

TERMS OF REFERENCE:

Position: Dairy Expert (Consultant)

Est Start date: November 2021

Location: Online/Offline

Est End date: January 2022

1. BACKGROUND OF THE PROGRAM AND INTERVENTION

Australia-Indonesia Partnership for Promoting Rural Incomes through Support for Markets in Agriculture (PRISMA) is a multi-year development program working to accelerate poverty reduction through inclusive economic growth. PRISMA adopts a market systems development approach by partnering with key stakeholders to improve agriculture market efficiency and sustainably benefit the poor. The program aims to achieve an income increase for a total of 1,000,000 smallholder farming households by 2023. It operates in six provinces of Central Java, East Java, West Nusa Tenggara (NTB), East Nusa Tenggara (NTT), West Papua, and Papua.

Market system development aims to change the behaviour of market actors, especially small scale farmers, by introducing new products and services. In the livestock sector such as cattle, pig, and poultry, PRISMA works through the inputs market function to drive sustainable change in the market, one of them is the feed market through promoting concentrate feed to improve the productivity of small scale farmers and therefore their incomes.

Within this five-year program, PRISMA works in several priority agriculture and livestock sectors. The dairy sector is one of these priority sectors to intervene in order to bring about sustainable systemic change in the market system. PRISMA is currently partnering with PT Medion Ardhika Bhakti, a well-known Animal Pharmaceutical company, to promote good quality medicine and animal health management that will increase milk productivity and reduce losses by infectious diseases. The company is big market actors in animal pharmaceutical product but still limited information on large animal, especially in dairy sector. Currently, Medion is planning to expand the market and develop staffs capacity on dairy sector. We are therefore looking for an expert in dairy sector to provide the technical consultancy, market insights, training module and networking to Medion in order to put them in a good position to do market penetration in Dairy.

2. ROLES AND RESPONSIBILITIES

The dairy expert is expected to deliver the above objective by applying his/her cattle expertise while learning in depth about PRISMA partner and improvement capacity. Main forms of work are:

- Developing dairy farming practice to Medion's staff for TOT and simple module for farmers training on good dairy practices, including animal health management, milking practices and the benefit of applying practices
- Delivering Training of Trainers (ToT) for Medion's staff
- Providing advice, coaching, and materials on request to PT Medion Ardhika Bhakti for knowledge sharing and learning.

The consultant is expected to also work with outsourced copywriting and design service for all the deliverables. This is to optimize attractiveness and easy-to-understand content with marketing purpose for practical users such as field staff, agents, cooperatives, and smallholder farmers, etc.

All works are to be conducted in hybrid mode from consultant's home base through online platforms, at the Medion office located in Bandung and possibly some field visit when necessary. COVID-19 safety protocol is required at all times.

3. KEYS SELECTION CRITERIA

- Having education degree in veterinary, animal husbandry, or related discipline.
- Professional expertise, technical background, and working experience in the dairy sector related to animal health management, rearing practices and dairy business for more than 10 years.
- Understanding of business, economics, and different development approaches.
- Proven experience in developing dairy farming guideline.
- Proven experience in developing training material and delivering training session in the area of livestock.

4. FUNCTIONAL RELATIONSHIPS

The dairy expert will work and coordinate simultaneously under the direction of PRISMA through Rian Nurcahyono and Yusufadisyukur (Yoga) as well as with the partner representative from PT Medion Ardhika Bhakti through Suwadi Hartono and Vivin Wijaya. Any coordination meetings between each step in the process should be made possible when declared necessary by these parties.

5. INDICATIVE TIMELINE

It is expected that the work will be conducted for maximum of 7 days (1 day equals 8 hours of work) within the timeframe of November 2021 - January 2022. Indicative timeline as follow:

Activity	Duration	Due
Planning Outlines for All Deliverables	0.5 day	November 2021
Developing Draft of Guideline and Training Module	3.5 days	
Revise Guideline and Training Module based on inputs	1 day	
Delivery of ToT to Medion's staff	1 day	January 2022
Total	6 days	

6. DELIVERABLES

Deliverables of this consultancy works will be:

- Dairy farming guideline and training module document.
- Deliver Training of Trainers (ToT).
- On-demand advice, coaching, and material sharing.

All deliverables should be in accordance with PRISMA standards and approved by our partner PT Medion Ardhika Bhakti through the quality control process. Consultant should be using PowerPoint and/or Ms. Word in Bahasa Indonesia, but translated version in English might be requested. The deliverables must not incorporate the DFAT or PRISMA logo.