

Integrated Rurban Development and Climate Resilience Project (IRDCRP)

Business Development & Marketing Specialist (PS 3)

Introduction to the project

The Integrated Rurban Development and Climate Resilience Project (IRDCRP) is a project to be implemented under the Ministry of Agriculture, Livestock, Lands & Irrigation jointly funded by the Government of Sri Lanka (GOSL) and the World Bank (WB). Total project cost is US\$ 103 Million, and it is designed to support small- and medium-scale holdings in the subsectors of agriculture, livestock, fisheries, and plantation for addressing identified lapses along the value chain from farm to folk. The main objective of this 5-year project is to improve productivity, competitiveness, and climate resilience of agri-food production in the project areas.

The project objective is to improve climate resilience of farmer families and productivity of irrigated agriculture in selected climatically vulnerable Hot-Spot Areas in Sri Lanka. This will be achieved through increased adaptation of climate-resilient agricultural practices and technologies, and increased access to markets in targeted smallholder farming communities. Project beneficiaries will include smallholder farmers, producer organizations, and agribusiness entrepreneurs who will benefit from improved and modernized irrigation, drainage and flood protection systems; adoption and dissemination of advanced CSA technologies on high efficiency irrigated agriculture techniques and practices; agriculture diversification; and improved market access.

Job Profile

The Agri Business Market Development Linkage specialist will be responsible for identifying key agricultural value chains, promoting producers' groups for specialized crops and supporting them for value addition and market development.

Duties and Responsibilities

- Assist the project in preparing the detailed market development plans for selected FPOs/PUCs
- conduct the Rapid Value Chain Studies related to the most potential major high value crops/animal production/aquaculture/plantation and spice crops (mainly targeting fresh exports, export-oriented value additions and local super market chains) can be established within each Districts as commercial scale clusters comprised of nearby farmers

Mainly a Rapid Value Chain Study will have only the following key contents:

- Stakeholder mapping.
- Mapping the all-related affairs / operations within the value chain.
- Analyze the average financial gains / margins entertained by each actor within the Value Chain.
- Mapping risks (especially the climatic / disasters) & uncertainties, strategies / possibilities for avoidance, mitigation and minimization.
- Power relations & governance.
- Nature of Value Chain fragilities and strategies for small scale farmers to be adopted as Farmer Companies.
- The opportunities / possibilities for farmers to do more profitable Agro based value additions, community Agro tourism at Cluster level within the main Value Chain operations.
- Women's role within the Value Chain & how to improve their recognition, level of empowerment, control over and access to Value Chain.
- SWOT Analyses mainly referring the farmer / Farmer Company end.
- How FPOs/PUCs can maximum us those opportunities.
- How FPOs/PUCs can immediately as well as gradually improve their control over and access to the Value Chain.
- Assess government policies, ongoing and proposed programs for development of agribusiness, especially for identification of opportunities for private sector investments, and design of agribusiness support services
- Undertake market analysis for priority value chains and proper costing of value chain infrastructure
- Conduct feasibility studies for value chain interventions for selected FPOs/PUCs
- Promote FPOs/PUCs for agricultural value chain interventions and market development to be financed under the project.
- Provide inputs regarding activities that support producer groups and agribusiness, especially with regard to high-value crops, for value addition and market development

Value Chain Studies should be rapid work involvement and all the recommendation should be adequately informative, logical, specific, and implementable. Recommendations, suggestions, strategies, best practices, or any other technical inputs mentioned in the Value Chain Study should immediately support for designing & implementation of clusters.

- Mobilize Farmer Companies to sign the Agribusiness – Farmer Partnership Agreements & finalize the agreements with required improvements.
- Comprehensive Market Analysis refers all related production & business affairs come within the Cluster and under the Farmer Company as a whole. When it comes to Farmer Company, the business involvements or related production engagements need not necessarily be initiated through the PMU

- Comprehensive narrations on how proposed activities would ensure the productivity and efficiency improvements in farming, harvesting and post-harvest operations handled at farmer levels.
- Find exporters/buyers to ensure continuous transaction
- Guide ISF to Prepare Business Plans for Farmer Companies
- Assess and finalize all possible business engagements (immediately as well as later – long term basis), rationally incorporate them with the ultimate sustainability of the Farmer Companies.
- Identify the and formulate required market & business strategies together with guidelines for each proposed entities – export market, Common Agro Processing Hubs, Unban Market Centres etc
- Conduct required farmer mobilization sessions prior to get their active participation for exercise sessions important to carry out Agribusiness & Value Chain related matters of the entire assessments.
- Take the leadership and initiative to guide and supervise conducting Agribusiness & Value Chain related specific training & awareness sessions already identified by the ASMP and other foreign funded Projects, other agencies
- Recommend effective methods of completing work as per the schedules.
- Coordinate with relevant stalk holders on finance and procurement
- Prepare and analyse the progress report vis a vis infrastructure works and submitting to the PD/PMU
- He/she will report to the Project Director.
- Other duties as assigned by the Project Director.

PS 3 Level - Basic Qualifications and Experience Required - (1) or (2) or (3) below.

1. A successfully completed Bachelor's Degree in the relevant field which is recognized by the University Grants Commission (UGC) **or** A qualification recognized by the UGC as an equivalent qualification to the degree in the relevant field **or** An Associate membership/a similar professional qualification obtained from a recognized professional institution in the relevant field **with** at least **12** years of post-qualifying experience at Managerial Level,
2. A successfully completed Bachelor's Degree in the relevant field, which is recognized by the UGC **or** a qualification recognized by the UGC as an equivalent qualification to the degree in the relevant field **or** Associate membership/a similar professional qualification obtained from a recognized professional institution in the relevant field **and** a post graduate degree in the relevant field or a similar professional qualification obtained professional institution in the relevant field **with** **09** years of post-qualifying experience at Managerial Level,
3. Class I officer of a Government All Island Services **or** a Similar status of in the relevant field **with** at least **4** years of experience in a Class I post

Skills

- Excellent working knowledge of English, both verbal and written; Fluency both written and verbal in Sinhalese/Tamil
- Specialized training or certificate in construction or civil/ structure World Bank funded projects will be an advantage.
- Experience with the World Bank or similar projects is preferable.
- Experience working on development and management of projects
- Managerial, leadership and staff motivation.
- Financial management and administrative skills.
- Data analysis and report writing.
- Be able to use the MS Office package (Word, Excel and Power Point)
- Problems Solving / Coordination Collaboration.
- Excellent communication and organization skills.
- Have the ability to take a strategic view of the results to be delivered and to conceptualize how the IRDCR project can fit into the overall development objectives in the project area.
- Ability to work under pressure and work extra hours when required.

Travels to Project Areas

Require to travel project implementation areas when required

Duty Station

PMU at Colombo/Battaramulla