**Terms of Reference (ToR) for Digital Infusion Expert in SME/Agribusiness Sector**

### **Background**

SenzAgro Solutions ([www.senzagro.com](http://www.senzagro.com)) is a pioneering data-driven agtech solutions company based in Sri Lanka, dedicated to transforming the agricultural sector through innovative technologies. The company’s flagship platform, SenzAgro Connect, is a comprehensive digital agriculture value chain platform currently being piloted in the Northern Province of Sri Lanka, encompassing all five districts. This initiative aims to onboard a total of 13,500 farmers by 2028, reflecting SenzAgro’s commitment to enhancing agricultural productivity and sustainability.

In response to the growing market demand, SenzAgro Connect also plans to integrate a minimum of 1,000 SMEs that are actively involved in agribusinesses, including wholesalers and providers of value-added services. This strategic inclusion is designed to create a robust ecosystem that supports the entire agricultural value chain, from production to market.

To achieve these ambitious goals, SenzAgro Solutions seeks to engage a Digital Infusion Expert. This expert will be responsible for developing and implementing strategies to increase SME engagements on the platform, creating compelling value propositions to ensure SMEs remain active and engaged, and enabling more export engagements for the benefit of SMEs. The ultimate objective is to build an attractive and sustainable engine that fosters SME collaboration and engagement within the agribusiness sector, thereby driving growth and innovation across the platform.

#### **Purpose**

1. Develop strategies to increase SME engagements and create value propositions that encourage SMEs to remain active on the platform.
2. Enable more export engagements to benefit SMEs.
3. Devise SME digital infusion strategies to enhance overall SME participation and value.

#### **Expected Results**

1. **Increased SME Collaboration**:
   * Create an attractive engine to increase SME collaboration with the platform organically.
2. **Value Proposition Creation**:
   * Identify and create more value propositions for SMEs to ensure long-term engagement on the platform.
3. **Gap Identification and Lifecycle Enhancement**:
   * Identify gaps and opportunities for upselling features to increase the lifecycle and engagement of SMEs on the platform.

### **Scope of Work**

1. **SME Engagement Strategies**:
   * Conduct market research to understand current SME digital engagement levels, identify barriers to participation and build value propositions for SMEs to adopt digital platforms.
   * Develop tailored strategies to increase SME engagement through targeted outreach, incentives, and support mechanisms.
2. **Export Engagement Enablement**:
   * Identify key export markets and develop strategies to support SMEs in accessing these markets.
   * Provide guidance and support for SMEs to navigate export regulations, logistics, and market entry strategies.
3. **Digital Infusion Strategies**:
   * Assess the current digital capabilities of SMEs and identify areas for improvement.
   * Develop digital transformation roadmaps for SMEs to enhance their operational efficiency and market reach.
   * Implement training and capacity-building programs to support SMEs in adopting digital tools and technologies. The consultant must deliver the following,
     1. We are delivering 5 workshops in 5 districts with SMEs.
     2. Document the SME feedback and propose strategies to overcome bottle neck feedbacks.
     3. Identify valves and requirements for the SMEs to engage with the platform and do transaction.

### **Deliverables**

1. **Engagement Strategy Report**:
   * A comprehensive report detailing strategies to increase SME digitalisation engagement, including specific action plans, timelines, and expected outcomes.
   * Engage with SME consortium to enable collaboration with the SenzAgro connect platform.
     1. Introduce minimum 20 SME consodiums
     2. Strategies potential win win synergies for collaborations
     3. Initiated the synergy engagements.
2. **Export Enablement Plan**:
   * A detailed plan outlining strategies to enable more export engagements for SMEs, including target markets, support mechanisms, and timelines.
3. **Digital Infusion Strategy**:
   * A strategic roadmap for digital infusion in SMEs, including technology recommendations, training plans, and implementation timelines.
     1. Find out the key drivers for MSMEs to use the app more frequent
     2. Ask the consultant also to formulate a Campaign Strategy to encourage MSMEs to use the app.
4. **Progress Reports**:
   * Regular progress reports detailing the implementation status of the strategies, challenges encountered, and mitigation measures taken.

### **Qualifications**

* Proven experience in developing and implementing SME engagement strategies, particularly within the agribusiness sector.
* Expertise in export market development and support for SMEs.
* Strong background in digital transformation and the implementation of digital tools and technologies for SMEs.
* Excellent research, analytical, and report-writing skills.
* Strong project management skills with the ability to deliver results within specified timelines.

### **Evaluation Criteria**

Proposals will be evaluated based on the following criteria:

1. **Relevant Experience and Expertise**:
   * Demonstrated experience in SME engagement and digital transformation.
   * The number of SME consortiums (such as regional Chamber of Commerce, agribusiness groups and exporter communities) synergies the consultant can enable.
   * Knowledge and experience in the agribusiness sector and export market dynamics.
2. **Technical Proposal**:
   * Comprehensive and well-structured technical proposal that clearly outlines the approach, methodologies, work plan, and timelines.
   * Innovation and feasibility of the proposed strategies.
3. **Financial Proposal**:
   * Detailed financial proposal that is competitive and realistic.
   * Value for money in relation to the proposed scope of work.
   * Update the Annexure 2 template
4. **Professional Expertise**:
   * Qualifications and experience of the proposed team members.
   * Relevant experience and successful track record in similar projects.
   * Update the Annexure 3 template
5. **References and Past Performance**:
   * Positive references from previous clients.
   * Evidence of successful completion of similar projects.

### **Application Process**

Interested candidates are requested to submit the following documents:

1. **Technical Proposal**:
   * Detailed approach and methodology for the assignment.
   * Work plan with timelines and milestones.
2. **Financial Proposal**:
   * Breakdown of costs, including professional fees, travel, and any other expenses.
3. **Curriculum Vitae (CV)**:
   * CVs of the proposed team members, highlighting relevant experience and expertise.
   * Update the Annexure 3 template
4. **References**:
   * Contact details of at least three references from similar previous engagements.
5. **Company Profile (if applicable)**: (only if the individual representing an organisation)
   * Brief profile of the company, including previous experience in similar projects.

### **Submission Details**

* + **Submission Deadline**: All proposals must be submitted by September 10th 2024.
  + **Submission Method**: Proposals should be sent via email to miller@senzmate.com.
  + **Contact Person**: For any inquiries regarding this ToR, please contact Mr. Miller Rajendran at miller@senzmate.com or +94750395802.

### **Timeline**

The engagement is expected to last between 4 to 12 weeks, with all deliverables completed by 24th December 2024.

### **Budget**

Please update the financial proposal in the formate defined in **Annexure 2**

### **Selection Process**

* **Proposal Review**: All proposals will be reviewed by a selection committee based on the evaluation criteria outlined above.
* **Interviews**: Shortlisted candidates may be invited for an interview to discuss their proposal and approach in more detail.
* **Notification**: Successful candidates will be notified by 15th October 2024.

**Annexure 1 :** Instructions to Consultants

| 1. Name of the assignment | Digital Infusion Consultation for SME/Agribusiness Sector |
| --- | --- |
| 1. Method of selection | Direct Contract |
| 1. SenzAgro officer in charge | Mr. Miller Rajendran  Address: SenzAgro Solutions, 09 Mary’s Road , Colombo 04, Sri Lanka  Telephone: +94750395802  E-mail: miller@senzmate.com |
| 1. Type of contract | Time-based Contract |
| 1. Contents of Proposal | The Proposal shall comprise the documents and forms listed below:   1. Price Quotation for the Service 2. Curriculum Vitae of the persons assigned 3. Detailed Approach Plan Proposal |
| 1. Proposal submission deadline | Date: September 10th, 2024  Time: 5:00 pm local time (IST) |
| 1. Proposal submission address | E-mail to the above 3. SenzAgro officer in charge |
| 1. Expected date for the negotiations | Oct 15th, 2024 |
| 1. Expected date for the commencement of the Services | November 01st, 2024 |
| 1. Taxes | The SenzAgro evaluation of the Price Quotation shall include taxes and duties in Sri Lanka. |

**Annexure 2**: Form of Price Quotation

To: Mr. Miller Rajendran

Digital Infusion Consultation for SME/Agribusiness Sector

Dear Sir:

We, the undersigned, offer to provide the contract services for “Digital Infusion Consultation for SME/Agribusiness Sector” in accordance with your Request for Quotation dated 10th September 2024.

The Price offered by this quotation is LKR ●●●(●●●), including of all indirect local taxes.

| Remuneration | | | | | |
| --- | --- | --- | --- | --- | --- |
| No. | Name | Position | Person-month Remuneration Rate | Time input in person/month | Cost |
| 1 |  |  |  |  |  |
| 2 |  |  |  |  |  |
| Total of Remuneration | | | | |  |

| Reimbursable items | | | | | |
| --- | --- | --- | --- | --- | --- |
| No. | Type of Reimbursable expenses | Unit | Unit Cost | Quantity | Cost |
| 1 | {e.g., national air travel} | {Trip} |  |  |  |
| 2 |  |  |  |  |  |
| Total of Reimbursable Items | | | | |  |

Yours sincerely,

Authorized Signature {In full and initials}:

Name and Title of Signatory:

Name of Firm:

Address:

Contact information (phone and e-mail):

**Annexure 3**: Form of Curriculum Vitae

| Position Title | {e.g., Financial Analyzer} |
| --- | --- |
| Name of Expert: | {Insert full name} |
| Date of Birth: | {Insert day/month/year} |
| Country of Citizenship / Residence | {Insert name of country} |

Education: *{List college/university or other specialized education, giving names of educational institutions, dates attended, degree(s)/diploma(s) obtained}*

Employment record relevant to the assignment:

*{Starting with present position, list in reverse order. Please provide dates, name of employing organization, titles of positions held, types of activities performed and location of the assignment, and contact information of previous clients and employing organization(s) who can be contacted for references. Past employment that is not relevant to the assignment does not need to be included.}*

| Period | Employing organization and your title/position.  Contact info for references | Country | Summary of activities performed relevant to the Assignment |
| --- | --- | --- | --- |
| {e.g., May 2005-present] | {e.g., Ministry of ……, advisor/consultant to…  For references: Tel…………/e-mail……;  Mr. Hbbbbb, deputy minister} |  |  |
|  |  |  |  |
|  |  |  |  |

Membership in Professional Associations and Publications:

Language Skills (indicate only languages in which you can work):

Expert’s contact information: (e-mail, phone)

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by SenzAgro.

Name of Expert Signature Date{day/month/year}

Name of authorized Signature Date{day/month/year}

Representative of the Consultant

(the same who signs the Proposal)