



**REPUBLIC OF KENYA**

**NATIONAL OCCUPATIONAL STANDARDS**

**FOR**

**AGRI-PRENEUR**

**LEVEL 6  
(CYCLE 3)**

**OCCUPATIONAL STANDARDS ISCED CODE: 0811 554 A**



**TVET CDACC  
P.O. BOX 15745-00100 NAIROBI**

## APPLY ICT IN AGRI-ENTERPRISE

**ISCED UNIT CODE:** 0811 451 20A

**TVETCDACC UNIT CODE:** AG/OS/PN/CR/02/5/MA

### UNIT DESCRIPTION

This unit specifies the competencies required to apply ICT in agri-enterprise. It involves preparing to integrate ICT in agri-enterprise, integrating ICT into agri-enterprise processes, evaluating agri-enterprise ICT integration and completing integrating ICT into agri-enterprise.

### ELEMENTS AND PERFORMANCE CRITERIA

| ELEMENT   | PERFORMANCE CRITERIA   |
|---|--|
| These describe the key outcomes which make up workplace function. | These are assessable statements which specify the required level of performance for each of the elements.<br><i><b>Bold and italicized terms are elaborated in the range.</b></i>  |
| 1. Prepare to integrate ICT in agri-enterprise processes          | 1.1 ICT needs for agri-enterprise are identified based on the ICT needs assessment report.<br>1.2 ICT tools are developed in accordance with standard operation procedures and type of enterprise.<br>1.3 ICT infrastructure is acquired and installed in accordance with the ICT plan<br>1.4 ICT plan for agri-enterprise is developed according to the organizational goals, policies and procedures |

|  |   |
|--|---|
| <p>2. Integrate ICT into agri-enterprise processes</p> | <p>2.1 ICT is integrated into the production process of agri-enterprise in accordance with enterprise policy and procedures</p> <p>2.2 <b>Agri-enterprise records</b> are managed using ICT in accordance with enterprise policies and procedures</p> <p>2.3 <b>Agri-enterprise communication</b> is carried out using ICT in accordance with enterprise policies and procedures</p> <p>2.4 <b>Innovation process</b> is integrated with ICT in accordance with enterprise policies and procedures</p> <p>2.5 Agri-enterprise <b>marketing process</b> is integrated with ICT in accordance with enterprise policies and procedures</p> <p>2.6 <b>Human Resources Management (HRM) process</b> was integrated with ICT in accordance with enterprise policies and procedures</p> <p>2.7 Agri-enterprise financial system is integrated with ICT in accordance with enterprise policies and procedures</p> |
| <p>3. Evaluate agri-enterprise ICT integration</p>     | <p>3.1 Effectiveness of ICT integration into agri-enterprise is assessed based on the enterprise ICT plan</p>   |

|  |   |
|--|---|
|  | <p>3.2 Efficiency of ICT integration into agri-enterprise is assessed based on enterprise ICT plan</p> <p>3.3 Agri-enterprise innovativeness is assessed based on enterprise ICT plan</p> <p>3.4 3.4 Monitoring and Evaluation of ICT process is undertaken in accordance with the ICT Plan.</p>          |
| 4. Complete integrating ICT into agri-enterprise processes | <p>4.1 ICT is used in critical processes of Agri-enterprise financial report is prepared according to organizational policies, procedures and ICT plan</p> <p>4.2 Agri-enterprise ICT report is prepared and shared with relevant stakeholders in accordance with enterprises policies and procedures</p> |

## RANGE

This section provides work environments and conditions to which the performance criteria apply. It allows for different work environment and situations that will affect performance.

| Variable  | Range   |
|---|---|
| 1. Enterprise may include but not limited to        | <ul style="list-style-type: none"> <li>• Business entity</li> <li>• Services to customers</li> <li>• Profit</li> </ul>  |
| 2. Marketing process may include but not limited to | <ul style="list-style-type: none"> <li>• Viable and potential marketing opportunities</li> <li>• Marketing strategies</li> <li>• Supervising the implementation of these marketing strategies.</li> </ul> |
| 3. Innovation process may include but not           | <ul style="list-style-type: none"> <li>• Business idea</li> <li>• Product development</li> </ul>  |

|   |   |
|---|---|
| limited to  |   |
| 4. Agri-enterprise communication may include but not limited to | <ul style="list-style-type: none"> <li>• <u>Information</u> sharing</li> <li>• Sharing information by a <u>company</u> to <u>promote</u> its <u>product</u> or <u>services</u> to potential consumers.</li> </ul>   |
| 5. Agri-enterprise records may include but not limited to       | <ul style="list-style-type: none"> <li>• Meeting <u>minutes</u></li> <li>• <u>Memoranda</u></li> <li>• <u>Employment contracts</u>,</li> <li>• Accounting documents</li> </ul>  |
| 6. Human Resources (HR) process may include but not limited to  | <ul style="list-style-type: none"> <li>• Recruitment</li> <li>• Staffing</li> <li>• Compensation and benefits</li> <li>• Training and development</li> <li>• Career development</li> <li>• Talent management</li> <li>• Leadership development</li> <li>• HR checks and balances</li> </ul> |

## REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit of competency.

### Required skills

The individual needs to demonstrate the following skills:

- Marketing
- Selling

- Management
- Planning
- Problem solving
- Networking
- Analytical
- Entrepreneurial
- Communication

### **Required knowledge**

The individual needs to demonstrate knowledge of:

- Needs assessment tools
- Development of policies and procedures
- Basic principles of applied ICT
- Usage of computers
- Usage of mobile phones
- Usage of mobile phone applications
- Use of internet
- Basic principles of monitoring and evaluation
- Communication
- Entrepreneurship
- Innovation process
- Marketing principles
- Human Resources principles
- Enterprise development
- Basic financial principles
- Basic management
- Policies and procedures

## EVIDENCE GUIDE

This provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge and range.

|  |  |
|--|--|
| 1. Critical Aspects of Competency      | Assessment requires evidence that the candidate:<br><br>1.1 Conducted a needs assessment for ICT applications in the agri-enterprise according to business plan<br><br>1.2 Integrated ICT applications into the agri-enterprise critical processes<br><br>1.3 Evaluated the effectiveness and efficiency of applying ICT to the enterprise in accordance with the enterprise business plan |
| 2. Resource Implications               | The following resources must be provided:<br><br>2.1 Agri-products/ services<br><br>2.2 Assessment location  |
| 3. Methods of Assessment               | Competency may be assessed through:<br><br>3.1 Observation<br><br>3.2 Written tests<br><br>3.3 Third party report  |
| 4. Context of Assessment               | Competency may be assessed:<br><br>4.1 On the job<br><br>4.2 Off the job<br><br>4.3 During industrial attachment   |
| 5. Guidance information for assessment | Holistic assessment with other units relevant to the industry subsector, workplace and job roles is recommended.   |