**﻿Expression of Interest (EOI)**

*for*

**Trainer / Facilitator for Value Addition and Market Linkage Support**

**Trainer / Facilitator Needed:**

* Trainer / Facilitator for Value Addition Training (Nos.1)
* Facilitator for Market Linkage Support (Nos. 1)

**Published Date:** 6th March, 2025

**Submission Deadline:**15th March, 2025

**Overview:**

**Prayas Nepal**, with technical and financial support from dZi Foundation, implements the “Partnership for Holistic Community Development Project Phase -II.” As part of this initiative, we invite qualified and experienced professionals to submit an Expression of Interest (EOI) to deliver comprehensive training on **value addition training to community farmers and provide market linkage support to the community farmers for their organic agro-produce**.

The selected candidate will enhance farmers’ capacity in identifying high-value organic crops, processing and packaging produce, understanding market trends, linking with buyers, and developing individual business plans. The training aims to equip farmers with the skills and knowledge necessary to commercialize their organic products through individual, collective, or cooperative models, improving income generation and sustainability.

**A. Key Responsibilities:**

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| **Trainer / Facilitator for Value addition** | **Facilitator for Market -Linkage Support** |
| **1. Training Preparation and Planning:*** Develop a structured training agenda and materials based on the curriculum provided.
* Gather relevant case studies, success stories, and practical tools.
* Coordinate with stakeholders to ensure an effective training environment.
 | **1. Market-linkage Preparation and Planning*** Assessing farmers’ business plan for their chosen agro- produce
* Preparing a market-linkage plan for the farmers organic produce, understanding market linkages strategies and support implementing the business plan of farmers.
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| **2. Conduct Training Sessions:*** Deliver interactive training sessions on value addition techniques and market linkage strategies.
* Train farmers on selecting organic crops for market potential and processing.
* Provide hands-on exercises on packaging, branding, and certification.
* Educate farmers on business models (individual entrepreneurship, collective, and cooperative sales).
* Conduct sessions on market requirements, pricing strategies, and negotiation skills.
 | **2. Market Assessment and Buyer Identification:*** Conduct research on market demand and potential sales opportunities for organic produce.
* Develop a database of wholesalers, retailers, supermarkets, hotels, and processors.
* Engage with market actors to establish linkages and viable supply chains.
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| **3. Post-Harvest Management and Value Addition:*** Guide farmers on post-harvest handling, storage, grading, and sorting.
* Provide training on climate-resilient post-harvest technologies to minimize losses.
* Introduce techniques for processing raw produce into high-value market-ready products.
 | **3. Farmer-Buyer Linkage Facilitation:*** Guide and engage farmers in buyer-seller meetings, networking events, and trade fairs.
* Support farmers in collective marketing and direct sales negotiations.
* Facilitate contract farming or supply agreements with potential buyers.
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| **4. Business Management and Sales Strategy Development:*** Assist farmers in developing business plans for value-added products.
* Provide guidance on financial planning, budgeting, and pricing strategies.
* Train farmers on documentation and record-keeping for organic certification and market verification.
 | **4. Monitoring and Evaluation:*** Track market linkage progress and buyer engagement outcomes.
* Submit a final market-linkage support report with key learnings, challenges, and follow-up support recommendations.
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| **5. Monitoring and Evaluation:*** Conduct pre-and post-training assessments to measure knowledge improvement.
* Submit a final training report with key learnings, challenges, and follow up support recommendations.
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**B. Deliverables:**

* Training materials and session presentations.
* Market assessment report with a database of potential buyers.
* Training sessions conducted on value addition, market access, and business planning.
* Established farmer-buyer linkages, including trade agreements, where applicable.
* Final training report summarizing key outcomes and recommendations.

**C. Required Qualifications and Experience:**

* Bachelor’s degree in agriculture, Agribusiness, Market Development, Rural Development, or a related field.
* Minimum 3-5 years of experience in market access, cooperative business models, and agribusiness development.
* Strong expertise in organic farming, value addition, and market linkages.
* Practical knowledge of post-harvest management, certification requirements, and food quality standards.
* Excellent facilitation, communication, and participatory training skills.
* Proven experience working with farmers, cooperatives, and market actors to strengthen market integration.

**D. Duration and Location:**

* The assignment will be conducted over Mar-May 2025 (15 days for preparation and delivery of training and 25 days for assessing, planning and executing the market-linkage of farmers produce, spread during the period) in Aiselukharka RM, Khotang.
* The facilitators must be available for preparatory activities, field visits and engagement with farmers, and follow-ups.

**E. Application Process:**

Interested individual applicants for any role should submit:

* **A technical proposal** detailing applicant’s approach to conducting the value-added training, or executing the market linkage of local produce
* **A financial proposal**(mentioning per day remuneration /fee of the Trainer / Facilitator).
* **CVs**demonstrate relevant experience.
* **References** from previous similar assignments.

EOIs must be submitted via [**prayasnepal71@gmail.com**](http://gmail.com/) by the deadline **15th March 2025**. Only shortlisted candidates will be contacted for further discussions.