

# **Terms of Reference**

## **Contracting an individual service provider to conduct Knowledge Management activities of Smallholder Agribusiness Partnerships Programme (SAPP)**

### **1. Background of the Programme**

The SAPP is designed to contribute Sri Lanka's smallholders' poverty reduction and competitiveness. Its primary objective is to sustainably increase household income and quality of family diet by establishing confirmed market for rural producers under Public Private Producer Partnership (4P) mechanism.

### **2. Programme area and target group.**

The programme will have national coverage, though special attention and preference will be given to low income districts and areas where agri-production potential is high. The programme is demand-driven and the willingness and the equal commitment of programme partners (Rural farmers, Agribusiness companies, Banks, Insurance providers etc) are essential in reaching programme objectives. More emphasis will put forward in developing Producer/Farmer Organizations (POs /FOs) under SAPP to be in line with Government's policy and development agenda, and to ensure sustainability of supported Producer/Farmer Organizations within 4P mechanism. The target group of 57,500 poor rural households with the potential to become active economic players under commercially-oriented production and marketing systems with diverse array of value chains will be assisted under the programme.

### **3. Programme Components**

#### *Component 01- Access to commercial partnerships*

This component includes two sub-components: (1.1) Establishing 4Ps (new 4Ps, NADeP scale ups, 4Ps with POs/FOs); and (1.2) Institutional strengthening and capacity building of Producer/ Farmer groups (within a market-driven model). A total of 35,000 households will be directly reached through 4P schemes and institutional strengthening interventions. Rural youth will also be considered (no. of 2500) under this component to become entrepreneurs and to respond the demand for services generated along value chain complements in 4Ps.

#### *Component 02 – Access to rural finance*

This component consists of two sub components: (2.1) Financing of 4Ps; and (2.2) Institutional strengthening for the financial services sector. The component follows the strategies, modes of intervention and investment opportunities that emerge under component 1 (to satisfy the credit requirements of 4Ps and youth entrepreneurs) and aims at facilitating access to rural financial services in a sustainable manner mostly through training and technical assistance.

#### *Component 03 - Programme management and policy dialogue*

This component comprises two sub-components: (3.1) Programme and knowledge management; and (3.2) Policy dialogue.

#### **4. Objectives and the purpose of service required**

SAP programme established exclusively to contribute rural poverty eradication and to improve competitiveness of the rural producers. Therefore the programme will strive to be a learning organization. The Public Private Producer Partnership (4P) mechanism itself is a novel concept and it has been pioneered by ex NADeP programme (predecessor of SAP) and the success derived through NADeP has led to extend the support to rural producers. Thereby the programme will learn systematically and collectively from its own 4P projects. The learning's has to be properly documented from its private sector partners, beneficiaries etc in order to deliver high quality services and to further explore innovative ways to overcome poverty, and to use the knowledge acquired to foster required policy reforms. Further, the knowledge products developed should ensure proper visibility of programme endeavors and its promoters including LPA and donor.

#### **5. Roles and responsibilities**

Under the direct supervision of the programme director, the service provider will perform activities under following parameters to develop KM products of the programme.

1. Refer Programme Design Report, Programme Implementation Manual, Mission reports, Completion Reports etc to determine KM requirements and follow IFAD KM guidelines
2. Work with the PMU heads, field staff, partner organizations, partner banks etc to identify the KM products to be produced, learned lessons of PMU interventions. Ensure that success stories, best practices emerging through 4P partnerships are documented and provided to PMU within stipulated time period with quality.
3. Undertake visits to programme locations/sites to identify and develop knowledge products.
4. Support PMU staff in developing knowledge product paths emerging through beneficiary assistance and partner experience.
5. Provide technical support to PMU staff in developing their capacity in knowledge management, development of lessons, learning systems and tools, data collection and reporting processes.
6. In coordination and the guidance of PMU, develop knowledge products (such as 4P project stories, peer learning materials, case studies, policy briefs, paper articles etc) to internal and external audiences (PMU, policy makers, donor organizations, media, web etc).

#### **6. Qualifications, experience and the skills required by the service provider**

##### **6.1 Education and experience**

6.1.1 Degree in: Information Science; Communication; Journalism; Agricultural Science; Economics or PGD on rural/ regional/ economic development disciplines - essential

6.1.2 Minimum of five years professionally relevant experience in knowledge management, corporate communication, journalism etc - essential

6.1.3 Demonstrated experience in developing content that clearly communicates ideas and experiences for Policy makers, donor organizations, media, rural farmers, web, print production, and audio-visual productions - essential

6.1.4 Experience in, or solid understanding of Sri Lanka's rural development context, donor funded project implementation, M&E activities, lessons learning mechanism and policy making mechanism - essential.

6.1.5 Previous experience in developing knowledge products for rural development/ 4P initiatives with regard to rural Sri Lankan context/ cross cutting issues like gender equality, household nutrition management, climate resilience etc - essential

## **6.2 Required technical / functional competencies**

6.2.1 Results oriented Performer: Strong analytical skills plus solution orientation. Dynamic, self motivated and creative thinker. Ability to work independently and with limited supervision, committed to rural poverty alleviation and rural development.

6.2.2 Team Worker: Ability to establish and maintain effective working relationships with specialized consultants, strong social skills and open-minded

6.2.3 Networker: Ability to work effectively with others and create and maintain a good network within PMU and with partners.

6.2.4 Organizer/Planner: Ability to meet tight deadlines in a high pressure and highly demanding environment.

6.2.5 Communicator: Strong diplomatic and communication skills, especially the capacity to listen and communicate effectively with rural farmers, effective working relationship with stakeholders.

## **6.3 Communications**

6.3.1 Very strong written and oral communication skills in English is essential.

6.3.2 Excellent knowledge of computer based communications tools.

## **7. Expected key deliverables**

- Develop 4P project stories (For eg: 4P model as a powerful tool for rural development, Youth engagement in 4P mechanism, Access to finance through 4P mechanism etc)
- Develop peer learning materials (leaflets, briefs : to be used by farmers at large)
- Develop case studies (For eg: success stories, learned lessons by various stakeholders etc)
- Develop policy briefs
- Translation services in respect of KM products by other sources (among Sinhala, Tamil, English languages)

**Important:** Service provider should be able to submit the relevant knowledge product in requested language by the PMU (preferably in English). Therefore it is an obligation of the service provider to couple with relevant writers (Sinhala and Tamil) to satisfy the service requirement of PMU.

## 8. Evaluation Method and Criteria

### 8.1 Combined analysis

The award of the service shall be made to the individual service provider whose offer has been evaluated and determined as:

- Responsive/ compliant/ acceptable, and;
- Having received the highest score out of pre-determined technical and financial criteria specific to the solicitation;  
Technical Criteria - 70% and Financial Criteria - 30%

### 8.2 Technical Criteria for Evaluation (Maximum 70 marks)

- Criteria 1** - Degree in: Information Science; Communication; Journalism; Agricultural Science; Economics or PGD on rural/ regional/ economic development etc - **15 marks**
- Criteria 2** - Minimum of five years professionally relevant experience in knowledge management, corporate communication, journalism etc – **15 marks**
- Criteria 3** - Demonstrated experience in developing content that clearly communicates ideas and experiences for Policy makers, donor organizations, media, web, print production, and audio-visual productions – **10 marks**
- Criteria 4** - Experience in, or solid understanding of Sri Lanka's rural development context, donor funded project implementation, M&E activities, lessons learning mechanism and policy making mechanism – **10 marks**
- Criteria 5** – Availability/ submission of originals/ copies of developed knowledge products for rural development/ 4P initiatives with regard to rural Sri Lankan context/ cross cutting issues like gender equality, household nutrition management, climate resilience etc – **10 marks**
- Criteria 6** – Ability and the preparedness to provide reports in requested language by the PMU – **10 marks**

**Balance marks will be awarded for the financial proposal and only candidates obtaining a minimum of 49 marks (70% of the total technical points) will be called for the pre financial proposal meeting and for the submission of financial proposal subsequently.**

## 9. Payment Plan

Payment shall be by the lump sum modality in the following 2 installments. These shall be all inclusive and the price of the each service delivery is fixed as agreed in service agreement.

- Presentation of draft - type set, acceptable and approved knowledge product (3 weeks after official acknowledgement/awarding by PMU) - 50%
- Presentation of final - type set, acceptable and approved knowledge product (3 weeks after official acknowledgement of comments on draft KM product by PMU) - 50%

Service provider is requested to submit their financial proposal on each key deliverable/ category separately. (price for one report/ document in each category separately) Price for translation service should be quoted “per page”.

## **10. Application Procedure**

Interested individual service providers must submit the following documents/information to demonstrate their qualifications as follows.

- Cover letter to confirm the Interest
- Updated Resume/ CV highlighting past experience in similar assignments and with 2 professional references with contact details (email and telephone)
- Technical Proposal – It should be clearly address the technical points mentioned in this TOR with a list of similar assignments/ names of the publications/ reports etc
- Brief approach and methodology for undertaking the assignment

## **11. The proposal/ Resume should be sent to the following address,**

Programme Director  
Smallholder Agribusiness Partnership Programme (SAPP)  
No 41, Renuka Building (1<sup>st</sup> floor), Janadhipathi Mawatha  
Colombo 01

### Note:

- Selected service provider has an access to receive programme documents after signing an agreement with PMU.
- The Copyrights of the related documentation/publications will be owned by SAP programme.
- Relevant transportation/ logistics will be provided to the service provider by the SAP programme.
- Mass printing of the publications will be done by the SAP programme