



REPUBLIC OF KENYA

NATIONAL OCCUPATIONAL STANDARDS

FOR

AGRIPRENEUR

**KNQF LEVEL 5
(CYCLE 3)**

ISCED PROGRAMME CODE: 08110454A



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

OPERATE A SMALL AGRI-ENTERPRISE

ISCED UNIT CODE: 0811 451 07A

TVETCDACC UNIT CODE: AG/OS/PN/CR/02/4/MA

UNIT DESCRIPTION

This unit specifies the competencies required to operate a small agri-enterprise. It involves developing an entrepreneurial culture, preparing to start agrienterprise, implementing agri-enterprise start up and operational processes, operating a small business, assessing agri- enterprise start up and operational processes and completing starting agri enterprise.

ELEMENTS AND PERFORMANCE CRITERIA

ELEMENT These describe the key outcomes which make up workplace function .	PERFORMANCE CRITERIA These are assessable statements which specify the required level of performance for each of the elements. <i>Bold and italicized terms are elaborated in the range.</i>
1. Develop agripreneural culture	1.1 Agripreneural terminologies are defined following established procedures. 1.2 Contribution of agribusiness towards national development is identified in accordance to national development goals 1.3 Self-employment benefit are identified and emphasized to help create a positive attitude 1.4 Cultural factors that promote or inhibit agripreneural development are identified and emphasis made on agripreneural promotion 1.5 Ways of managing factors that inhibit development of agripreneural culture are identified in accordance with cultural background and national social economic situation

<p>2. Prepare to start agri- enterprise</p>	<p>2.1 Myths associated with Agripreneurship, types of agripreneurs and characteristics of Agripreneurship are determined in accordance with the set procedures</p> <p>2.2 Identification of sources of business ideas, generation of business ideas is undertaken in accordance with the existing procedure</p> <p>2.3 Evaluation of business opportunities is undertaken according to prevailing office procedures</p> <p>2.4 Competencies are matched with business opportunities in accordance with business practices.</p>
<p>3. Implement Agri- enterprise start up processes</p>	<p>3.1 Factors to consider when starting a small business are identified according to business sector</p> <p>3.2 Forms of business ownership are identified and procedure of starting a small business stipulated according to relevant legal requirements</p> <p>3.3 Procedure of starting a small business is identified as per the legal requirements</p> <p>3.4 Challenges faced when starting a small business are identified and mitigating factors provided for in accordance with prevailing legal and regulatory requirements</p> <p>3.5 Resource requirements for a small business are specified according to nature of business</p> <p>3.6 Business life cycle is projected as per the nature of business and national social economic situation</p>
<p>4. Operate a small business</p>	<p>4.1 Relevant terms are defined in accordance with the set rules</p> <p>4.2 Small business records are maintained in accordance with office procedures</p> <p>4.3 Business support services are set up in accordance with the nature and size of business</p> <p>4.4 Marketing activities are affected according to the nature and</p>

	<p>size of business</p> <p>4.5 Small business resources are run for efficiency and profitability</p> <p>4.6 Small business records are kept for decision making purposes</p> <p>4.7 Word processing concepts are applied in the management of small business according to office procedures</p> <p>4.8 Basic computer application software and emerging trends and concerns are applied in small business management in accordance with office procedures</p>
5. Assess agri-enterprise start up and operational processes	<p>5.1 Agripreneurial start up operating processes are assessed based on standard business startup procedures</p> <p>5.2 Agripreneurial Operating processes are reviewed in accordance with the assessment conducted.</p>
6. Complete starting agri-enterprise	<p>6.1 Agripreneurial start up and operational report is prepared in accordance with standard reporting 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. Agripreneurship terminologies may include but not limited to:	<ul style="list-style-type: none"> • Enterprise • Business vision. Mission, core values, objectives
2. Sources of business ideas may include but not limited to:	<ul style="list-style-type: none"> • Brainstorming • Personal hobbies • Newspapers, magazines, • Friends and relatives • Accounting/Administrative work

	<ul style="list-style-type: none"> • Modern trends and concerns
3. Forms of business ownership may include but not limited to:	<ul style="list-style-type: none"> • Sole proprietorship • Partnership • Limited Company • Unlimited Company
4. Resource requirement may include but not limited to:	<ul style="list-style-type: none"> • Human • Equipment • Finance
5. Business life cycle may include but not limited to:	<ul style="list-style-type: none"> • The start-up • Growth • Expansion • Decline of a business
6. Marketing activities may include but not limited to:	<ul style="list-style-type: none"> • Digital marketing, • social media marketing

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 skills
- Advertising
- Book keeping
- Communication skills

Required knowledge

The individual needs to demonstrate knowledge of:

- Types of agripreneurial businesses

- Basic market and feasibility studies
- Basic business ethics
- Building customer relations
- Basic principles of small business management
- Partnership building
- Basic Financial management
- Business communication principles
- Business planning
- Procurement procedures
- Product development
- SWOT tool
- Value chain analysis
- Feasibility study tools

EVIDENCE GUIDE

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

<p>1. Critical Aspects of Competency</p>	<p>Assessment requires evidence that the candidate:</p> <p>1.1 Collected data for feasibility study as per instructions</p> <p>1.2 Identified forms of business ownership and explained the procedure of starting a small business.</p> <p>1.3 Sourced agricultural products in accordance with the market demand.</p> <p>1.4 Identified customers and responded to their feedback.</p> <p>1.5 Identified Business Development Service Providers (BDS)</p>
<p>2. Resource Implications</p>	<p>The following resources should be provided:</p> <p>2.1 Access to relevant workplace</p> <p>2.2 appropriately simulated environment where assessment can</p>

	<p>take place</p> <p>2.3 Materials relevant to the proposed activity or tasks</p>
<p>3. Methods of Assessment</p>	<p>Competency may be assessed through:</p> <p>3.1 Observation</p> <p>3.2 Written tests</p> <p>3.3 Third party reports</p>
<p>4. Context of Assessment</p>	<p>Competency may be assessed:</p> <p>4.1 On the job</p> <p>4.2 Off the job</p> <p>4.3 During industrial attachment</p>
<p>5. Guidance information for assessment</p>	<p>Holistic assessment with other units relevant to the industry subsector, workplace and job roles is recommended.</p>