



**Foundation for
Youth Initiative**
Innovate. Invest. Transform.

Plot No. 60 & 61 Hai Thoura
Buluk – Hai Thoura Road
Telephone No. +211955413090.
E-mail: info@fyisouthsudan.org
www.fyisouthsudan.org

Foundation for Youth Initiative

TENDER FOR DIGITAL MEDIA ENGAGEMENT STRATEGY

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<p>The context and Issues</p>	<p>Foundation for Youth Initiative is currently supporting small and medium enterprises (SMEs) or grantees including smallholder farmer cooperatives and women and youth-led social enterprises in South Sudan. The target enterprises invest on locally driven strategic commodities such as maize, peanut, sesame, sorghum, cassava, vegetables, coffee, gum arabic, Shea-butter oil and beehive keeping with emphasis on value addition chain development.</p> <p>Beyond the fundamental vision and mission of Foundation for Youth Initiative, which are: <i>to creatively cultivate sound optimism and sustainably based community development</i> and <i>to connect people with services and opportunities necessary to achieve sustainable community development</i> in South Sudan, it is predominantly infused working capital to the grantees to improve their production capacity, operational capabilities, good governance and financial management system so as to generate revenues, improve incomes, create jobs, and delivery of basic services in the country.</p> <p>Viewed in collective, these activities play vital roles in fostering a sustainable local economy and contributing to the social development of the country. For this purpose, it intends to work not only on supporting SMEs on production, governance and management/administration, but also to assist its members to share reliable information, technical advice, market linkages and access to agricultural inputs.</p> <p>It is in this context that these terms of reference (TOR) are situated, which aim to recruit the services of an expert that is able to help develop a blueprint for a <i>5-Year SMEs digital media engagement strategy</i>. This will be based on the analysis of the existing situation and clarity of direction necessary for creation of a community of practices that knits entrepreneurs, farmer cooperatives, small and medium enterprises with other stakeholders together, their peers and outputs for enhancement of social capital, nurturing new knowledge, stimulation of innovation and sharing business best practices. This must be accompanied by a simplified manual of procedures adapted to the core activities of Foundation for Youth Initiative.</p>
<p>Profile Sought</p>	<p>A consultant with the following skills is needed:</p> <ol style="list-style-type: none"> 1. A level of Bac+2 years in at least digital media engagement development or other related field; 2. At least 3 years' experience in digital interactive platform design and development;



	<ol style="list-style-type: none"> 3. Proven performance of developing at least 5 manual procedures; 4. At least 5 similar mandates in the same field; 5. Willingness to provide this service including the training component in particular;
Content now to the Offer	<p>The technical proposal must include:</p> <ol style="list-style-type: none"> 1. Comments and critical analysis of this TOR – content outline to the scope of work/ putting into account understanding of the mandate (context, objectives, expectations or outcome) – one pager or one and half pager; 2. The methodological approach used to deliver by putting into account the draft digital interactive engagement system it plans to set up; 3. The list of consultants assigned to the task and their specific role in the task; 4. The curriculum vitae (CV) of the consultant(s) assigned to the task 5. Three referees who will be easily responsive to any inquiry. <p>The financial proposal must include:</p> <ol style="list-style-type: none"> 1. The fee detail (currency, number, unit cost, total cost per line item and total amount of the proposal) 2. Details of other expenses
Date and Place of Bid Submission and	<ul style="list-style-type: none"> - Deadline for submission: 8th March 2021 - Submission address: info@fyisouthsudan.org. We only accept submission of application via electronic.
Tentative Provisions	<ol style="list-style-type: none"> 1. Work duration : 4 weeks/3 days. 2. The organization reserves the right not to proceed with all or part of this invitation to tender or to postpone the deadline; 3. Any record filed in this tender remains the property of the Foundation for Youth Initiative and shall in no case be returned to the bidder 4. Only successful candidates will be systematically contacted. It is up to the other candidates to get in touch with the Foundation for information on the results of the award;