



THE DEVELOPMENT OF IEC MATERIAL ON GOOD AGRICULTURAL PRACTICES FOR GROUNDNUTS, MAIZE, AND SORGHUM

1. Context and rationale

The International Fertilizer Development Center (IFDC) is implementing a seed sector development project in South Sudan. The “Accelerating Agriculture and Agribusiness in South Sudan for Enhanced Economic Development Project” (A3-SEED) provides market-oriented interventions to support the establishment of a commercial, sustainable, and adaptive agriculture sector in South Sudan. The project ensures the availability of improved seed down to the last-mile through Agri-entrepreneurship and support existing private sector seed companies to improve seed and input marketing, distribution, and production practices. A3-SEED seeks to reach more than 100,000 farming households, double incomes from marketable surpluses, 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. The project supports the emergence 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.

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 Result Areas 1 and 2 above, IFDC is seeking a suitable consultant to develop extension materials (pictorial manuals, posters among others) for seed company contracted out-grower and farmers who are the final users of quality seeds in South Sudan.

2. Purpose and objectives of the training

IFDC seeks the services of a consultant to document and develop content on good agricultural practices for **groundnut, maize, and sorghum crops**, including their varieties, characteristics, recommended planting/ sowing methods as well as their respective diseases and pests, their characteristics symptoms and control mechanisms. This information is meant for the farmers in the programme.

3. The assignment

IFDC will provide the initial content with the consultant expected to undertake the following activities in close cooperation with IFDC staff. The expected output from this consultancy services is production



of simple yet effective, eye catchy and easy to understand content on the programme for farmers. The consulting firm shall design and develop the materials in a comprehensive manner for print and online circulation.

The specific tasks are:

- Copy editing the content provided and research on more.
- Develop content in **Azande, Acholi, and English and Dinka**
- Development of infographics to represent the information on GAP practices.
- Source for appropriate photos to show crop varieties, pests, and disease (documents have guiding images)
- Design and layout
- Pre-test the materials amongst the intended audiences
- Provide an A5 foldable detailed booklet on **groundnut, maize, and sorghum crops** GAP practices and diseases & pests in the three languages – **200 per language.**
- Summary of GAP practices on **A1 posters – 1000 copies in English, 500 in Azande, 500 in Acholi, 500 in Dinka.**

4. Qualification and Expertise

The successful entity is required to meet the following criteria.

- Strong background in graphic design.
- Strong writing, translation and editing skills.
- Previous experience working in agricultural projects will be an added advantage.
- It is important to consider the following during the design:
 - Design the content with illiteracy in mind - with the ability to stimulate behavioural change (shift from traditional to modern farming practices).
 - Make IEC materials motivating and informative to youth, women, and men.
 - Borrow good ideas, but adapt them to the context of South Sudan
 - Pre-test IEC materials with project target populations

5. Duration of engagement

The assignment to be completed in a period of 4 weeks. The copyright of the materials shall remain with IFDC, and no materials are to be re-produced without prior consent of the organization.

6. Reporting relationships

The consultant will report to the IFDC Country Representative and A3 SEED Project Manager.

7. Key deliverables

The consultant will have overall responsibility in developing the IEC materials for farmers, and for ensuring quality and timeliness of all deliverables.

- a) Development of infographics to represent the information on GAP practices for all the crops listed.
- b) Provide a **A5** foldable detailed booklet **groundnut, maize, and sorghum crops** GAP practices and diseases & pests in the three languages – **200 per language.**
- c) Summary of GAP practices on **A1 posters – 1000 copies in English, 500 in Azande, 500 in Acholi, 500 in Dinka.**

8. Proposal submission

Interested consultant is required to submit a concept note detailing the following



1. A proposed technical plan of conducting the assignment, which includes:
 - a. A clear description of the proposed assignment and detailed methodology
 - b. A clear Schedule of work with dates and timelines
 - c. Names of the participating consultants and each person's role
2. A separate financial proposal (including all cost breakdowns in detail of the professional fees, operational costs, prints etc.). *The total contract value will be negotiated based on the agreed scope of work and the consultant's qualification and experience.*

Additional documentation to submit:

- a) Capability statement, including description of previous experience, and demonstrated ability to conduct this assignment.
- b) Updated curriculum vitae of the team leader and all other team members (if applicable) who will undertake the work, clearly indicating qualifications and experiences.
- c) Contact details of two recent organizations where similar services of the team leader have been utilized including contact details and title of assignment.
- d) Samples of 2 most recent similar assignments.

9. Submission process

Potential and qualified individuals/consultants/firms are requested to submit a proposal for conducting this assignment. Applicants should submit their updated cover letter and CV via this link: <https://jobs.silkroad.com/IFDC/Careers/jobs/1199?embedded=true> and sending all other documents requested about via ssdoperations@ifdc.org not later than **04th September 2023 at 4:00pm.**

