

**Nominated Position** Agriculture Adviser

<b>Name</b>	Mola TIN
<b>Contact Details</b>	Mola_tin@yahoo.com
<b>Professional Qualifications</b>	Master of Policy Economic, Williams College, 2012 Bachelor of Economics Business, National University of Management Bachelor of Education, Institute of Foreign Languages
<b>Professional Development</b>	Monitoring and Result Measurement (MRM), by Alexantra Mielbradt, Cardno MRM Initiative, 2014 Advanced MRM Training by Alexandra Miehbradt, 2014 Making Market Work Training Program by Springfield Center, 2014 Financial Auditing Skill for New Auditor, 2009
<b>Languages</b>	Khmer (Mother tongue), English (Fluent)
<b>Country Experience</b>	Cambodia, Kenya, Australia

**Summary of relevant experience**

Mola is a market development practitioner who has been using the DCED Standard for more than three years and a half. Through her experience from working in Cambodia Agricultural Value Chain Program (CAVAC), Mola understands the benefits of the Standard from both the implementation and MRM management side. She has been leading and supporting interventions in a wide range of markets in agriculture. Monitoring and adjusting implementation based on feedback are keys to ensuring highest impact with minimal cost. Mola is also part of CAVAC's MRM team considering designs measurement concepts and research across CAVAC's portfolios.

In 2014 Mola was selected to participate in Cardno's MRM Initiative - a program designed to train high performing individuals to specialise in MRM consulting. During this program, in addition to classroom based learning, Mola has also undertaken a number of consultancies. She assisted Aly Miehbradt, a DCED accredited auditor, to conduct pre-audit review of Kenya Markets Assistance Program (KMAP) and provided recommendation to improve the program's MRM's system to align with the Standard. She has also worked with Hans Posthumus and Phitcha Wanitphon to deliver training on DCED to development practitioners.

**Professional Work Experience****2010-2011 and Aug 2012-Present, Agriculture Adviser, Cardno: CAVAC, Cambodia**

Mola has led several interventions in the areas of information and rice seed production - aiming to stimulate and improve the adoption of innovation and changing practices. This includes the initial analysis, developing deals with private partners and monitoring and results measurement. She also supports the CAVAC team to sustainably improve functioning of other markets such as fertilizer, pesticide, vegetable, cassava, rice export, and media. Mola is also a member of the MRM team considering issues such as attribution and research. She is also involved in measuring CAVAC's whole portfolio, including designing measurement methods, and aggregating data. In addition, Mola is responsible for coordinating the development of CAVAC's communication materials to disseminate CAVAC's approach and activities to local and international audiences.

Specific tasks include:

- Working with media research and production companies to undertake rural media market research and produce agricultural programs on TV commercially.
- Implementing a small scale challenge fund looking for solution to specific problems such as rat control and labour saving ideas.
- Working with private companies to encourage competition among lead farmers to stimulate innovation in rice farming.
- Coordinating development of CAVAC's website, case studies, methodology briefs, brochures,

- and videos to communicate disseminate information about CAVAC,
- Working with an international consultant to conduct a poverty study to understand the link between CAVAC interventions and poverty reduction.  
Working with private companies selling agriculture products such as fertilizer to provide better services and information to farmers,
- Working with rice seed producers to improve and expand seed production.
- Conducting value chain study in vegetable and cassava sectors and agricultural input market,
- Preparing training for vegetable seed retailers to show benefits in providing embedded information to vegetable seed companies.

**Feb 2015, Trainer Assistant: Results Measurement for Market Development, HPC, Bangkok, Thailand**

Mola worked with two DCED accredited auditors, Hans Posthumus and Phitcha Wanitphon, to conduct this five day MRM training which aligns with DCED Standard. The trainees included donors and development practitioners from various development programs and countries. Mola and the other trainers delivered the training adjusting it to take into account the diverse backgrounds, expectations and level of familiarity with the Standard - balancing theory and practice, and facilitating peer learning. Specific tasks include:

- Conducting presentation on some parts of result chains, universal indicators, baseline, and DCED standard
- Providing instruction on group works and exercises on baseline
- Monitoring and assisting trainees to do all group work exercises with the two other trainers
- Checking group work with trainees in plenary session on measuring tools
- Reflecting and evaluating the training with other trainers every day after the training and finding solution for improvement for the next day.

**Aug, 2014, Auditor Assistant, Kenya Market Trust (KMT), Kenya**

Mola assisted a DCED accredited auditor to conduct a pre-audit review of KMT's market development program and provided recommendation for the program to be prepared for the real audit. Mola and the auditor shared responsibility in reviewing document, interviewing staff to check the program's strengths as well as areas for improvement in aligning KMT with the Standard. The pre-audit process was conducted like a real audit. However, in addition to checking only the symptoms of the program's MRM system, Mola supported the auditor in analysing the root causes of the problems and provided recommendation to solve those problems so that their MRM system can be improved in long term. Specific tasks included:

- Reviewing program documents such as impact logics, monitoring plans, work plans, research, projections, and periodic review reports, etc.; and scored against the Standard's requirement.
- Interviewed Kenya Market Assistance Programme staff, managers, and implementing partners to check their understanding of their MRM system, decision making process, perception of the importance of MRM, etc.
- Conducting workshops for managers and staff to present finding and discuss the ways forward to improve their system and be prepared for the real audit.
- Delivering a presentation and providing a report focusing on key lessons.

**Dec, 2013, Market Development Consultant, Private Sector Innovation for Health (PSP4H), Kenya**

Mola works with her two other colleagues from CAVAC to provide capacity building in market development approach for the new PSP4H team. They also supported the team in conducting value chain study of Kenyan health market and developed intervention ideas to sustainably improve the market. Specific tasks include:

- Providing one day training workshop on market development approach to PSP4H staff
- Helping the team to conduct market segmentation and find potential areas in the health market to intervene to improve the market sustainably with value for money.

- Meeting with relevant market players such as insurer, pharmaceutical shop owners, health service users, etc. to find potential interventions while also coaching the team to understand how to ask questions to market players, identify potential areas for intervention, engage or negotiate with partners.

**2012-2013, Communication Specialist, Cardno and DFAT (previously AusAID)'s Headquarters, Australia**

After returning to Cambodia upon completing her Masters in the United States, Mola rejoined CAVAC as a short term Communication Specialist. Mola was responsible for supporting an international adviser in developing CAVAC's communication. This work included a mission to Australia to meeting with AusAID and Cardno to discuss priorities, audiences and outputs. Today, Mola continues her leadership in communication on CAVAC, although now has a broader role with MRM and market support.