

## CV of Dr. George Barnabas Sonda (PhD)

Date of birth & place:	18 <sup>th</sup> December, 1972, Sengerema, Mwanza
Nationality:	Tanzanian
Country of permanent residence:	Tanzania
Civil status	Married, and have 4 children
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### Employment Record *(starting with present position)*

Dates of employment/appointment for the post	Name of employing organization	Positions held
November 2021 to present	Tanzania Agricultural Research Institute (TARI)	Senior Agricultural Research Officer II
January 2019 to present	Tanzania Agricultural Research Institute (TARI)	Center Coordinator of Technology Transfer and Partnerships
April, 2018 to November, 2021	Tanzania Agricultural Research Institute	Principal Agricultural Research Officer II
April, 2013- 2018	Ministry of Agriculture	Senior Agricultural Research Officer
November, 2009- 2013	Ministry of Agriculture	Agricultural Research Officer I
October, 2004- 2009	Ministry of Agriculture	Agricultural Research Officer II
November, 2000- September 2004	Lake Zone Agricultural and Development Research Institute - Client Oriented Research Program (COR), a Dutch funded program	Contract Agricultural Research Officer/Economist

### Education

1. Names of institutions	2. Degree obtained	3. Dates of obtainment
Wageningen University of Research, The Netherlands & Open University of Tanzania	PhD Economics	2012-2016
Sokoine University of Agriculture, Morogoro, Tanzania	MSc. Agric. Economics	2006- 2008
Makerere University, Kampala, Uganda	BSc. Agriculture ( Agric economics & agribusiness)	1996-2000
Moshi Secondary school	Advanced Certificate of	1992-1994

	Secondary Education( form VI)	
Kahunda Secondary School	Certificate of Secondary Education (form IV)	1987-1990
Sikonge Primary School	Std. Seven primary level Education	1979- 1985

### Languages

Language	Speaking	Reading	Writing
Kiswahili	Fluent native Good speaker	Good	Good
English	Good	Good	Good

### Professional experience: Selected recent work done

Name of assignment	Baseline survey for the EU funded project in Tanzania titled – “To certification and Beyond: Market access for sustainable tea, coffee and horticulture from Tanzania”
Year	Sept, 2020- May, 2021
Location	Tanzania Mainland (Njombe, Ruvuma, Songwe and Mbeya regions) and Zanzibar Island (Unguja and Pemba)
Client	Solidaridad Tanzania, EU funded project
Main project features	Address issues surrounding effective use of certification and use of voluntary sustainability standards (VSS) to improve and drive market opportunities for Tanzanian “branded” sustainable tea, coffee and horticulture products
Position held	Lead Consultant
Activities performed	<p>I coordinated, supervised and led the team for the baseline study design, implementation and development of indicators for project monitoring, evaluation and learning to ensure high quality and timely delivery of study results. Activities preparation and inception meeting, data collection and analysis and finally stakeholders’ validation meeting for the findings.</p> <p>Our research recommendations will help EU funded project led by Solidaridad-Tanzania and the consortia partners implement and attain its measurable and monitor goal successfully. The baseline study recommended interventions for the identified VSS gaps along tea, coffee and horticulture value chains for improvement. Some of the key intervention recommendations were training of farmers on Good Agricultural Practices (GAP), SME development in order to support VSS adoption. In addition, training of local auditors, training of Agricultural Marketing Cooperative Societies (AMCOS) and farmer groups/associations on governances and business management, training of farmers on processing and value addition and link them with export markets/ buyers for international market access.</p>
Name of assignment	EU KUWAKI project Baseline study on horticultural crops – vegetable value chain

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Year	May 2015 to June 2015
Location	Singida region, Tanzania
Client	Helvetas Swiss Interco operation, Tanzania
Main project features	<p>EU KUWAKI project – an abbreviation of Kiswahili phrase “Kuwawezesha Wanawake kaitika Kilimo na Masoko”, implying horticulture women empowerment. The project was supported by the European Union (EU) and Helvetas Swiss Interco operation- an NGO in Tanzania. The aim was to address the challenges facing horticulture sector, particularly weak production base, marketing and industry linkages by supporting women and other chain actors.</p> <p>Specifically, the study benchmarked the current horticultural production, markets and inter-linkages between value chain actors as well as existing rural financial schemes in the intervention area.</p> <p>Provided information on current important economic activities, incomes, occurrence of disadvantaged and marginalized groups (women, widow and aged). Also identified the prevailing issues related to cross cutting issues (gender dynamics and power relations, and provided recommendations and way forward for future improvement.</p>
Position held	Lead Consultant
Activities performed	<p>I coordinated, supervised and led the team for the baseline study design, implementation and development of indicators for project monitoring, evaluation and learning to ensure high quality and timely delivery of study results. Activities preparation and inception meeting, data collection and analysis and finally stakeholders meeting to present the findings were among the activities performed under my supervision.</p> <p>Our research recommendations helped EU KUWAKI project implement and attain its measurable and monitored goal successfully.</p> <p>The baseline study recommended interventions for the identified gaps along the horticulture value chain for improvement. Some of the key intervention recommendations were training of farmer groups in Good Agricultural Practices (GAP) for vegetables production including small scale irrigation, as well as onion, tomato and green leaf processing, marketing and entrepreneurship. Others were Village saving and Lending (VSL) model to ensure sustainable agricultural financing, Gender and social equity, environment and Information Communication Technologies (ICT) for market access.</p> <p>This project (vegetable crops women empowerment) was able to reach more than 15,000 people through 2606 households organized into 100 women farmer groups in 66 villages. This success story link shows.</p> <p><a href="https://eeas.europa.eu/delegations/tanzania_en/38538/Completion%20of%20the%20horticulture%20women%20empowerment%20project%20in%20Singida">https://eeas.europa.eu/delegations/tanzania_en/38538/Completion%20of%20the%20horticulture%20women%20empowerment%20project%20in%20Singida</a></p>
Name of assignment	<p>Designing Decision Support Tools (DSTs) for necessary knowledge base on cassava agronomy under African Cassava Agronomy Initiative (ACAI) project. ACAI is a partnership of national and international research organizations, universities, private sector companies and</p>

	development organizations, who all contributed to the development of the tool.
Year	2016- 2021
Location	Tanzania (Lake Zone, Coastal and Southern Zones)
Client	Government of Tanzania, Smallholder farmers & Business community
Main project features	The vision of ACAI project is to develop DSTs to deliver the necessary knowledge base to cassava scaling partners to be able to offer accurately site specific recommendations depending on farmers need and cropping objectives. The aim is to improve cassava yields by reducing yield gap, improve cassava root quality, cassava supply to the processing sector, and fertilizer sales. The project follows demand driven approach where by its interventions are responding to specific agronomy related needs by partners already actively engaged in cassava dissemination and value chain activities. Six user cases were agreed during stakeholders meeting, which include (i) cassava fertilizer blending decision support tool for fertilizer blending industry (ii) site specific fertilizer recommendation decision tool for extension agents (iii) best planting practice decision support tool for extension agent and farmers (iv) cassava intercropping decision support tool for extension agents and farmers (v) cassava staggered planting decision tool for more equally distributed raw material supply for extension agents and farmers (vi) decision support tool advising on best agronomic practices for high root starch content at harvest for farmers supplying to the processing sector.
Position held	Team Member- Socio economics objective leader in the Lake Zone regions, Tanzania
Activities performed	I participated as a socio economics objective leader to coordinate, supervise and implement in an interdisciplinary team all six user cases through organized work streams to deliver the above tools. Specifically, supervised baseline study design and implementation, socio economic, demographic and farming systems characterization for cassava producers See this publication for details <a href="https://www.researchgate.net/publication/314245910_Accelerated_learning_through_characterization_of_smallholders_cassava_production_systems">https://www.researchgate.net/publication/314245910_Accelerated_learning_through_characterization_of_smallholders_cassava_production_systems</a> ), economic analysis data collection for research on cassava growth dynamics, nutrient and water requirement, and choice experiment study to understand farmers preferences for technology adoption and impact. See this success story <a href="http://acai-project.org/choice-experiment-to-understand-farmer-preferences-for-technology-adoption/">http://acai-project.org/choice-experiment-to-understand-farmer-preferences-for-technology-adoption/</a> Also participated in a team to design, and validate demand driven tools in developing cassava agronomy App, facilitated the use of developed decision tools- a smartphone App named “AKILIMO” that correlates a series of information input by farmers- agronomy recommendations, outputs, profitability, and so on for farmers and extension agents to create interests and awareness. The tool is also accessed through <a href="http://www.akilimo.org">www.akilimo.org</a> See this page also for more details. <a href="http://acai-project.org/akilimo-decision-support-system-for-cassava-farmers-in-nigeria-and-tanzania/">http://acai-project.org/akilimo-decision-support-system-for-cassava-farmers-in-nigeria-and-tanzania/</a>

Name of assignment	Building Economically Sustainable Seed System for cassava in Tanzania (BEST Cassava project)
Year	2017-2022
Location	Lake Zone, Coastal and Southern Zone, Tanzania
Client	Mennonite Economic Development Association (MEDA) &

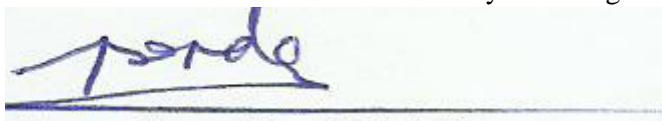
	Government of Tanzania
Main project features	<p>Traditionally, cassava farmers plant cassava using planting materials obtained in an informal seed system (i.e. farmer to farmer exchange, recycling etc.). Because cassava is vegetatively propagated, and the slow multiplication rate it is regarded as of low value and hence farmers continued recycling- leading to diseases build up, loss of genetic vigor and lower yields.</p> <p>BEST cassava project is a 5-years project implemented in Tanzania with the vision to see cassava productivity and income for stallholder farmers increased through access and affordable quality planting materials through commercialized seed system. The project has three main components being implemented in partnerships with different organization each with its mandate. The components are (i) commercial supply chain that aims at building capacity for seed entrepreneurs and building commercial seed system of all classes including pre basic seed that is institutionalized. This component is led by MEDA (ii) Quality assurance component that aims at ensuring quality seed production and building capacity of public and private sector institutions and farmer organizations in running profitable and sustainable quality seed business. This component is led by Tanzania Official Seed Certification Institute (TOSCI) and (iii) Superior variety development component, which aim at ensuring early generation quality improved cassava planting materials for planting is available to meet the demand of different customers. This component is led by Tanzania Agricultural Research Institute (TARI).</p>
Position held	Team Member: Institutional, partnerships, policy & business development objective leader
Activities performed	<p>I participated as an activity objective leader for institutions, partnerships, policy issues and business development expert in broader project components in an interdisciplinary team. Specific activities performed include coordinating the linkages and partnerships between research Early Generation Seed (EGS) of cassava resistant varieties to diseases developed at TARI and other institutions/ partners and farmers through market based activities that involved technology promotions such as technical demonstration units set up, field days' exhibitions and meetings conduction to create awareness, interest and demand.</p> <p>I also, led the team of researchers and partners in an economic sub component analysis for business development of pre basic seed production as business at TARI. Involved in business plan preparation and development as a tool for investment to enhance sustainable cassava seed system and business institutionalization at TARI. Established/estimated market size for cassava seed commercialization, identification of market opportunities, market segments and customers for pre basic seed production and marketing, and training of Commercial Seed Entrepreneurs (CSEs) on entrepreneurship for basic and certified seed (Quality Declared Planting Materials (QDPM) to enhance cassava seed business.</p>

	Currently, there are about 362 entrepreneurs all over the country (Lake, Coastal and Southern Zones) engaged on cassava seed production and marketing for basic and certified seed (QDPM). BEST cassava project will be a catalyst for the continued cassava seed business in Tanzania.
<b>Administrative Experience</b>	
Overall center (Institute) management experience	<p>I have experience of administration where time to time I have Acted and assumed Center Director's role in his/her absence, in which I supervise over 58 staff, and oversee day to day Centre's administrative issues related to human, physical and financial resources and operations.</p> <p>In the event, I have also gained experience to handle and host high level government meetings and delegations (officials, politicians) including international meetings and visits made and hosted by the institute, besides making decisions on behalf of the institute for our clients and partners issues as they arise</p>
Research management and technology transfer coordination	<p>I have over 18 years' experience as Agricultural Research Officer and have broader experience in project management, coordination and supervision. All my research projects involve multidisciplinary scientists team and collaborators from developing countries and international research institutes. An elaborate coordination is required to ensure high quality research and timely delivery of research products to donors and country in particular.</p> <p>Since 2018, I have been the head / Center coordinator of technology transfer and partnerships, in which I'm responsible for ensuring technologies and innovations reach end users through various pathways, including designing training and extension materials. Coordinate research activities for dissemination, partnerships and represent the Institute in various meetings, and supervise staff, University students and collaborators.</p> <p>I also assist and provide advice to the Center Director on the day to day institute's operational and management functions.</p> <p>I have a vast experience to organize, prepare, coordinate and conduct seminars, workshops and conferences (local and international). These leadership activities have given me experience in administration and identifying strengths, weaknesses, opportunities and threats of project implementation strategies and approaches.</p>
<b>Special Skills and thematic experience</b>	
Special skills and professional expertise	<p>I have acquired professional skills on Participatory Planning Monitoring and Evaluation (PPM&amp;E), International Program for Development Training (IPDET), GIS for Agricultural Monitoring and Evaluation, Value Chain Analysis and Development, Farming Systems Research Approach, Experimental and non-experimental research designs, Data analysis and techniques for Scientific writing, presenting papers and Publishing, and Designing and developing Open Data Kit (ODK) web forms and digital applications for different surveys and data base management</p>

Computer skills and Statistical Analytical Software knowledge	Conversant with MS Word, MS Excel, Access and Power point presentation, and statistical packages: SPSS, STATA, SAS, R, Frontier vers.4 and LIMDEP
Professional services offered	I have served as a reviewer for Journal papers, and book manuscript published by different publishers including Huria journal, and also university students' graduate dissertations reviews and supervision. I have also served as supervisors for university students attached for field practical training
<b>Selected Publications - Published on peer review journals</b>	
	<p><b>Sonda G</b> and Ngaruko D. ( ). Understanding farm household factor resources allocation in the common from the view point of Transaction Costs: A guiding policy for smallholder rice irrigation scheme collective management, Tanzania. <i>Forth coming</i></p> <p>Chasama, G.L., Tungu, G.B., <b>Sonda, G.B.</b>, and Makungu, M. (2019). Improving agricultural labour efficiency through oxenization and its impact on food security in Ukerewe, Tanzania. <i>Tanzania Veterinary Journal, Vol 33, No 2.</i></p> <p><b>Sonda George</b> and Ngaruko Deus (2017). The link between farm household objectives and investment in irrigation scheme: implications for collective action coordination efficiency, <i>African Journal of Economic Review</i></p> <p>De Groote, H.; Dema, G., <b>Sonda, G.B.</b>; Gitonga, Z.M. (2013). Maize for food and feed in East Africa-the farmers' perspective, <i>Journal of Field Crops Research, Vol 153, 22-36.</i> (DOI: 10.1016/j.fcr.2013.04.005)</p> <p>Ngendello, A., and <b>Sonda, G.</b> (2009). Increasing farm gate price of indigenous chicken through collective marketing in Sengerema, Kwimba, and Misungwi districts, Tanzania. In: Profit making for Smallholder Farmers. <i>Proceeding of the 5<sup>th</sup> MATF experience sharing workshop, Entebbe, Uganda. Farm Africa, Edited by R. Roothaert and G. Muhanji, Nairobi, 44pp.</i></p> <p>Kavia, F.Y., Mushongi C.C., and <b>Sonda, G.B.</b> (2007). Factors affecting adoption of cassava varieties: A case of cassava mosaic diseases tolerant varieties in Lake Zone Regions-Tanzania. <i>African crop science proceedings Vol 8, pp1875-1978</i></p>

**DECLARATION:**

I certify that the information contained herein is true and correct to the best of my knowledge.



George Barnabas Sonda, PhD