

Terms of Reference for Consultancy Assignment for Rural youth-led Entrepreneurship-Karnataka

Background

Myrada Green College is set up by Myrada with the support of Welthungerhilfe to increase outreach of on-farm and off-farm skills in rural areas of Chitradurga, Chikkmagalur and Hassan. Myrada Green College undertakes skill building of youth by providing training, extension and business development support in rural trades, to significantly improve livelihood opportunities of small land holders and rural youth. A detailed introduction to Green College programme and Myrada Green College is given in Annexure.

Aim of Assignment

The aim of the assignment is to support **75 rural youth in their** entrepreneurship journey through counselling, intensive training camps, mentorship support.

Scope of the Assignment

Geography

The entrepreneurship development services will be offered to trainees from the following districts of Karnataka.

- Chitradurga district-Chitradurga, Challakere, Holalkere, Hiriyuru taluks.
- Hassan district- Arasikere and Hassan taluks.
- Chikkamagaluru district- Kadur and Ajjampur taluks
- Tumakur district-Kunigal and Chikkanayakanahally taluks

Type of Entrepreneurs/ Enterprises

The entrepreneurs will be from rural areas in these districts and have been selected by Myrada Green College. Their enterprises focus on Agri and allied sectors (Agriculture, Horticulture, Livestock, Forest Produce, Food Processing and Others).

Scope of Activities

The following are the list of activities which may be taken up as part of the assignment. The consultant may plan assignment based on activities listed below or others not included in the list, as per proposed study design and provide an overview of the same in the proposal.

1. Conducting face-to-face intensive training camps for the participants (10 days in multiple phases across the duration of the assignment).
 - Support youth in articulating/identifying the business idea; evaluating the potential of the business idea (viability and sustainability)- through workshop and customized mentorship facilitated by experts.
 - Help youth identify areas of technical upgradation that they need; Guide youth in acquiring missing skills through connecting to relevant skilling agencies.
 - Support the participants to develop profiles for their business.
 - Organise meets between entrepreneurs and potential financial, market, technical linkage agencies.

2. Facilitating technical, financial and market linkages for the identified enterprises in coordination with the Green College team.
3. Supporting the Green College team in monitoring the participants- Capacity building of mentors and coaches, to monitor the entrepreneurs on business incubation, acceleration and scale up; develop confidence and motivation of coaches to support the entrepreneurs.
4. Building Capacity of Myrada staff to offer similar programmes in future on their own.
5. Suggesting Visits to other states or districts to visit successful/model entrepreneurs.
6. Any other services relevant to the objectives of the assignment.

Duration

The assignment will be completed in 10 months subject to extension based on mutual agreement. Tentatively, the assignment will be up to 100 consultancy days of this duration.

Expected Deliverables

- Prepare for and facilitate intensive training camp (10 days in phases) on various aspects of business skills.
- Based on the selected enterprise, each of the candidates should have clearly articulated business plan, including marketing and networking plan, and should have a record of financial transactions of their enterprise.
- Coordinate with Green College for organizing the scheduled trainings and meets.
- Facilitate capacity building of Green College staff as (a) mentors and (b) facilitators of future batches.

Eligibility of Agencies/ firms for applying

- The experts must have relevant educational background-in social work, rural management, rural development, economics, agriculture or in marketing management. Other relevant qualifications will be considered for exceptional candidates with good experience.
- The experts must have at least five years' relevant experience in similar programmes related to entrepreneurship development, preferably in Agriculture allied sectors.
- The agency should have a turnover of Rs.50 lakhs or more in atleast one of the preceding three years

Terms

- The experts will be eligible for per day consultancy fees, for days spent on the assignment. The consultant is required to specify the consultancy fee, as part of the proposal.
- The consultant will be eligible for per diem, accommodation and travel reimbursements on actuals, which is to be specified in the proposal.
- Logistics arrangements for various events will be made by Myrada at the Green College campus in Holalkere, Chitradurga district.

How to Apply

The consultant is expected to submit a proposal (which should include technical and financial parameters) [at official email id \(myrada@myrada.org\)](mailto:myrada@myrada.org) in PDF format on or before 10th of June 2021, with the following:

1. A brief proposal with
 - Consultant's understanding of the assignment

- Overview of consultants' approach to the assignment, with indicative plan and number of days required for the assignment. Please indicate how many of these will be in-person training/ online sessions
- Financial Proposal in terms of Consultant's fees based on number of days and rough estimate of travel expenses.
- 2. CVs, with synopsis of similar assignments done earlier highlighting tangible outputs from the assignment.

Contact:

For any Queries, please contact

Contact Details-

1. Ms. Chandra Singh, CFO, Myrada, email id: myrada@myrada.org and chandra@myrada.org
2. G.T. Veerabhadra Reddy, Fund raising and Partnerships Manager, Myrada Green College, Holalkere-577526, email id: myradagreencollege@gmail.com

Annexure:



MYRADA GREEN COLLEGE - Developing Green Entrepreneurship

INTRODUCTION

A vast majority of our population is engaged in agriculture and allied occupations. Myrada, with its stated mission to improve the lives of the rural poor, recognizes that providing skilling and entrepreneurship support to the small and marginal farmers, youth and women can play a significant role in the growth of their income.



In December 2016, MYRADA Green College was established with the support of Welthungerhilfe and Green Innovation Centre under the countrywide project called **“The Green College Initiative – Developing Green Entrepreneurship”** at Holalkere in Chitradurga. Myrada Green College (MGC) aimed to train three thousand Ecopreneurs over a period of three years. Income growth through sustainable agricultural practices forms the basis of all trainings at MGC. MGC’s outreach extends to three districts viz., **Chitradurga, Chikkamagluru and Hassan**. It imparts trainings on agriculture, animal husbandry and rural entrepreneurship.



TRAINING FORMATS

Four different training formats were designed to address the needs of the farmers. The **Short Duration Courses** (15 days to 1 month) trained the farmers on sustainable agriculture practices in the crops they were pursuing- it encouraged them to use right inputs and techniques to improve the quality and yields of crops. The **Farmer Field School** format was designed to create village level Master Trainer farmers who demonstrated the sustainable agriculture practices in their own farms to the fellow farmers- this format was effective in reaching out to a large number of farmers. The **Medium Duration Courses** (3 months to 6 months) courses aimed at encouraging the farmers to take up new interventions in agri and allied field. The MGC with the help of local CBOs identified 23 youth with an entrepreneurial bent of mind as **High Potential Rural Youth (HPRY)**. These youth were taken through a series of capacity building programmes on business development, communication and networking skills, and were supported financially to scale up their enterprises. The unique mentorship programme ensured that each HPRY has a continuous handholding support and has access to wide variety of resources to make the enterprise profitable.



While special importance is attached to facilitating market linkage for the various crops/ products. MGC,

Since its establishment, 1500 farmers received training under Farmer Field School, and Short Duration Courses covered 1005 farmers. Under the Medium Duration Courses, 691 farmers received trainings and other inputs. Overall, 3196 farmers have been trained. The Farmer Field School and Short Duration Courses were on livestock rearing, improved cultivation practices of crops (groundnut, maize, ragi, onion, vegetables, etc.) The Medium duration courses were on bio-inputs production, backyard poultry rearing, sheep rearing, aromatic and medicinal crop cultivation, organic farming, bee keeping etc. MGC is also training one batch of KrishiMitras with CSR support to provide agri-extension services in Chitradurga.



Training Session on Business Planning

DEMONSTRATION/ STUDIES

The MGC takes up demonstration of appropriate practices and facilitates farmers to carry these out in their own fields as well. In the past two years, studies have been taken up on high yielding seed varieties, Nano-sized Micro Nutrients (NMPS) application etc. The MGC has also demonstrated cultivation of high yielding onion (ArkaKalyan, Indam marshal, Bheema Super and Super Flare) groundnut (ICGV9114, G2-52, K6) seed variety and improved varieties of vegetable seeds, bio-inputs preparation (VAM), Agri waste decomposition, Medicinal and Aromatic plants cultivation, Green fodder seeds (Multi cut sorghum-COFS-29 and 31, Hedge lucerne, Subabul, Erythrina, Glycercidia and Sesbania), use of Nano-sized Micro Nutrients (NMPS) application on groundnut and onion, bio inputs preparation viz; Trichoderma, Azospirillum, Rhizobium, VAM, waste decomposer and compost culture.



Nano-sized Micro Nutrients demonstration, Compost culture preparation



Sale of Finger Millets by trainees of N G Halli Village and Kenchapura

RESOURCE POOL

MGC has access to a pool of knowledgeable faculty in each of the districts to disseminate the theoretical and practical aspects of skill building. Besides this, an ‘MGC Resource Group’ has been created to help it access professionals with expertise in various aspects of agriculture and marketing on need basis. The MGC works with technical institutions like KVKs, IATs, Agriculture Universities, ICAR institutions and Government departments to leverage the knowledge and other resources available. MGC is guided by an advisory council with rich experience in the fields of education, agriculture and agri-marketing.



Visit by BARC Scientists to Myrada Green College