**Terms of Reference (ToR) for Agri Value-chain Specialist for Smallholder Farmer Digital Adoption**

**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 growing market demands, SenzAgro Connect also plans to integrate a minimum of 1,000 SMEs 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 an Agri Value-chain Specialist. This specialist will be responsible for assessing farmers' digital literacy, identifying pain points, improving platform interactions, evaluating cost structures, and exploring market opportunities for both farmers and SME networks.

**Purpose**

* **Assess Farmers' Digital Literacy**:
  + Identify pain points related to the usage of the SenzAgro app.
  + Explore functions and features that can improve farming productivity.
* **Enhance Platform Interaction**:
  + Find strategies to involve farmers more interactively with the platform.
  + Identify and recommend features that attract farmers to use the app more frequently.
  + Encourage farmers to share data with the platform.
  + Facilitate and increase the number of transactions conducted through the platform.

**Expected Results**

* **Improved Digital Literacy**:
  + Clear identification of farmers' pain points and digital literacy levels.
  + Recommendations for features and functions to enhance productivity.
* **Increased Farmer Engagement**:
  + Strategies developed to encourage farmer interaction with the platform.
  + Higher farmer participation rates, data sharing, and platform usage metrics.
  + Increased number of transactions conducted through the platform.
* **Optimized Cost Structures**:
  + Comprehensive evaluation of cost structures with identified challenges and solutions for cost reduction.
* **Expanded Market Opportunities**:
  + Identification of new market opportunities and strategies for transactions on the platform.

**Scope of Work**

* **Assessment of Digital Literacy**:
  + Conduct surveys, focus groups, and interviews to assess farmers' digital literacy and pain points.
  + Analyze feedback to recommend app improvements.
  + Identify specific functions and features that can enhance farming productivity through digital tools.
* **Strategies for Engagement**:
  + Develop methods to increase farmer engagement with the platform through targeted initiatives such as training programs, user-friendly interfaces, and continuous support.
  + Design awareness campaigns to educate farmers on the benefits of digital platforms for agriculture.
  + Identify gamification elements or reward systems to motivate farmers to interact more with the app.
  + Facilitate community-building features within the app to promote peer-to-peer learning and support.
  + Develop strategies to facilitate and increase transactions on the SenzAgro platform.

**Deliverables**

* **Digital Literacy Assessment Report**:
  + A detailed report on farmers' digital literacy, pain points, and recommended improvements for the app.
  + Specific recommendations on functions and features to enhance productivity.
* **Farmer Engagement Strategy Report**:
  + Comprehensive strategies to enhance farmer interaction with the platform, including action plans, timelines, and expected outcomes.
  + Detailed plans for training programs, incentive schemes, and awareness campaigns.
  + Implement the strategy for one cluster (25 farmers) and show adaptation within 4 weeks of observation.
  + Metrics and KPIs to measure farmer engagement, data sharing, and platform usage.
  + Action plans to facilitate transactions on the platform.
* **Progress Reports**:
  + Regular progress reports detailing the implementation status of the strategies, challenges encountered, and mitigation measures taken.
  + Updates on key metrics and KPIs related to farmer engagement, data sharing, and market opportunities.

**Qualifications**

* Proven experience in the agricultural value chain and digital platforms.
* Expertise in assessing digital literacy and user engagement strategies.
* Strong analytical skills with a background in cost structure evaluation and market research.
* Excellent research, analytical, and report-writing skills.
* Strong project management skills with the ability to deliver results within specified timelines.

**Evaluation Criteria**

* Relevant experience and expertise in the agricultural sector and digital platforms.
* Comprehensive and well-structured technical proposal outlining approach, methodologies, work plan, and timelines.
* Financial proposal that is competitive and realistic.
* Positive references and evidence of successful completion of similar projects.

**Application Process**

Interested candidates are requested to submit the following documents:

* **Technical Proposal**:
  + Detailed approach and methodology for the assignment.
  + Work plan with timelines and milestones.
* **Financial Proposal**:
  + Breakdown of costs including professional fees, travel, and any other expenses.
* **Curriculum Vitae (CV)**:
  + CVs of the proposed team members highlighting relevant experience and expertise.
* **References**:
  + Contact details of at least three references from similar previous engagements.

**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 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**

The financial proposal should be updated in the format defined in Annexure 2.

**Selection Process**

* **Proposal Review**: A selection committee will review all proposals 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 | Agri Value-chain Specialist Expert for the smallholder farmer digital adoption. |
| --- | --- |
| 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

Agri Value-chain Specialist Expert for the smallholder farmer digital adoption.

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 15th 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)