



## **CALL FOR INTERESTED BUSINESS DEVELOPMENT COACHES AND MENTORS TO REGISTER WITH TRADE PROGRAMME**

### **1.0 Introduction**

The Transforming Agriculture Through Diversification and Entrepreneurship (TRADE) Programme is a 6-year initiative of the Malawi Government, funded by the International Fund for Agricultural Development (IFAD) and Organisation of Petroleum Countries (OPEC) Fund for International Development (OFID). Its overall goal is to contribute to improved sustainable livelihoods of rural people in Malawi through “value chain commercialisation and resilience of rural poor and smallholder producers”. Operationally, TRADE Programme seeks to: (i) increase production and productivity by smallholder farmers; (ii) functionally upgrade smallholder farmers and the rural poor to undertake new functions such as processing, storage, packaging to capture more value; (iii) improve horizontal linkages by strengthening the capacities of cooperatives to provide market access functions to smallholder farmers; and, (iv) improve vertical linkages between stakeholders at different functional levels of the commodity chain, including private sector. TRADE will support rural entrepreneurs, focusing on youths and women to develop and sustain their agribusiness enterprise opportunities and ensuring that commodities are nutrition sensitive. TRADE will provide targeted support to smallholder farmers and non-farm actors to benefit from commodity markets, improved access to rural financial services, market and business development services as well as partnerships with the private sector.

### **2.0 Anticipated Roles of Business Development Coaches**

TRADE Programme is being implemented through three inter-linked components namely: sustainable producer-private partnerships; enabling environment for

smallholder commercialisation; and, institutional support and programme management. Under sustainable producer-private partnership component, TRADE will support linkages between smallholder farmers and commodity actors for productivity enhancement and commercialization. This will be done by providing matching grants through the Agricultural Commercialization and Innovation Fund (ACIF) to attract innovative private sector investments in 4Ps as well as through developing capacity of FBOs or Businesses to actively engage in agricultural commercialization. To develop the capacity of FBOs or Businesses and strengthen the 4Ps arrangement, TRADE will engage and deploy business development coaches and mentors. The targeted audience and beneficiaries of business coaching services will therefore be FBOs, district commodity platforms and 4Ps. In particular, Business Development Coaches will be expected to:

- a) Take FBO or Business leaders and members through different stages of organizational assessment and capacity enhancement which allows FBOs to critically examine their business objectives, strategies and management capacity.
- b) Coach FBOs or Businesses to develop an improved and more feasible business model: as well as financing strategies and take concrete steps towards planning and managing change within their organisations.
- c) Work with FBOs or Businesses to engage in commercial partnerships by coaching 4P partners - using investment support from the Agriculture Commercialisation and Innovation Fund (ACIF) to - undertake joint business planning and to clearly stipulate each of the partners' roles and responsibilities in the 4P. The Business Coach will also support the 4P implementation process, to achieve the key milestones and to facilitate the dialogue between the 4P partners.
- d) Coach District commodity platforms to position them as entry point for dialogue aimed at promotion of commodity commercialisation at district level.

### **3.0 Mode of Registration**

TRADE Programme is therefore calling for experienced prospective individual and firm business coaches that would like to be included in its database to register with it before 27<sup>th</sup> June 2022 by filling an online application form via

[https://docs.google.com/forms/d/e/1FAIpQLSeju6lcsfhCq32Uf108nmgI7YQ1N5UV5nx8uinrIG9yfnNQUA/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSeju6lcsfhCq32Uf108nmgI7YQ1N5UV5nx8uinrIG9yfnNQUA/viewform?usp=sf_link)

and uploading the necessary documentation thereon. TRADE Programme has organized an introductory meeting with prospective business development coaches on 29<sup>th</sup> June 2022 at a venue yet to be communicated. For more inquiries, kindly contact Linda Magombo via email – [linda@tradeprogramme.org](mailto:linda@tradeprogramme.org) or [lindamago@yahoo.com](mailto:lindamago@yahoo.com) and contact number +265 888 618 173 or +265 999 928 905