

Adama Land Reform Initiative:  
Empowerment of semi skilled and academically qualified  
candidate towards running/managing a commercial  
agriculture venture.

(Curriculum)

First edition - July 2018

## Target model and vision

This approach is geared towards empowering a semi skilled and academically qualified candidate towards running/managing a commercial agriculture venture. It aims to do this by:

- **Development:**  
Developing and maturing the individual through multiple courses and programmes fit for purpose
- **Farming opportunity:**  
Providing an opportunity to work on training farm and real commercial farm
- **Mentorship and support:**  
Exposing the candidate to a varied range of mentors and support structures
- **Value chain:**  
Plug the candidate into an existing collectively strong value chain in his/her specific environment

The unique advantages, or strategic competency of the approach of Amos and Unigrain are:

- Focus is on empowerment through to placing of an individual
- Part of longer-term national development plan
- Candidate part of support network

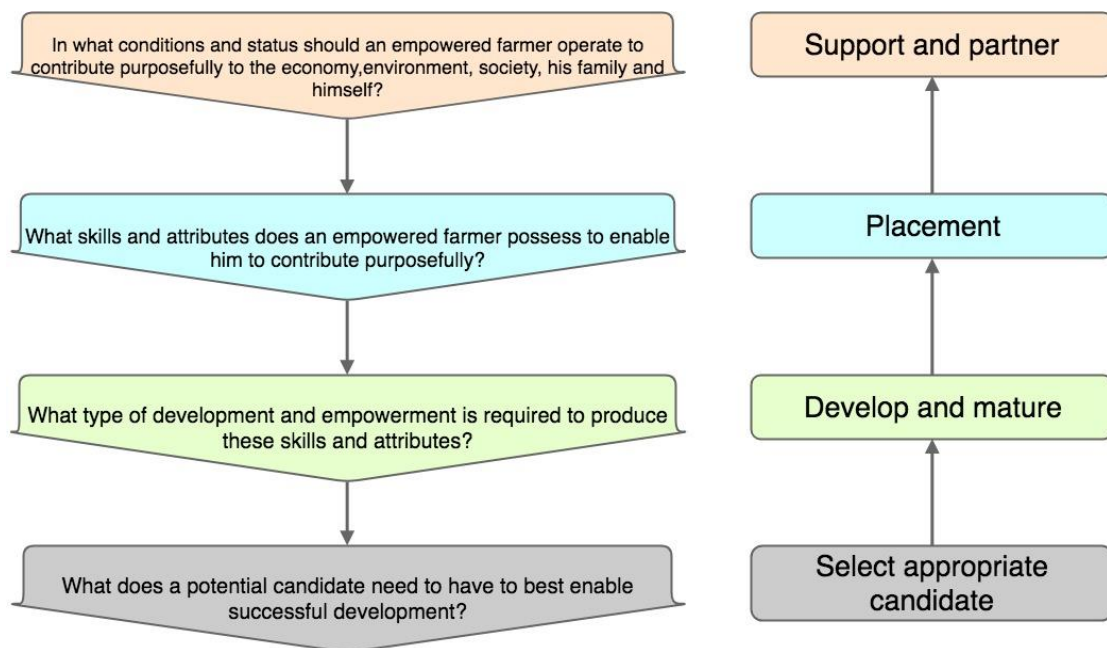
## Methodology

The complete empowerment process can be understood in 4 phases.

1. Select appropriate candidate
2. Develop and mature
3. Place
4. Support and partner

To best illustrate this, we start with the end in mind.

- In what conditions and status should an empowered farmer operate to contribute purposefully to the economy, environment, society, his family and himself?
- What skills and attributes does an empowered farmer possess to enable him to contribute purposefully?
- What type of development and empowerment is required to produce these skills and attributes?
- What does a potential candidate need to have to best enable successful development?



### **1. Select an appropriate candidate**

Selection criteria are primarily geared to find the most suitable candidate for likely success.

Selection criteria are weighted and formalized to identify a range of suitable candidates and score all candidates accordingly.

#### **Select a candidate who possess the following:**

- Formal qualification in agricultural or related area
- Biblical worldview
- Passion for agriculture
- Emotionally intelligent
- Strong work ethic
- Problem solving skills

### **2. Develop and mature**

Candidates are trained and developed in addition to existing qualifications on a training farm in conjunction with surrounding commercial farms.

Depending on the candidate aptitude and progress level the programme will at least be 1 year and should not exceed 2 years. Upon maturing from the programme, a 6-month intensive support and follow-up programme is followed to enable the best possible chance of success in addition to the existing support networks.

Courses are grouped according to:

- Individual and social growth and ownership
- Pragmatic applied agriculture
- Legal and regulatory awareness
- Business and economics

Details of the courses can be found in the annexure.

The course material and mentorship will be geared uniquely around:

- Technical skills and soft skills (social and life)
- Core Business of the proposed farm vs Generic agriculture
- Qualification (term defined) vs Professional development (on-going)
- Certified vs Uncertified training

### **3. Maturing and placement:**

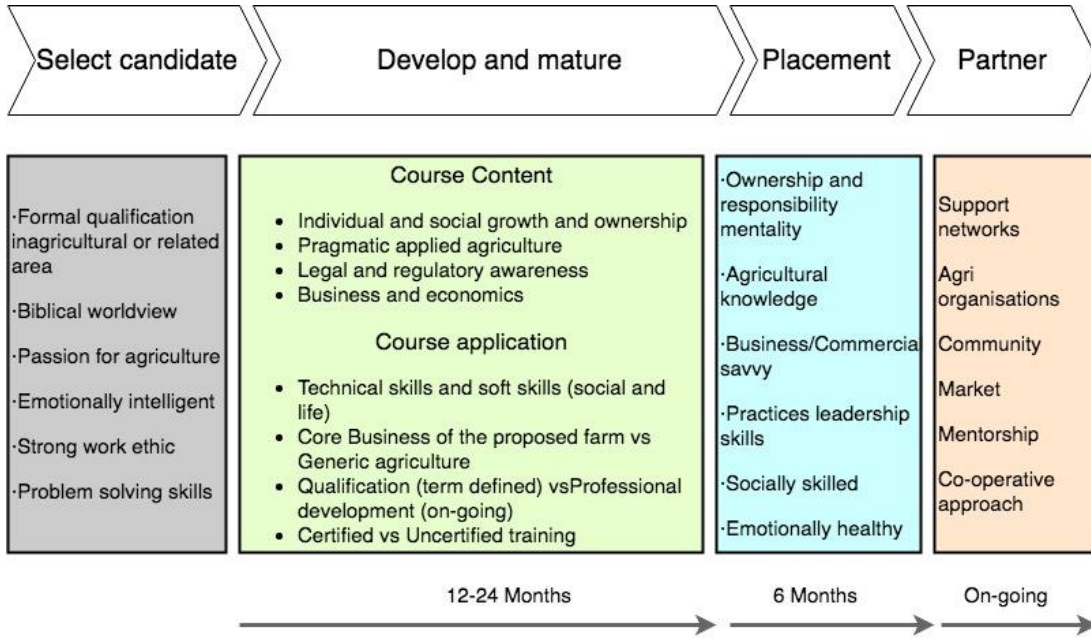
Successful candidates are placed within an existing commercial farm based on the prevailing negotiated terms as per the business plan.

Upon placement, the candidate will be an individual who:

- Displays Ownership and responsibility mentality,
- Is agricultural and technically empowered,
- Is business savvy and commercially empowered,
- Practices leadership skills,
- Has a high emotional intelligence and operates well within a social construct
- Are in a healthy emotional state

### **4. Partnership and support:**

Throughout the development programme, there will be strong emphasis on support and mentorship. This however will become much more emphasized and real once the candidate operates within his/her own agricultural business. This is where the build up to engaging in the value chain, cooperative farmer networks, and access to land starts to pay off and yields a return in every facet of life.



***Empowerment process: Complete illustration***

Addendum A

Development courses

Legal and regulatory	Risk, legal basics	Practical Risk and insurance Labour and agri legal awareness
	Security	Farm security
	Fire, health and safety management	Fire management - legal, practical Health & Safety
Individual and social ownership	Biblical worldview application	Biblical knowledge and interpretation Biblical work ethic Time management Work life balance Value system and living it Routine discipline
	Passion and Leadership	Passion and interest Ownership and responsibility Leadership
	Partnerships and emotional intelligence	Partnership development Emotional intelligence Conflict management Negotiation Service level agreements
	Critical thinking	Observing Problem solving and creative thinking
	Project management	Project management
Business and economics	Financial management and accounting	Financial management Productivity basics Basic accounting
		Electrical Chemical

	Agricultural engineering	Hydraulics Mechanical
	Financing and interest	Finance, interest, time value of money
	Marco agri economics	Macro economics agri
	Value chain management	Market and demand management Supply chain management Production management Agricultural business management Integrated business plan
Practical agriculture	Equipment management	Equipment and tool management
	Agricultural maths	Agricultural maths Measure to know
	Livestock management	Livestock Problem animal segregation Problem animal management Livestock medicine
	Water management	Water rights Water networks
	Plumbing, welding, driving	Plumbing Welding Kode 14 license
	Environmental management	Environmental management Crop management Pest management Pest and weed identification