



TERMS OF REFERENCE (TOR)

CONSULTANCY TO DELIVER A 3-DAY TRAINING ON YOUTH EMPOWERMENT IN AGROECOLOGY VALUE CHAIN SKILLS AND SOCIAL MEDIA MARKETING FOR AGRIBUSINESS

1.0 Introduction

Participatory Ecological Land Use Management (PELUM) Kenya is a national network that promote Agroecological principles and practices through its 68 member organizations located in 47 Counties. The members of PELUM Kenya are distributed in the four (4) PELUM Kenya zones: Nairobi and Central, Rift and Western, Lower Eastern and Coast, Upper Eastern and Northern Zone. It is, however, essential to note that PELUM Kenya does not work directly with the farmers but through the member organizations.

The vision of PELUM Kenya is empowered, prosperous, healthy and resilient communities and its mission is to champion agroecological principles and practices for sustainable and resilient livelihoods among small holder farmers, pastoralists and fisherfolks. The five (5) Strategic Focus areas are; Advocacy and Policy Influence, Women and Youth in Agroecology, Climate Action, Markets Development and Institutional Capacity Strengthening.

It is on this basis that PELUM Kenya is organizing a 3-days training aimed at youth empowerment in agroecology by strengthening their capacity in value chain development, enterprise growth, and digital marketing. The targeted youth are already practicing selected agroecological value chains but require enhanced technical, business, and marketing skills to scale their enterprises and improve incomes.

2.0 Call for Consultancy Services

PELUM Kenya seeks a qualified consultant/trainer(s) to deliver a 3-days practical and participatory training targeting youth in agribusiness (agroecology) from 13th – 15th April 2026. PELUM Kenya will cater for venue (agriculture training centre), meals, and accommodation. The consultant/trainer(s) will cater for their own transport and any additional logistics required.

The training will focus on strengthening key agroecological value chains, specifically:

1. Poultry production
2. African Leafy Vegetables (ALVs)
3. Biofertilizers (bokashi, compost manure, vermicompost)
4. Animal feed production, including azolla-based feeds

3.0 Scope and Deliverables

The consultancy will be undertaken as outlined below:

1. Training Curriculum and Learning Materials

- 1.1 Develop a 3-days training curriculum, manual, and presentation materials tailored to youth already engaged in the above agroecological value chains
- 1.2 Ensure a balanced mix of theory and practical sessions
- 1.3 The training should cover:
 1. Technical skills improvement in the selected value chains, including production, management, and value addition
 2. Soil fertility management using biofertilizers (bokashi, compost, vermicomposting)
 3. Feed formulation and production, including azolla-based feeds for poultry
 4. Agribusiness and enterprise development, including: Costing, pricing, and record keeping, Packaging and branding of agroecological products
 5. Social media marketing and digital promotion, including:
 - Use of platforms such as WhatsApp, Facebook, Instagram, and TikTok for marketing
 - Content creation (photos, short videos, storytelling) for product visibility
 - Customer engagement, pricing communication, and online sales strategies
 - The consultant will be required to demonstrate practical use of these platforms and guide youth on how to consistently market their products
 6. Market access and linkage platforms, including:
 - Online platforms (social media and digital marketplaces)
 - Offline platforms (local markets, cooperatives, aggregators)
 7. Share case studies of successful youth-led agroecological enterprises in poultry, African Leafy Vegetables (ALVs), bio-inputs, or feed production

2. Practical Demonstrations and Hands-On Sessions

The consultant will:

- 2.1 Conduct hands-on sessions on:
 - Preparation of biofertilizers (bokashi, compost manure, vermicompost)
 - Azolla production and feed formulation
 - Poultry management practices
 - African Leafy Vegetables (ALVs), production and simple value addition
- 2.2 Facilitate group work and practical exercises on packaging, branding, and product presentation
- 2.3 Support participants to create basic social media marketing content (e.g., product posts or short videos) during the training

3. Post-Training Action Plans and Knowledge Sharing Report

- 3.1 Guide participants to develop individual plans to scale their agribusiness enterprises, including marketing strategies
- 3.2 Submit a comprehensive training report, capturing:
 - Training content and methodology
 - Key outcomes and lessons learned
 - Participant feedback
 - Recommendations for follow-up

4.0 Qualifications and Experience

The consultant(s)/ trainer(s) should have the following qualifications and experience.

- Background in a field related to Agriculture, Agribusiness and related courses
- The consultant MUST have proven experience in training youth in agroecology and agribusiness

4.1. Skills and Competencies

- Strong practical experience in poultry, African Leafy Vegetables (ALVs), biofertilizers, and feed production (including azolla)
- Demonstrated experience in social media marketing and digital agribusiness promotion
- Excellent facilitation and participatory training skills
- Strong communication and reporting skills
- Experience working with youth groups and farmer organization
- Ability to work with minimal supervision
- High-level written and oral communication skills
- Must be result-oriented, a team player, exhibiting high levels of enthusiasm, tact, diplomacy, and integrity
- Demonstrate excellent interpersonal and professional skills in interacting with government, civil society, farmers, the private sector, and other development partners.
- Evidence of having undertaken similar assignments (attach two recent works and contact persons)

5.0 Application process

Interested candidates who meet the above requirements should submit their applications with the subject “**TRAINING ON YOUTH EMPOWERMENT**” to procurement@pelumkenya.net by 1st April 2026 at 11:00 am (EAT).

For your submission to be considered, the following to be attached;

1. A detailed Curriculum Vitae (CV) or CVs of the lead consultant and other experts in case of a company or consortium
2. Draft three (3) Days Programme on delivering the capacity building workshop
3. Testimony from two (2) previous clients or training reports from previous assignments
4. Competitive quote (also have a separate list of practical materials needed to deliver the training)