisheries), it is necessary to develop existing agricultural production system into a more dynamic, market oriented and sustainable commercial sector by higher productivity and profitability through efficient natural resources management, irrigation expansion, agricultural intensification and diversification, mechanization, value addition and effective market linkages.

To that effect, the Government of Bangladesh (GoB) gives top priority to the development of agriculture sector through its increased productivity, production, supply chains, value addition and market linkages. GoB sought the support of development partners such as the World Bank to provide technical and financial support to activities aimed at boosting agricultural production through productivity enhancement, and increasing smallholders' income. In order to improve agricultural productivity and farm income, on the request of the Government of Bangladesh, the World Bank agreed to support a long term agricultural development program over a period of 15 years to be implemented in three phases of five years each with the first phase beginning in July 2007. IFAD also agreed to co-finance the program with the World Bank. Accordingly, the National Agricultural Technology Project (NATP): Phase-I (NATP-1) was designed with the development objective of improving the effectiveness of national agricultural technology system (including agricultural research, extension and development of supply chains) and

increasing agricultural productivity and farm income in Bangladesh. NATP-1 was initiated in July 2007 and closed in December 2014. NATP-1 has significant achievements in generating technologies, increasing the effectiveness of extension and research systems, development of supply chains and broadening linkages between research-extension-farmers across the project areas. Based on the experience of NATP-1, the World Bank, jointly with IFAD and USAID, decided to provide financial support to GoB for National Agricultural Technology Program-Phase II Project (NATP-2). The duration of the project is 01 October 2015 to 30 September 2021.

B. Project Development Objective :

Project Development Objective (PDO) of National Agricultural Technology Program-Phase II Project (NATP-2) is to increase agricultural productivity of smallholder farms and improve smallholder farmers' access to markets in selected districts. PDO will be achieved through: a) strengthening the capacity of research, extension services and farmers to generate, diffuse and adopt agricultural technologies aimed at increasing farm productivity and reducing post-harvest losses; and b) promoting the sustainability of existing and newly created farmer groups and producer organizations by facilitating their stronger participation in commodity value chain, market-linkages, and improving their knowledge and skill base. Thus, the PDO will be achieved through the generation and release of more productive and locally adapted technologies, enhancing availability of quality seeds/breeds/fingerlings/ breeding materials at the small farm level and providing relevant production, value addition, food safety and marketing support.

C. Project Components

NATP-2 project will have the following 5 components:

Component-1 (Enhancing Agricultural Technology Generation): To be implemented by the Project Implementation Unit of Bangladesh Agricultural Research Council (PIU-BARC), MOA;

Component-2 (Supporting Crop Development): To be implemented by the Project Implementation Unit of Department of Agricultural Extension (PIU-DAE), MOA;

Component-3 (Supporting Fisheries Development): To be Implemented by the Project Implementation Unit of Department of Fisheries (PIU-DOF), MOFL;

Component-4 (Supporting Livestock Development): To be implemented by the Project Implementation Unit of Department of Livestock Service (PIU-DLS), MOFL;

Component-5 (Project Management): To be implemented by the Project Management Unit (PMU), NATP-2, MOA.

D. Overall objectives of the Assignment

To contribute to the project objectives and help in scaling up, NATP-2 implementation will rely on a comprehensive program of training activities; this will be implemented at various levels and cover skills development, knowledge sharing and learning. Training is one of two core pillars of the NATP-II implementation strategy to promote technology transfer and knowledge sharing, in particular for field-level stakeholders (e.g., CIGs and POs, extension workers, lead farmers, and others). The project will rely on a needs-based, customized Training-of-Trainers approach and introduce the use of ICT for an efficient and 'as needed' access to knowledge. Training packages will be differentiated between stakeholders in NATP and in new Upazilas. While 2nd generation CIGs will receive 'basic' farm and group training on group formation,

group management and governance, innovative production and post-harvest technologies and good agricultural practices, 1st generation CIGs will be introduced to newly emerging farming technologies as well as non-farm specialized training (e.g., savings management, financial literacy, simplified procurement, collective marketing, nutrition, food safety, and more), as well as receive, where needed, refreshers on elements of the basic package.

E. Scope of the Assignment:

- i. Responsible to the Director of PIU-DLS;
- ii. Develop training, workshop, seminar and study visit programs and their implementation;
- iii. Assists in hiring a consulting firm for execution of foreign training programs;
- iv. Perform all functions of project related training and communication activities;
- v. Implementation of training and communication activities of PIU in timely manner;
- vi. Preparation of training manuals/modules;
- vii. Preparation of progress report on training and communication;
- viii. Prepare and maintain database on training and workshop program;
- ix. Work independently and maintain all relevant files and documents of PIU-DLS;
- x. Work closely with Training & Communication Specialist of PMU and PIUs;
- xi. Preparation of periodic and annual reports;
- xii. Any other related tasks assigned by the authority.

F. Specialist qualifications and expertise required:

a. Academic:

Minimum Master Degree in any discipline of agricultural science or related field

b. Experience:

- i. Minimum 15 years of work experience in Agricultural Research/Agricultural Extension/ Training & Communication;
- ii. Must have minimum 5 years work experience in planning, organizing & managing training and communication activities, workshop, etc in any research/extension/international organization;
- iii. Minimum 3 years work experience in donor/IDA funded/development projects;
- iv. High level of proficiency in written and spoken English and report writing ability
- v. Computer literacy skills (MS Word, Excel, PowerPoint etc.) is desirable.

G. Reporting and supervision arrangements:

The Specialist will report to the Director of PIU-DLS, NATP-2 and will be responsible to him for all activities. The Specialist will submit progress report to Director, PIU-DLS quarterly describing progress of implementation with constraints faced and recommendation for measures to be taken to address/overcome them. The Specialist shall submit Draft Final Report to Director, PIU-DLS one month before the completion of the assignment. Director, PIU-DLS, if required, will provide the Specialist with comments to the draft report and the Specialist shall submit the final report within time frame specified by Director, PIU-DLS.

H. Responsibilities of the contracting party:

PIU-DLS will provide the following inputs and facilities:

- i) Office space and other logistic support as per project provision;
- ii) All available documents, papers and information relevant to the assignment will be provided/made accessible to the Specialist;

I. Duration of the assignment:

Duration of the consultancy services will be 69 man months/up to project period which one is earlier. It will be renewed in every year on satisfactory annual performance of the consultant.