



This project is funded by
the European Union



OM HABIBEH FOUNDATION

مؤسسة أم حبيبة

OM HABIBEH FOUNDATION

REQUEST FOR PROPOSALS

Business Development Consultant – Agribusiness Background

for Seeds for the Future project – “Tamkeen Program”

I. Project Background

“Seeds for the Future: Fostering Socioeconomic Empowerment of Women in Upper Egypt through Digital and Green Solutions—Outcome 2” aims to strengthen women's economic resilience in rural areas in the Governorate of Aswan by promoting and fostering climate-smart agriculture solutions. The project is targeting marginalized women and girls in Karkar village, Kom Ombo district, and Nasr El Nuba district. The project will foster women's socioeconomic empowerment by establishing 400 kitchen gardens and rooftop gardens for the beneficiaries using smart agriculture techniques that will help them generate good income that will ultimately improve their participation in the labour market and promote their agency and decision-making skills.

Moreover, the project activities will build the beneficiaries' capacity in agriculture and entrepreneurship to ensure that they have all the required skills to enhance their leadership and their effective participation in the project. Furthermore, the project will offer 10 grants to women and girls to enable their participation in the agriculture value chain activities in Aswan governorate to maximize the benefits of the kitchen garden and rooftop gardens' produce.

II. Background of the Consultancy

The Seeds for the future project requires the expertise of an agribusiness consultant with a strong network of relationships with the private sector and experience in developing profitable and sustainable agricultural business models.

III. Purpose of the Consultancy

The purpose of this consultancy is to provide technical and strategic support in establishing profitable and sustainable agribusiness models for women engaged in kitchen gardening and nursery production. The consultant will leverage their expertise and private sector networks to enhance women's economic and social empowerment by identifying viable market opportunities, strengthening value chains, and developing effective marketing strategies for both kitchen garden produce and nursery products. This includes designing innovative approaches to market access, branding, and distribution channels to ensure that women can successfully commercialize their products, generate income, improve household food security, and contribute to long-term community resilience.

In addition, the consultant will be expected to provide tailored recommendations on how project interventions can be improved, adapted, or scaled to maximize sustainability, profitability, and impact for participating women and their communities.



This project is funded by
the European Union



OM HABIBEH FOUNDATION

مؤسسة أم حبيبة

The expected outcomes of the training:

- Develop a business model for managing a women's greenhouse and nursery in Aswan.
- Design a sustainability plan and income sources to ensure the project's continuity.
- Facilitate links with private sector companies to market women's products.
- Provide innovative strategies to diversify income sources and enhance profitability.

Expected tasks from the consultant:

1. Conduct a rapid assessment of the local market to measure the demand for seedlings, vegetables, and other agricultural products.
2. Prepare a financial business model (including cost-benefit analysis and projected revenues).
3. Identify and connect with private sector companies (supermarket chains, hotels, agricultural and food companies) to establish sustainable marketing links.
4. Provide recommendations on branding and packaging to increase product competitiveness.
5. Propose innovative ideas for additional income sources, such as:
 - a. Selling seedlings and compost.
 - b. Providing training or educational visits to schools.
 - c. Linking with ecotourism and community initiatives in Aswan.
6. Train the project team and a group of women on basic management and marketing skills.
7. Prepare a final report that includes a clear implementation plan and recommendations.
8. Deliver a debrief session about the mission to the project team and the donor representatives.

Specific Deliverables:

- An inception report outlining the methodology and business plan.
- A market assessment summary for the value chain opportunities for women in the agriculture field in Aswan governorate.
- Provide a list with all the innovative ideas for women's income generation opportunities.
- Provide recommendations on branding and packaging to ensure women are able to generate good income from their production



This project is funded by
the European Union



OM HABIBEH FOUNDATION

مؤسسة أم حبيبة

- A financial business model and operational plan for ideas that will be selected to be developed by CSOs and women in the target communities.
- A list of potential private sector companies and contact information that have high interest in working with women and with the products of the project.
- A final report including practical recommendations and a sustainability plan.

Expected Time Frame

The consultant is expected to commence duties in September 2025.

- The total duration of the consultancy will be no more than 30 days, with final submission of the report within 15 days from finalizing the task.
- The reports should be submitted in English language to the project manager.

IV. Consultants' entity Qualifications and Experience

The Seeds for the Future project is looking for a well-qualified consultant to fulfill the above-mentioned role/tasks. The consultant should meet the following criteria in terms of qualifications, technical competencies, and experience:

- An advanced university degree in agribusiness, agricultural economics, or business administration.
- At least 7–10 years of practical experience in agribusiness development, value chains, or small business support.
- Proven experience in developing business models for agricultural projects.
- A strong network of relationships with private sector companies in the agriculture and food industries.
- Previous experience working with development projects and women's economic empowerment is a plus.
- Strong reporting and communication skills in both Arabic and English.

V. Application Procedure

Agencies or individuals meeting the above criteria are invited to submit an application consisting of the following:

1. Detailed **technical proposal** of not more than **3 pages** clearly demonstrating a thorough understanding of this request for proposals and including the following:
 - i. Description of the proposed mission with a detailed timeline for each task
 - ii. Evidence of previous experience conducting similar work
 - iii. Curriculum Vitae(s) of all proposed staff outlining relevant experience (annexed to technical proposal)



This project is funded by
the European Union



OM HABIBEH FOUNDATION

مؤسسة أم حبيبة

2. A **financial proposal** for the daily rate to perform the required task including all the expenses related to the whole mission.

Evaluation Criteria:

Technical Evaluation	70%
The proposal is detailed and comprehensible including all the required tasks	20%
The timeline is clear and meeting the project's timeline	15%
The consultant has extensive experience in conducting similar tasks	15%
The consultant can commence the mission immediately	10%
The consultant has experience working in upper Egypt	10%
Financial Evaluation	30%

Please consider that only shortlisted candidates will be contacted for an interview.