



Consolidated Programme Implementation Unit IFAD (CPIU IFAD)

Terms of Reference Consultancy services

on the development and implementation of a mentoring programme for young and women farmers in the framework of the project "Talent Retention for Rural Transformation".

*Reference no. PP C9
Reference no AWPB 2.2.4
TRTP/ IFAD Loan*

Terms of Reference (TOR) concerning the selection of a consultancy company for the development and implementation of a mentoring programme for young and women farmers "

I. CLIENT

Consolidated Programme Implementation Unit IFAD (CPIU IFAD)

II. CONTEXT OF THE ACTIVITY

A major problem faced by young and women farmers who decide to live in rural areas is the lack of systematic access to capacity building programmes, entrepreneurial technical assistance and mentoring, thus limiting opportunities to identify feasible investment options, access capital on favorable terms or access suitable sales channels.

Talent Retention for Rural Transformation Project is a transformative project on gender and youth inclusion, aligned with the Sustainable Development Goals (SDGs) and the underlying principle of inclusion: Leaving no one behind, providing equal life chances for all.

III. OBJECTIVES OF THE ACTIVITY

CPIU IFAD will select a company or consortium of consulting companies (hereafter referred to as the Provider) with experience in providing extension, advisory and entrepreneurial mentoring services to develop and implement a mentoring programme (MP) for youth and women farmers.

The main aim of the activity is to provide a suite of skills, knowledge and tools necessary for women and young people to enter entrepreneurial economic life.

The specific objectives of the educational activities listed above are:

1. empowering women to make more informed choices that are less influenced by societal clichés, to effectively assume leadership positions, to increase their business acumen, etc;
2. guiding mentees in developing result-based leadership behavior and achieving set (realistic) goals;
3. advising young and women farmers on the best ways to get started in the agricultural sector and identify the right direction(s) for business development;
4. jointly develop strategies to increase resilience and prepare a tailor-made plan of risk management measures
5. etc.

IV. KEY ACTIVITIES

1. Mentoring programme design:

- 1.1. Assess the context, understand the purpose of the PM, specific objectives, tasks and requirements described in these ToR, define the challenges, understand the support needs mentees should receive;
- 1.2. Analysis and presentation of the strategies to be applied for the inclusion, empowerment and active participation of the target group' taking into account the Targeting & Gender Strategy for TRTP;

- 1.3. Organise an orientation session to correctly align the potential of the mentors with the needs and specificities of the target group. For this purpose, the Provider will train a certified Trainer with relevant experience in the field of mentor/coach training to conduct the orientation session.
- 1.4. Planning and implementation of the PM impact evaluation activity by setting measurable indicators to determine at the end to what extent the objectives have been achieved;
- 1.5. Establishing and organising resources in terms of time, personnel, financial, partnerships, infrastructure and logistics.

2. Launch of the mentoring programme:

- 2.1. Launch call for participation in MP activities (on various social media channels, etc.) and disseminate mentoring opportunities, focused on priority regions targeted by TRTP;
- 2.2. Launch PM - online event with *participation of mentors, mentees, coaches, experts, other staff to be involved, CPIU IFAD, media partners, MAFI representatives, etc.*

3. Conducting the actual mentoring activities including:

Online trainings/workshops organised to develop the following competences of the participants:

3.1.1. hard skills in technical/theoretical sessions on different topics related to business development (e.g. business planning, financial management, means, process and resource tracking, product promotion and sales, personnel management, post-production activities management, product quality management, etc.);

3.1.2. soft skills will discuss topics such as: development of creative thinking, leadership, self-criticism and self-awareness), risk tolerance, motivation, determination and other useful skills for business resilience.

One of these sessions will be dedicated to women to address topics relevant only to this target group: building or strengthening women's capacity to make choices about their professional/entrepreneurial life and development, empowering women to contribute to changes in economic life by fighting stereotypes: "women's place is at home", "women's role is to take care of the household and children", changing the perception of most vulnerable women: "I won't make it", "I can't", etc.

Total - 4 events of 4 academic hours;

Number of participants - according to interest, including a group dedicated exclusively to women.

The trainings will take place online.

- 3.1. **One-to-one individual mentoring.** The mentor and mentee will meet 4 times over a period of at least 12 months. This type of interaction will help PM mentees to identify/reconfirm their motivations, outline and set their goals, define what they need to achieve them, take concrete steps towards achieving these goals and monitor and evaluate their progress.

Total - 4 individual one-to-one meetings lasting 90 min,

Beneficiaries - eligible/approved applicants for funding,

Mode of delivery - physical or online depending on availability, skills and digital capabilities of participants.

3.2. Group mentoring - group interaction sessions will be guided by an agenda agreed with the participants, to address topics of common interest, to exchange information, to inspire and guide each other (peer learning), to discuss each other's constraints and development ideas and to jointly identify development solutions.

Total - 22 sessions (two sessions of minimum 2 hours per group)

Number of participants per group - 6

Beneficiaries - eligible/approved applicants for funding.

Mode of delivery - physical or online depending on availability, skills and digital capabilities of participants.

3.3. E-mentoring - in addition to the scheduled sessions, the mentee will have access to the mentor's advisory services through alternative means of communication (online networks, telephone, e-mail), where the mentee will be able to address business as usual questions.

The total time allocated for mentoring throughout the PM in this form of interaction is 1 hour.

Number of beneficiaries - 66

Beneficiaries - eligible/approved applicants for funding.

3.4. Social networking and learning sessions with farmer leaders in various agricultural fields. During these meetings "Talk to a FARMER" - farmers from the beneficiaries' field of activity will be trained, those who have the necessary experience, skills and knowledge and who are willing to transfer knowledge and skills to young and women farmers.

Total - 6 sessions with farmer leaders from 6 different agricultural areas (1 session for 6 different agricultural areas (depending on the profile of the participants)

Mode of delivery - physical or online depending on the availability, skills and digital capabilities of the participants.

3.5. Initiate and create a virtual community of participants so that they can interact, communicate, share information and opportunities with each other during and after the completion of the MP.

Number of beneficiaries - unlimited

Beneficiaries - eligible/approved applicants for funding, participants in the trainings described in activity 3.1.

3.6. Business plan development services - which will additionally include assistance and support in the primary assessment of eligibility for funding, consultancy in the preparation of the application package.

Number of beneficiaries - 66

The business plan will be a simplified one, maximum 15 pages, to be drawn up on the basis of the structure established by CPIU IFAD.

4. Impact evaluation of the Mentoring Programme

5. Closing event of the FP, where the most active mentees, mentors, funders will be invited

as speakers, certificates of participation and mentions will be awarded, success stories will be highlighted and presented, feedback from participants will be collected, etc.

Number of participants - 40 people

Participants - beneficiaries of PM activities, mentors, coaches, experts, UCIP IFAD, media partners, MAIA representatives, etc.)

Mode of delivery - physical

Duration - 3 astronomical hours

6. Design, development, multiplication and distribution of Workbooks to be used by mentees throughout the PM. The workbook will include information about the PM objectives, Canva template, page for setting objectives, milestones, spaces for making notes, meeting calendar, spaces reserved for individual work, useful links, contact details, mentee rights and commitments., etc.

Number of workbooks - 66

Destination - eligible/approved applicants for funding

Features : (A5, 60 sheets, 30 pages - Romanian, 30 pages - Russian);

V. CAPACITY BUILDING AND KNOWLEDGE TRANSFER

CPIU IFAD will include success stories and videos of PM events in TRTP visibility documents, including infographics and newsletters, publish them in various media channels, the CPIU IFAD website, CPIU IFAD's financial and entrepreneurship education platform, in order to publicize the successes of the programme, as well as lessons learned with conclusions and recommendations for improvement for possible future mentoring programmes.

VI. ARRANGEMENTS AND RESPONSIBILITIES

Grantees will be assisted by the PM for at least one year, but no longer than the TRTP implementation period.

Each mentoring interaction will be documented in the *Participant's individual Roadmap* and will be based on the objectives set at the initial stage, so that meetings do not turn into mere general conversations without measurable objectives.

VII. REPORTING AND TIMING OF DELIVERABLES

The contractor shall submit the following deliverables to the IFAD CPIU:

Steps	Deliverables	Delivery time (Calendar days)
Mentoring programme design	<ol style="list-style-type: none"> 1. Programme Design Report; 2. Model PM registration form; 3. Initial and final model form for self-assessment of mentor competences; 4. Participant Workbook - 66 5. Video recording of the mentor orientation 	Within 30 days of signing the contract

	session,	
Launch of the mentoring programme	i. PM online launch event, including chat extract - Video recording of the event - List of participants (signed and Excel) - Event agenda	60 days from the date of approval of the PM Design Report
Mentoring activities	i. Training/ workshop activities Video recording of activities - List of registered participants - Event agenda ii. Individual one-to-one mentoring sessions - Video recording of the sessions - Signed individual roadmap; - Initial competency self-assessment form; - Final competency self-assessment form. iii. Group mentoring sessions - Video recording of the sessions - List of participants; - Session report iv. Group mentoring session "Talk to a FARMER". - Video recording of sessions (if online) - List of participants (original and Excel) v. Creation of a virtual community (group); vi. Business plans - 66 PA	Ongoing in coordination with CPIU IFAD (no later than 30.01.2027)
End of the mentoring programme	i. End of the mentoring programme i. PM closing event - List of participants (in original and Excel) - Agenda of the event	By 15.02.2027 at latest
Reports	i. Annual activity Reports ii. Final report	By 30 January of the year following the reporting year Within 14 days of the end of the PM, but no later than 01.03.2027.

VIII. CONTRACTING PERIOD

The services are to be performed during the implementation of the TRTP, with the right for CPIU IFAD to terminate the contract if the performance indicators set out in the PM design are not met