

## **TERMS OF REFERENCE (TOR) FOR THE CALL FOR PROPOSALS FOR CO-FINANCING ACTIVITIES OF PRIVATE SEED COMPANIES IN THE DIRECT SALE OF SEEDS TO SMALLHOLDER FARMERS**

### **I. Context and rationale**

The A3-SEED project seeks to develop the market for quality seeds and to establish sustainable seed production and marketing in South Sudan. The overall objective of the project is to ensure the availability and use of high-quality seeds through the establishment of a commercially viable and self-sustaining seed sector. The target crops of the project are maize, sorghum, rice, sesame, beans, groundnuts, and vegetables. These are the staple food crops that are easily accessible for smallholder farmers. These crops were chosen on the basis of a number of criteria including in particular the lack of seeds of acceptable quality, the relative importance of quality seeds to obtain a good yield, the importance of the above-mentioned crops for food safety, and nutrition, income provision for households as well as their importance in the national economy.

The proposed project activities aim to develop national seed companies and create an enabling environment to offer services that can create better conditions of access to quality seeds for smallholder farmers.

The A3-SEED project seeks to promote the direct sale of certified seeds to agricultural households by accredited seed producers through innovative marketing, sales, and distribution strategies. The A3-SEED project is looking for seed entrepreneurs and seed companies who are ready to engage themselves in local seed production, innovative activities of selling, and distribution of seeds to smallholder farmers. A3-SEED focuses on support activities for commercial seed producers, professionalization of seed traders as well as large scale promotion of the use of quality seeds to develop the seed market. Achieving this objective presupposes making seed companies more professional so that they can take over production and marketing activities such as promotion, sale, and distribution of quality seeds.

It is within this framework that International Fertilizer Development Center (IFDC), through the A3-SEED project, is launching a call for Expressions of Interest (EOI) for the co-financing of innovative projects linked to activities of direct production, certification, sale and distribution of quality seeds to smallholder farmers.

### **II. Areas of intervention**

The proposed areas of intervention include Juba, Torit, Yambio, Bor and Rumbek Counties. The A3-SEED project intervention in these locations is aimed at enabling many smallholder farmers access quality seeds, increase productivity and improve their household incomes. Co-financing activities as well as applicants must be restricted to the following areas of the A3-SEED project, namely:

**Table 1. Type of crop and area of production**

<b>Crop type</b>	<b>Project area</b>
OPV maize	Juba, Torit, Yambio, Bor and Rumbek
Sorghum	Juba, Torit, Yambio, Bor and Rumbek
Rice	Juba, Torit, Yambio, Bor and Rumbek
Beans	Juba, Torit and Yambio
Cowpeas	Juba, Torit and Yambio
Groundnuts	Juba, Torit and Yambio
Sesame	Juba, Torit, Rumbek and Yambio
Vegetables	Juba, Torit, Yambio, Bor and Rumbek

A3-SEED project will integrate the cultivation of vegetables to improve the nutritional quality and the income of smallholder farmers in all the counties of intervention mentioned above. The proposed vegetables to be cultivated include tomatoes, onions, cabbage, and eggplant.

### **III. Eligibility of pilot activities to be co-financed**

Activities eligible for co-financing are those that have the potential to improve the availability and accessibility of quality seeds to smallholder farmers. Without being exhaustive, IFDC will fund the following activities:

1. Marketing or promotion initiatives for the use of certified seeds for smallholder farmers
2. Establishment of rural demonstration plots
3. Community advertising through the local radio stations
4. Information or advertising brochures on the use of certified seeds
5. Use of visibility materials like flyers, banners, etc.
6. Sales and distribution of certified seeds
7. Mobile sales agents
8. Establishment of rural retail outlets
9. Sales activities during market days
10. Sales activities in known events (World Food Day, trade fairs and farmers' forums, etc.)
11. Micro-packaging (1 kg, 2 kg, 5 kg, etc.) and micro-packaging (2 g, 4 g, 10 g, etc.) equipment
12. Seed treatment or processing activities
13. Initiatives that allow increased production efficiency and post-harvest activities to increase the volume of certified seed to smallholder farmers.
14. Support small-scale irrigation where possible to promote the production of foundation seeds in order to cope with climatic disturbances
15. Support agricultural mechanization initiatives with a view to increasing the production capacities of seed companies and reducing production costs.
16. Drying facilities for certified seeds

### **IV. Applicant's eligibility criteria**

The applicant must meet the following conditions:

1. Be established, reside, and have land to produce certified seeds in the proposed A3-SEED project areas.
2. Be a seed entrepreneur or seed company interested in the production and marketing of certified seeds.

3. Be registered as a seed producer or company
4. The seed company must have competent staffs to run all the components of seed production
5. Agree to produce quality seeds and ensure that certified seeds produced have higher germination capacity and are preferred by smallholder farmers in South Sudan
6. Have knowledge, skills and at least 3 years' experience in seed production and marketing
7. The seed producer must have the capacity and ability to invest at least 50% of the value of the project grant submitted for the co-financing request
8. Commit to using the subsidy received in the direct sale of certified seeds to smallholder farmers and ensure that the last mile distribution channels are incorporated into the plan.
9. The seed producer must have seed import certificates and known seed origin, have sales outlets or outline plans to establish sales outlets in the targeted areas as well as a depot/seeds store.
10. The seed producer must be able to track predefined project monitoring indicators through recording quality project data and submit to IFDC when required.
11. Commit into working with youths and women in the agribusiness sector.
12. Must be able to track feedbacks and complaints from the out growers, lead farmers and other stakeholders involved

## **V. Period of execution of the project**

The duration foreseen for the implementation of the co-financed A3-SEED project must not exceed 12 months, starting from January 2022 to January 2023.

## **VI. File selection procedure**

The selection of the project is always subject to the verification of the budget and if necessary, to its joint adaptation with the applicant (for the preselected project). Despite these changes, the percentage of co-financing will remain unchanged. IFDC reserves the right to verify, by any form whatsoever, the accuracy of the information mentioned in the application file. Falsification of a document or the proposal of a project which presents little information and or contradictory information can automatically lead to the rejection of the application. Applications will be evaluated by an internal committee within the A3-SEED project based on the stages and criteria mentioned in the evaluation grid.

### **Step 1: Receipt, opening and verification of requests**

This step consists of a pre-selection. This is to check whether:

- The activities submitted can be found in the list of activities eligible for co-financing
- The applicant meets the eligibility criteria
- The submission deadline is respected
- The request is made using the form in Annex 1
- The budget and the timetable are annexed as indicated in the guidelines

After the opening and verification session of the application form, the committee will send the list of pre-selected files to the Project Manager.

### **Step 2: Evaluation of the preselected files**

Applications accepted for evaluation (shortlisted) will be analyzed in terms of the quality of the projects, the proposed budget, knowledge, and experience of the applicant.

The assessment will be carried out based on the criteria mentioned in the grid reproduced at the end of Annex 1.

## VII. Granting of co-financing

At the end of the assessment, applicants whose projects have been selected based on the criteria defined in these guidelines will receive a notification of the selection of their application. Upon receipt of this notification, the beneficiary will provide proof of company identity and technical and financial capacities. These include, among others:

- Identification documents of the seed entrepreneur or company specializing in the field of quality seeds production
- Documents certifying the co-financing: work estimate, activity schedule, etc.
- Any other supporting document requested by the IFDC.
- Accept that the disbursement is made based on the performances achieved.
- Establishment of proper record keeping and documentation trail

The required supporting documents must be provided in the form of originals or photocopies as appropriate.

## VIII. Presentation of the application

### VIII.1. Application form

The co-financing applicant must complete the application form in Annex 1. The applicant is required to respect the format and complete the paragraphs and pages in order, to facilitate its assessment. Applications will be submitted in English. A budget form is also attached in Annex 2. The Terms of Reference (TOR) and the application form Annex 1; are available and can be sent to the emails of the interested applicants on request.

### VIII.3. Submission of co-financing request files

The application files must be submitted by email only.

Email applications should be sent to: [jmiteng@ifdc.org](mailto:jmiteng@ifdc.org) and [yenock@ifdc.org](mailto:yenock@ifdc.org) or call +211927765272

The deadline for submission of applications is October 08<sup>th</sup>, 2021, at 4:00pm, any late submissions will not be considered.



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