

Terms of Reference (ToRs) for Field Consultant/ Social Mobilizer

The Field Consultant will be instrumental in mobilizing farmers into village level cooperative organizations, articulating project objectives, scope and operational guidelines and building collaborative partnerships with key stakeholders, including government agencies, private sector entities and other development actors to empower farmers.

1. Scope of Work:

The Field Consultant will be responsible for the following tasks:

- Identify potential areas and value chains that align with project objectives.
- Identify progressive farmers in the target areas.
- Sensitize and mobilize them to form cooperative organization at the village/ union council level and develop partnership development of public-private and the farmers.
- Conduct meetings with farmers and stakeholders.
- Explain project scope, objectives, and farmer cooperative organizations formation process.
- Educate farmers on the necessary documents required for cooperative organization registration.
- Support in preparation and compilation of required documents related to cooperative organization registration.
- Assist the election process for the selection of the management committee.
- Orient management committee on their roles and responsibilities.
- Facilitate bank account opening of cooperative organization.
- Lead cooperative organization registration process with the Cooperative Department.
- Facilitate cooperative organization in organizing regular review meetings.
- Ensure compliance at each registration stage.
- Assist cooperative organizations with record-keeping and documentation.
- Assist farmer engagement and their registration with Farm Services Centers.
- Assist the election process for the selection of the management committee.
- Inform farmers about the benefits of farm services centers/ agribusinesses hubs with regard to inputs availability, crop production, and agribusiness development.
- Assist in development of business plan for farmers cooperative organizations and farm services centers/ agribusinesses hubs.

- Assist in implementation of business plans.
- Organize capacity building of farmers cooperative organizations and farm services centers/ agribusinesses hubs and assist in staffing.
- Conduct training need assessments (as per business plans).
- Mobilize farmers for partnership development of public-private and farmers and coordinate with private sector lead companies/enterprises

2. Duration and Reporting:

- The duration of the engagement is initially for a period of one year which will be extended on yearly basis subject to satisfactory performance.
- The Field Consultant will report to respective Coordinator of the coordination unit at regional level and provide regular progress reports outlining activities, achievements, and challenges encountered.

3. Qualifications and Experience:

- 16 years of education in Agriculture Sciences or Social Sciences.
- At least 03 years of experience in social mobilization, preferably mobilization of farmers and formation of farmer organization.
- Ability to work with diverse stakeholders, including farmers, government officials, and private sector representatives.
- Strong communication and interpersonal skills.
- Fluency in local language and proficiency in English and Urdu;

4. Evaluation Criteria

The number of points to be assigned shall be determined considering the following relevant percentage weights for further assessment:

1.	Relevant Qualification	15%
2.	Additional relevant higher qualification	5%
3.	General Experience	5%
4.	Specific Experience as per TOR of the assignment	50%
5.	Required Relevant Certification/Diploma	5%
6.	Interview	20%

Total weight: 100%

Please note that a candidate having irrelevant qualification and or possess minimum required relevant experience shall not be evaluated further and will be considered failed at preliminary stage.

5. Deliverables:

- Submit monthly work plans and report to the head at coordination unit at the regional level for tracking progress.
- Submit relevant information with regard to members registry.
- Submit relevant documents related to farmers cooperative registration.
- Provide reports of formation and registration of the farmers cooperative registration
- Farmers are mobilized for the development of Public-Private partnership.
- Documentation of lessons learned, best practices, and success stories.
- Formation & registration of professional farmers organizations as per the work plan.
- Assist and support the cooperative organizations in the preparation of Business plans.

6. Remuneration:

- **PKR. 140,000/-** (PKR. 110,000 Pay/month (fixed) plus PKR. 30,000 Mobility Allowance)

7. Work Location:

Newly Merged Districts