

## SCOPE OF WORK

### MEDIA CONTENT TRANSLATION AND AUDIO PRODUCTION

#### 1. Context and rationale

The International Fertilizer Development Center (IFDC) has started a new seed sector development project in South Sudan in December 2020. The “Accelerating Agriculture and Agribusiness in South Sudan for Enhanced Economic Development Project” (A3-SEED) will provide market-oriented interventions to support the establishment of a commercial, sustainable, and adaptive agriculture sector in South Sudan. The project will ensure the availability of improved seed down to the last-mile through Agri-entrepreneurship and support existing private sector seed companies to improve seed, input and output marketing, distribution, and production practices. A3-SEED seeks to reach more than 100,000 farming households, double incomes from marketable surpluses of targeted commodities, increase farmer yields by 20-50% on target commodities, facilitate the development of 100 agro-dealers as well as 200 women-owned and 200 youth-led businesses, and bring 42,000 ha of farmland under agroecological production. Furthermore, the project will aim to achieve that 50% of relief seed will be procured locally. The project will support the emergence and resilience of individual commercial seed producers, who produce for the local market, as out-grower for a seed company, or both. The project is implemented in collaboration with KIT, Royal Tropical Institute with funding from the Netherlands Embassy.

#### Purpose

The project will support commercialization of the seed sector through the following four Result Areas (RAs):

1. Commercial Quality Seed Production focuses on ensuring efficient, high quality and economically viable seed production, sales and distribution tailored for market-oriented smallholder farmers;
2. Quality Seed Use, Good Agricultural Practices and climate resilient farming practices among smallholder farmers results from tailored sales and distribution strategies provided by seed companies and commercial seed producers;
3. Quality Seed, Input and Output Marketing and Distribution through the establishment of last-mile input distribution and effective seed, input and output market relationships which improve local competitiveness through agribusiness development, women empowerment, and youth employment;
4. Learning and Capacity Development supports the above result areas together with targeted research to address bottlenecks, support adaptive project management and advance knowledge on seed sector development.

To achieve the above objective, IFDC is seeking for suitable firm to conduct media content translation and production of audio radio content.

A3-SEED project in the long run is targeting to foster adoption of cutting-edge agricultural technologies by millions of farmers in the project areas of Central Equatoria, Eastern Equatoria, Jonglei, Lakes and Western Equatoria States. Achieving this ambitious result will require to improve

farmer access to quality agricultural inputs and services. Closing the productivity gap is not possible without new ways of making actors along the agriculture value chain to have access to information and support services and make mindful and timely agriculture decisions and investments.

To bridge the information gap between the agri-food actors particularly input suppliers and farmers, IFDC intends to pilot the dissemination of critical agricultural information to farmers and the general mass of the population through audio radio broadcasts. This audio radio broadcasts will complement the existing advisory services delivered through other modalities.

The programme will be a mix of infotainment and reality-show elements, specially focused on the innovation of public sector. Agricultural radio programmes aim to showcase and promote innovations in the agricultural sector to create awareness amongst the actors in the agri-food value chain. Radio audio messages can be broadcasted intermittently between radio programmes to create awareness on input and output products.

IFDC has allocated a part of its budget towards for translation and production of audio content for a series of Radio Programme.

**The scripts are already written in English language while the videos are already produced in English language which needs to be translated in the local languages.**

#### **Duties and Responsibilities:**

##### **A. High-quality, human-reviewed translation -Native (Native Level) Speaker**

- i. Provide support with translation and editing of IFDC's Agriculture extension technical documents
- ii. Ensure high quality of translation, accurately reflecting the meaning found in the original source language (English) and rendering that meaning in the translated work
- iii. Be in direct contact with IFDC's Result Area Two Lead to discuss the precise scope of work and any specific expectations for each document to be translated.

##### **B. Quality checks to include:**

- i. Translation of documents
- ii. Technical accuracy review, including confirmation of technical terms and check against usage in prior IFDC translations to Juba Arabic, Lotuko (Oduho), Acholi, Dinka and Azande languages
- iii. Revision and correction in consultation with IFDC's Result Area Two Lead and communications staff
- iv. Final check and sign off
- v. Final product provided in appropriate audio format.

#### **Duration of study**

The estimated duration of this task will be 15 days including weekends from 20<sup>th</sup> June to 5<sup>th</sup> July 2022.

#### **Language Requirements:**

Translations are needed from English to other South Sudanese languages used in the A3 -SEED project areas of operation: Juba Arabic, Oduho, Acholi, Dinka and Azande

#### **Qualifications:**





- 1.1 The translation firm should have a minimum of seven (7) years of experience in technical translation in multiple sectors and various clients. Expertise with translation of texts on agriculture or other scientific issues or related fields would be a definite asset. Client experience in translations for non-governmental organisations or governments would be asset.
- 2.1 Technical competencies and qualifications of proposed translators should be demonstrated, including CVs, and certifications
- 3.1 Proven ability and capacity to deliver translations to meet tight deadlines, such as the flexibility to assign additional translators to complete a project on time. Translation firms should be familiar with the format and style used by the common radio stations in South Sudan.
- 4.1 Proven familiarity or a track-record of working with radio stations or similar kind of assignment would be an asset.
- 5.1 Rates for editing, formatting, and proofreading must be provided and listed separately and submitted together with the application proposal
- 6.1 Review of translations prior to delivery should include checking of spelling and grammar, confirming technical accuracy, and verifying overall clarity and fluency in every applicable language. IFDC will also conduct such verification checks and may request corrections accordingly.
- 7.1 Provide names and points of contact information for three (3) current references (include email address)

### **Deliverables**

- 1.1 Translate text scripts into various dialects (Juba Arabic, Oduho, Acholi, Dinka and Azande) and produce audio clips in the same specified languages.
- 2.1 The radio clips should be timed according to the specified time in the script documents.
- 3.1 All the audio scripts should mention the:
  - 3.1.1 Implementing agency (IFDC)
  - 3.1.2 The donor (Embassy of the Kingdom of Netherlands)

### **Submission process**

The quotations must be submitted by email with the details of the firm, clearly marked as “**Media content translation and production**”.

Email applications should be sent to: [ssdoperations@ifdc.org](mailto:ssdoperations@ifdc.org)

The deadline for submission of applications is June 17<sup>th</sup>, 2022, at 5:00pm, any late submissions will not be considered.

