



Terms of Reference for the Development of IEC material on Good Agricultural Practices for Cassava

1. Background

Self Help Africa is an international NGO dedicated to the vision of an economically thriving and resilient rural Africa. SHA has 50 years' experience working with smallholder farmers, farmer associations, cooperatives and agribusinesses across Africa to help farmers grow and sell more food, improve diets, diversify incomes and make their livelihoods more sustainable and resilient to external shocks.

Self Help Africa, Kenya, received funding from the European Commission to implement a 5-year program dubbed, *Strengthening the Competitiveness of the Cassava Value Chain in Kenya*, with an overall objective of increasing food and nutrition security, employment and income among 28,000 smallholder farming households (at least 60% women). Specifically, the action will seek to increase income levels amongst target households through increased cassava production for both subsistence and trade; to reduce hunger gap amongst target households; to create 5,600 net equivalent jobs amongst the Farmer Business Groups and MSMEs amongst other targets. The program is implemented in 7 counties i.e. Kilifi, Kitui, Migori, Kisumu, Homabay, Busia and Siaya and has 4 Outputs namely; 1) Increased capacity of 28,000 smallholder households for sustained production of high quality cassava (2) Increased market and business linkages for at least 85% (23,800) of farmers for enhanced smallholder farmer productivity and MSME profitability (3) Increased access to credit for at least 50% of farmers cassava value chain and business development (4) Increased number of platforms of engagement across different levels of the cassava value chain.

2. Objectives

Self Help Africa seeks the services of a consultant to document cassava GAP practices, cassava varieties and their characteristics as well as cassava diseases and pests, their characteristics and control mechanisms. This information is meant for the farmers in the programme.

3. The assignment

Self Help Africa will provide the initial content (approximately 1400 words) with the consultant expected to undertake the following activities in close cooperation with Self Help Africa staff. The expected output from this consultancy services is production of simple yet effective, eye catchy and easy to understand content on the programme for farmers. The consulting firm shall design and develop the materials in a comprehensive manner for print and online circulation.

The specific tasks are;

- Copyediting the content provided and research on more.
- Develop content in English, Kiswahili and Luo
- Development of infographics to represent the information on GAP practices
- Source for appropriate photos to show cassava varieties, pests and disease
(documents have guiding images)
- Design and layout
- Pre-test the materials amongst the intended audiences
- Provide a A5 foldable detailed booklet on cassava GAP practices and diseases & pests in the three languages – 200 per language.
- Summary of GAP practices on A1 posters – 1000 copies in Kiswahili, 500 in Luo and 200 in English.

4. Qualification and Expertise

The successful entity is required to meet the following criteria

- Strong background in graphic design

- Strong writing, translation and editing skills
- Previous experience working in agricultural projects will be an added advantage.

5. Duration of engagement

The assignment to be completed in a period of 2 weeks.

The copyright of the materials shall remain with Self Help Africa and no materials are to be re-produced without prior consent of the organization.

6. Application process

Potential interested and qualified individuals/consultants/firms are requested to submit a proposal for conducting this assignment and include all necessary documents that show competence in the advertised assignment such as, cover letter, updated CV in addition to the documents listed below. These should be submitted via email to Procurement procurementke@selfhelpafrica.org not later than **2nd June 2019**.

Submission of the proposal:

1. A proposed technical plan of conducting the assignment, which includes:
 - a. A clear description of the proposed assignment and detailed methodology
 - b. Schedule of work
 - c. Names of the participating consultants and each person's role
2. A separate financial proposal (including all cost breakdowns in detail of the professional fees, operational costs, etc.). Kindly note that SHA will directly manage the logistics.

Additional documentation to submit:

1. Capability statement, including description of previous experience, and demonstrated ability to conduct this assignment.
2. Updated curriculum vitae of the team leader and all other team members (if applicable) who will undertake the work, clearly indicating qualifications and experiences.

3. Consulting firm profile and all company details – registration certificate, Tax Compliance Certificate and PIN Number among others
4. Contact details of two recent organizations where similar services of the team leader have been utilized including contact details and title of assignment.
5. Samples of 2 most recent similar assignments

The total contract value will be negotiated based on the agreed scope of work and the consultant's qualification and experience.