Terms of Reference: Editing, Design and Layout of Manuals and Development and Printing of Teaching Aids

Climate Smart Resilient Agribusiness for Tomorrow (CRAFT) Project

# **Background**

SNV Netherlands Development Organisation is the lead implementing party for the Climate Resilient Agribusiness for Tomorrow (CRAFT) Project in Kenya, Tanzania, and Uganda. This five-year project, with funding from the Netherlands Ministry of Foreign Affairs, is implemented in partnership with Wageningen University and Research, CGIAR’s Research Program on Climate Change, Agriculture and Food Security (CCAFS), Agriterra, and Rabo Partnerships. The consortium offers a strong platform to not only manage and coordinate a robust climate smart agriculture project, but also provide targeted technical assistance, business facilitation, as well as research and knowledge management support.

The CRAFT project works with and through the private sector and supports public sector players in creating an institutional environment for wide-scale adoption of climate smart agriculture (CSA) practices, including more efficient use of water and (renewable) energy sources. The project is driven by 3 pillars:

1. Adoption of CSA practices & technologies in arable crop production farming systems
2. Acceleration of investments and business growth in selected value chains
3. Improved enabling environment for scaling out of CSA.

CRAFT Uganda has so far signed partnership contracts with 14 SMEs to support the CRAFT project in promoting increased and sustainable land productivity in the Potato, Soybean, Sunflower and Sesame value chains. This is being achieved through promoting climate smart services and technologies among smallholder farmers in Uganda.

To improve effectiveness and efficiency of extension systems/services; and promote adoption of climate smart services and technologies, the CRAFT project has supported the development of climate smart technical training manuals and training tools for the 4 commodities (Potato, Soybean, Sunflower and Sesame) promoted by the CRAFT project. The manuals are currently undergoing final review, while the information for the training tools has been generated and is pending development of relevant illustrations and printing.

**The intended scope of services**

**Editorial (proof-reading, editing and layout)**

1. **The training manuals**: The manuals are detailed references that an extension officer uses as a source of information to substantiate and supplement his explanations of what is illustrated in the ‘training tools’ during a training session; these need to be proofread[[1]](#footnote-1), edited[[2]](#footnote-2) and laid out[[3]](#footnote-3).

**Current number of pages of the word manuals (final number of pages will depend on the design and layout)**

Potato manual – 36 pages

Sesame manual – 37 pages

Soybean manual – 104 pages

Sunflower manual – 125 pages

1. **The training tools (teaching aids):** These are extracts from specific areas of the training manual that contain ‘critical take home message(s)’ for the smallholder farmer at a training session. These will predominantly contain illustrations in picture or graphic format with short messages that are easy to understand and follow by small holder farmers. They will form the main teaching materials during farmer trainings printed in durable water-resistant material in forms of posters. ***The consultant is expected to make use of the manuals to generate the teaching aids***

**Specific tasks/activities.**

**The training manuals:**

1. Edit the final draft of the **4 manuals**, assessing the flow of the content, and where need be, rearrange the content to ensure a logical flow, check correctness of the vocabulary used, check spelling errors, check punctuations and any other grammatically inappropriate aspects of the document; and correct the vocabulary, spellings, punctuations, and grammar.
2. Design and layout of the manuals in line with the CRAFT brand guide and its partners, including the government of Uganda/MAAIF.
3. Print initial copies of the 4 training manuals on A4 size, durable material and in color; the consultant shall print and submit 5 copies of each of the four training manuals; and submit the final version of the manuals on a flash disk.

**The training tools/ Teaching Aids:**

1. Review the draft training tools and the training manuals provided, identify key messages, and develop appropriate illustrations and short messages per manual per theme or training topic
2. Translating the teaching aids into the local languages. ***The primary language for all the teaching aids will be English upon which all the other local languages per value chain will be based.***

* Sunflower: Luo, Sabiny
* Potato: Mufumbira, Alur
* Sesame: Luo, Ateso and Lugbara
* Soybean: Luo, Ateso and Luganda

1. Design the teaching aids in A1 poster size per thematic area as contained in each manual**. Below are the key thematic areas.** ***The number of additional sub thematic areas that will require illustrations will be drawn from the different manuals shared with the consultants***
2. **Land preparation**

* Site selection
* Bush clearing
* Primary tillage
* Secondary tillage

1. **Planting**

* Seed selection
* Spacing
* Lining out
* Planting (different methods)
* Plant population determination

1. **Cropping calendar/Field management**

* Cropping calendar
* Growth stages and corresponding field management

1. **Pest and diseases/management**

* Pests and their pictures
* Pests and corresponding damages
* Diseases and disease signs
* Disease control

1. **Soil fertility, fertilizers, and fertilizer application**

* Main soil mineral deficiencies, signs, and correction

1. **Physiological maturity/harvesting**

* What is physiological maturity and the signs
* What is harvesting and recommended harvesting methods

1. **Drying, threshing and cleaning**

* Drying methods and recommended moisture content
* Cleaning methods and quality standards

1. **Storage/Storage pest management**

* Traditional storage structures
* Improved storage structures
* Storage conditions

1. Print 2 copies of each individual training aid in A1 poster size in attractive, clear, and weather-proof material
2. Compile the teaching aids per manual into an A4 handbook – **in desk calendar format, spiral bound (using durable board paper**) to accompany each manual and share the soft copies of the individual posters as well as the aggregated handbook on a flash disk

**Key deliverables**

**The training manual:**

* A flash disc containing all the final four training manuals (for Soybean, Sunflower, Potato and Sesame), well designed and laid out
* 5 printed copies of each of the four training manuals in A4 size, well designed, printed and bound (perfect binding, in art matt paper with the cover and back page matt laminated

**The training tool/ teaching aids:**

* A flask disk containing all the individual thematic teaching aids as well as aggregated well designed handbook in desk calendar format of all the teaching aids per value chain
* 2 copies of each individual teaching aid in A1 poster size, printed in water resistant material as well as a handbook of aggregated illustrations / individual teaching aids per value chain

**Target audience**

The primary target audiences are

**Manuals:** Trainer of Trainers, farmer extension agents, CRAFT partners (business champions), government stakeholders, research and academic institutions and likeminded NGOs promoting climate smart agriculture

**Teaching Aids:** Small holder farmers, extension workers including ToTs and Master ToTs as well as the business champions and district production and agricultural staff.

**Additional Information**

**Expected outputs and timelines**

**The training manual:**

* Review edit and layout of the training manuals; ***1st – 18th June.***
* Sharing 1st draft of layout and designed manual per value chain; ***18th June 2021***
* ***Final review incorporating feedback 21st – 25th June***
* Final printed and soft copy (in flash disk) of the 4 manuals; ***30th June 2021***

***The training tool/ teaching aids:***

* Compiling of key message; ***1st – 25th June***
* Review of the first drafts; ***28th June – 2nd July 2021***
* Developing illustrations; ***1st – 25th June 2021***
* Pre-testing the teaching aids in the field; **5th – 16th July**
* Finalize the teaching aids incorporate the feedback from the field; **19th – 23rd July**
* Submit the final printed and soft copies (in flash disk) of the teaching aids: **30th July**

**Supervision:**

The service provider shall be under direct supervision of the CRAFT Communications expert while the whole consultancy will be managed by the CRAFT PM (Bashir Kasekende [bkasekende@snv.org](mailto:bkasekende@snv.org)) or any designate

**Qualifications**

The CRAFT project is looking for a company/ consultant with demonstrated experience in editing, and graphics design and developing IEC materials. Familiarity with handling agriculture related assignments for development organisations is an added advantage. **Links to published work – both writing, and IEC materials and referrals is mandatory.**

**How to apply**

Interested company(s)/ consultants are/is requested to submit their technical proposals outlining relevant qualifications, showcasing demonstrated experience relevant to this activity with links to previous assignments in relation to designing manuals and teaching aids and contact details of two references to [ugandatenders@snv.org](mailto:ugandatenders@snv.org) by **11th May** . The email subject must read “**EOI Manual and Teaching aids development”**. Successful companies / consultants that make it to the shortlist will be contacted to submit their financial bids not later than **19th May 2021.** Best evaluated bidder (s) should be available to commence the assignment by **31st May** **2021**.

The Technical Proposal should contain the following:

1. Company or consultant profile
2. Relevant experience and capability with respect to scope of work including links to published works in these specific areas as well as physical samples of teaching aids developed
3. Profile of the consultant or entire team
4. Relevant character references (**at least 3**)
5. Filled out **Basic due diligence framework** (Annex 1)
6. Relevant registration documents and valid trading licence/ tax clearance certificate

**Disclaimer:**

*By accepting to carry out this assignment, the consultant agrees (to SNV terms and conditions ) that SNV and the CRAFT project has the express right to use, site and share any material developed to facilitate delivery of this assignment; and those shared in had outs and other*

**Assessment**

Applications will be reviewed by a team of SNV/ CRAFT staff on these criteria using a weighted scoring sheet. Final decision, will be taken by the project team, taking final scores into considerations. Decisions are final and cannot be contested.

Applicants are advised that proposals will be evaluated using the following criteria:

|  |  |  |
| --- | --- | --- |
|  | **Criteria** | **Maximum score** |
| 1 | Relevant experience and capability with respect to scope of work including **links** to published works in these specific areas | 60 |
| 2 | Profile of the consultant or entire team and submission of required mandatory documents | 20 |
| 3 | Budget | 20 |
| Submission of copies of legal documents e.g. Trading License, registration certificate, certificate of incorporation, Tax Compliance certificates, Memos& articles of association, dule signed and stamped SNV Due diligence form here below- **THIS IS A MUST for all companies.** | | |

**Annex 1 – Advanced due diligence framework**

SNV Procurement Responsible staff must review and check this document before issuing it to partners, vendors or consultancy firms to complete. This review includes checking for compatibility with their own (national) systems before issuing it to vendors, consultants or partners to complete. Any highlighted text needs to be completed by SNV staff before the form is issued. The applicability of the terms used need to be checked and replaced if necessary (for example, VAT/ tax identification number, etc.)

SNV conducts due diligence on all vendors, consultants, and partners with whom we work as part of our commitment to our donors as well as to the delivery of quality services and programming. In this way, we aim to ensure the best use of the funds with which we are entrusted.

The data supplied in this due diligence framework will be validated by SNV through remote and/or physical checks. In accordance with SNV’s General Data Protection Regulation (GDPR) framework (which complies with the European Union’s GDPR 2018), the hardcopy and electronic data you provide will be kept secure and will only be used by SNV for programming and procurement purposes. Data will be kept for 10 years at which point it will be destroyed. By submitting your signed due diligence framework, you stipulate that you agree with this data use, storage and protection.

Please complete the following form to the best of your ability. If you have any questions, please contact SNV.

Please provide copies of all attachments and documents that are requested in the form. If you are not able to provide relevant documentation, please provide a justification in the relevant section below.

**Part A – General information**

|  |  |
| --- | --- |
| Name of partner/vendor/consultant |  |
| Trading name (if different from above) |  |
| Postal address |  |
| Physical location of business premises | Town: |
| Street: |
| Plot No. |
| Building name: |
| Floor: |
| Primary contact person | Name: |
| Mobile number: |
| Email: |
| Nature of organisation (e.g. sole proprietorship, non-governmental organisation, public limited company, partnership, etc) |  |
| Name(s) of the proprietor, directors or partners and their nationality | |
| Name, nationality and position held |  |
| Name, nationality and position held |  |
| Name, nationality and position held |  |
| Name, nationality and position held |  |
| Partner/vendor/consultant operations | Year established/registered: |
| Duration of operation: |
| Objectives, mandate, mission: |
| Outside of your registered physical premises listed above, list the address of all offices from which you operate to provide services |  |
| Partner/vendor/consultant registration no. and country of registration (attach copy) | Country of registration:  Number: |
| VAT registration no.  (attach copy) | Number: |
| Tax identification number registration (attach copy) | Number: |
| Trade licence/business permit (attach copy) | Number: |

**Part B – Financial, organisational, and economic information**

In addition to the documents listed in Part A above, partners, vendors and consultants must provide copies of the following documents:

* Annual report (incl. financial report) of last two financial years.
* External independent audit report with management letter of the last financial year.
* Organisation chart and/or bylaws.
* Proof and confirmation that statutory social insurance contributions and taxes, etc. required by national laws have been paid.

**Part C – Eligibility**

|  |  |  |
| --- | --- | --- |
| Do any of the following apply to your firm/company/organisation or to (any of) the director(s)/partner(s)/proprietor(s) | | |
| Have you or your principals been the subject of legal proceedings for insolvency, bankruptcy or receivership or have your business activities been suspended for related reasons? | *Yes / No* | *If yes, give details* |
| Have you been convicted of a criminal offence related to business or professional conduct? | *Yes / No* | *If yes, give details* |
| Have you had any contracts terminated for poor performance in the last five years, or any contracts where damages have been claimed by the client? | *Yes / No* | *If yes, give details* |

**Part D – Conflict of interest**

Please provide answers to the following statements:

|  |  |
| --- | --- |
| To the best of your knowledge, have you or any employee or staff member of your firm, company or organisation ever been employed by SNV? | *Yes or No* |
| If yes, provide the name of the person in your organisation, and a description of the employment period, including job title, the duration of the employment period and the country of employment. | *If yes, give details* |
| Is any employee or staff member of your firm, company or organisation related (by blood, marriage or otherwise) to any employee of SNV in insert name of country? | *Yes or No* |
| If yes, please provide the name of your staff and the name of the SNV staff member they are related to. State the nature of the relationship. | *If yes, give details* |
| Are there any other potential conflicts of interest between you/your firm, company or organisation and SNV or any of its partners, staff, offices, contracted consultants or vendors? | *Yes or No* |
| If yes, please provide further information here. | *If yes, give details* |

**Part E - Sworn statement**

Having provided the information, we hereby state:

That the information furnished in this form is accurate and true to the best of our knowledge.

We enclose all the documents and information required for this due diligence check.

Date: ………………………………………………………………………………………………

Represented by: ………………………………………………………………………………

Signature: …………………………………………………………………………………………

Stamp / Seal ……………………………………………………………………………………

1. *Carefully check for errors in a text, fix minor spelling and punctuation mistakes, typos, formatting issues and inconsistencies.* [↑](#footnote-ref-1)
2. *Correct issues at the core of writing like sentence construction and language clarity to help improve readability, clarity, and tone of the text. Scrutinize and polish the texts for a smooth narration.* [↑](#footnote-ref-2)
3. *Plan, design and arrange the contents in the manual and provide the final design and layout of the manual in an attractive manner for printing. i.e., being mindful of formatting: -character/line/paragraph spacing, width of margins, use of bullet points etc. in line with the CRAFT brand guide*  [↑](#footnote-ref-3)