TERM OF REFERENCE

Services on development of Mobile communication platform

through a Farmer's Application

Contract no:	121-07118/0003#081
No. of project/mandate/country: **Project-/mandate name:**	Organic Spice Production Project (OSP) in Cao Bang, BMEL
Employer	HELVETAS Intercooperation GmbH in Vietnam Hanoi, Vietnam
Contract Duration	September 2024 until December 2025

1. Background

The Organic Spice Project (OSP) proposed will help to promote a diversified, ecological and climate-resilient multi-crop production system in Cao Bang Province, Vietnam, in contrast to the high-density monoculture and unsustainable production systems promoted in other parts of the country.

In cooperation with the German organic tea and spice company Cha Dô Teehandels GmbH and the Vietnamese company DACE, the project aims to pioneer replicable models and a cultivation system that does not pose a threat to the environment but can create buffer zones and corridors to connect biodiversity hotspots.

New crops for the predominant cultivation systems of cinnamon and star anise will be ginger, turmeric, lemongrass, chili and garlic.

Agricultural advice and training based on demonstration plots and field schools for farmers will be expanded into a modern mixed training and advisory system by integrating an interactive app that offers farmers real-time support in the cultivation of even unusual spice crops in the targeted "multi-cropping farming system". This ToR is addressing the development of a Farmer's Application.

2. Objectives of the call for proposal:

The purpose of this ToR is to make use of a mobile platform to strengthen on-farm knowledge and capacity of the farmers including women and disadvantaged groups in OSP project areas. Specifically, the following four aspects have to be considered:

A. Farmer's and Business's App Development and Customization
B. Training and Capacity building for DACE staff and community leaders of two districts in Cao Bang province
C. Implementation and support of the Farmer's Application and Business App for DACE staff.
D. Evaluation and Reporting

3. Expected results (output)

a) A mobile platform, in which at least 3,000 DACE farmers are registered and can assess knowledge, information and participate in Q&A sessions.
b) Integration of the NATURLAND standards on the platform.
c) Incorporate internal control systems (ICS) for DACE.
d) Weather predictions
e) Question & Answers section for on-farm activities in Vietnamese and English and preferable other Mekong region languages.
f) Quarterly monitoring reports in English to DACE.
g) Mid-term review written in English to DACE (Jan 2025).
h) Project end report written in English to DACE.

4. Main tasks and activities of the OSP and service provider

A. App Development and Customization
- Develop a user-friendly interface with pictograms and intuitive features.
- Incorporate specific content for soil fertility management, cultivation techniques, and best practices for spice crops following [NATURLAND standards](#).
- Integrate interactive features such as question-and-answer forums and knowledge sharing on the Farmer's Application
- Ensure compatibility with various smartphone operating systems.
- Develop the advanced farm management tools for DACE while their farmers can record daily farm acitvities altogether

B. Training and Capacity Building
- Develop comprehensive training materials tailored to different user groups (farmers, farmer leaders, DACE extension and IT staff).
- Conduct training sessions on app usage, data input, and information retrieval.
- Provide ongoing support through mentorship and online resources.
- Farm Business Training: Provide comprehensive training on Farm Business features and benefits to the company management team.

C. Implementation and Support
- Develop a detailed implementation plan, including timelines and milestones.
- Coordinate with DACE and Helvetas for app distribution and farmer engagement to be used for ICS.
- Provide technical support and troubleshooting assistance.
- Monitor app usage and user feedback to identify areas for improvement.
- Implement regular updates and enhancements based on user needs.
- Farm Business Implementation: Assist the company's management team in setting up their Farm Business accounts and inputting initial data.

D. Evaluation and Reporting
- Collect data on Application usage, farmer adoption rates, and agricultural outcomes.
- Prepare regular progress reports aligned with Helvetas Vietnam Team.
- Provide recommendations for future improvements and sustainability.

5. Time frame of the assignment

The total duration of the assignment will be 16 months (extension will be considered if an extension from BMEL is feasible). The detailed work plan with timeframe should be proposed by the service provider.

6. Detailed budget:

The detailed budget for this assignment should be proposed by the service provider together with workplan until end of project.

7. Logistic

The service provider is responsible for arranging and manage all the materials aligned with proposed plan, accommodation and travel throughout the assignment. OSP is responsible to arrange local transportation if necessary. During training periods, OSP will provide staffs when necessary.

8. Contact points

The Project Manager of OSP will act as the focal person for field preparation, coordination, invitation of attendee for trainings and catering with the assistance of relevant Helvetas support staff.

M&E Officer of OSP will join relevant trainings and assist in the collection of relevant monitoring and evaluation data.

9. Documents

Service provider is responsible to share:
  ➢ Project proposal with budget for development and operational phase
  ➢ Farm records data
  ➢ Regular Quarterly short monitoring reports
  ➢ Mid-term and final reports

Minimum qualification of service provider:

  ➢ Educational Background: a bachelor's degree in computer science, software engineering, or a related field is often preferred.
  ➢ Technical Skills: Proficiency in programming languages such as Java, Swift, Kotlin, and Objective-C is essential. Familiarity with development tools like Android Studio, Xcode, and cross-platform frameworks like React Native or Xamarin is also important.
  ➢ Experience: Practical experience in mobile app development is crucial. Demonstrating a portfolio of successfully developed apps can significantly boost your credibility.
  ➢ Legal and Business Requirements: Ensure you comply with any local business regulations, including registering your business, obtaining necessary licenses, and adhering to data protection laws.
  ➢ Minimum 3 years of experience in implementation of agricultural based digital education.
  ➢ The service provider must have physical presence in the region and capacity to conduct field missions to remote areas in Cao Bang
  ➢ Proven ability to draft reports/training materials of quality English and Vietnamese

10. Deadline and contact information

Interested suppliers should submit Company Profile, Proposed Timeline and Budget to chi.nguyen@helvetas.org and Jos.VanDerZanden@helvetas.org by **27 September, 2024**.