



# **Call for application:** **Business development consultancy**

---

The NILE journeys,  
Nurturing Impulses for Living Ecosystems

## 0. Introduction

This is a consultancy call for business plan design and development for Moringa oil enterprise with Rusinga Island Organic Farmers Association enterprises (RIOFA enterprises). The consultancy would require working closely with RIOFA farmers and RIOFA coordinator. Ideally a part of this consultancy requires visiting RIOFA center in Rusinga Island.

### 1. Brief about RIOFA

RIOFA is a community social enterprise working with small holder farmers in Rusinga Island and around Lake Victoria Region, committed to being a model and learning center in regenerative farming and business practices through being with the land and promotion of organic farming principles as well as permaculture ethics of earth care, people's care and fair share.

RIOFA was established and registered in May 2013 as a community-based organization, which has now evolved to have an extending social enterprise arm. RIOFA's vision is to prototype a model of a regenerative community where farmers and local community members are custodians, keepers and stewards of the local agro-ecology and the ecosystem.

RIOFA works with of 21 small holder farmers and communities in Rusinga Island and around Lake Victoria Region.

RIOFA is working on inculcating the culture of Peace and Trust building in Rusinga Island and beyond. Recently RIOFA established a dialogue center to serve as a meeting space for farmers, other community members and organizations who can use this space for workshops.

### 2. Brief about the NILE journeys

The NILE journeys is a platform of Nile basin communities working on regenerating the land, the river and the society. The ultimate vision and dream of the NILE Journeys is of 'a Nile Basin ecosystem that nurtures life affirming actions'.

Our mission is to create participatory experiential learning spaces for the inhabitants of the Nile bio-region and beyond, illuminating the multiple stories of this ecosystem that are rooted in indigenous knowledge and regenerative practices.

The NILE Journeys work connects community spaces across the region, we call them Community Hubs. They are acupuncture points along the Nile for impact and regeneration of the social and ecological fields. Through these hubs we create experiential and participatory learning spaces within the hubs and across hubs. We also aim to profile the stories of these hubs to illuminate positive narratives about Africa to her citizens and beyond. We do that through projects and programs addressing youth, culture, permaculture, land regeneration, water, value chain integration, entrepreneurship development and exchange.

### 3. Cooperation around Moringa plantation and Moringa oil production

RIOFA in collaboration with the NILE Journeys developed the value chain for Moringa production and acquired a Moringa oil press. RIOFA farmers have large expertise in growing Moringa and they have been producing Moringa powder for nearly 6 years. There is a wider potential market and a larger income generation opportunity by diversifying the product line and venturing into Moringa oil. However, this would require adequate market study (locally and internationally), a shift in the value chain and capacity building to meet the standards for Moringa oil production. Hence the need for a proper business plan.

### 4. The Consultancy

#### 4.1. Brief

This consultancy aims at developing a business plan with the participation of the farmers members of RIOFA.

#### 4.2. Consultancy outcome

A business plan for Moringa oil that included potential market opportunities locally and in the EU. The EU market is wide, so a generic understanding of the potential and a closer zoomed in details on two EU countries is ideal.

A production process including the Moringa plantation value chain on the farmers level until the seeds are transported to RIOFA for pressing. This includes cultivation, packaging, required standards approvals, storage and possible certifications.

A business model for costing, pricing and distribution of income, as well as financial management, that ensures fair return to the farmers and RIOFA. This is of particular importance to build on the trust building process that has been initiated and to ensure the continuation of trusting, fair and conducive dynamics among farmers of this operation of Moringa oil pressing in a way that follows the principles of fairness and transparency.

#### 4.3. Expected output

1. A plan of the assignment including the participatory approach used in conducting the assignment.
2. A business plan (including risk analysis) with assessments of local market opportunities and standards & market opportunities analysis in at least two countries in Europe.
3. A detailed map of the value chain (an initial value chain is done, and could be an input for the assignment)
4. A designed structure and operation process of the business model (including financial management).
5. A report that includes the process of the consultancy and the recommendation for the future.
6. Basic tools for Monitoring and Evaluation of the business model.

## 4.4. Timeline

The timeline in general is subject to externalities related to COVID19 restrictions in movement and interactions based on Kenyan and international regulations.

In an ideal scenario the duration of the consultancy is an average of 15 to 20 working days between the months of May to July 2021. It is important to be ready implementing the recommendations and actions before the small rainy season that starts in October.

## 4.5. Profile of consultant

- Background in one or more of these following disciplines: Marketing, Market studies, Business development, business strategy, small and medium enterprises, social entrepreneurship, organic farming, agriculture process, business modeling, value chain development, export and import, Monitoring & Evaluation and rural development.
- A track record of working small holder farmers, SMEs and farmers associations.
- A strong knowledge of the production value chain, local marketing and export process of agricultural products.
- Ability to work in rural set-up with basic conditions if required.
- Ability to travel and stay in Rusinga Island for the required period of the consultancy plan (that will be developed by the consultant and finalized together with RIOFA coordinator and NILE journeys team)
- Good network and contacts for buyers of Moringa oil in Kenya and internationally is a strong asset.
- Experience in working with rural settings in Kenya or other African countries (ideally in East Africa)
- Excellent communication skills in English (Swahili and/or Luo is a strong added advantage).
- Excellent writing skills in English.
- Willingness to perform similar assignments in the future.
- Willingness to follow-up on this assignment for Market development is a plus.

## 5. Application and selection

To apply kindly send the following documents to [dennis@nilejourneys.org](mailto:dennis@nilejourneys.org) by 25<sup>th</sup> of April 2021

- Motivation letter highlighting the reason why this assignment interests you, why you are the right fit for it, how could you potentially connect to similar assignments (or follow-up assignments) in the future
- Recent CV
- A preliminary plan for the consultancy highlighting the key underpinning approaches you will use for the participation process as well as the timeline for the consultancy (How many days each phase of the consultancy will take)
- A budget: A consultancy daily rate (fees) and a total of the consultancy expenses.

Pre-selected applicants will be communicated with for a short zoom interview prior to the selection.

## 6. Budget and financials

The budget is submitted with the application for the consultancy fees. Local travels (international travel and related costs if the selected consultant is international), accommodation and food will be covered. No per diem or daily allowance is provided. Payment will be based on 25% upon signing and 75% upon completion of the assignment and submission of the final report that includes the previously mentioned outputs.

