

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Ministry of Agriculture and Animal Welfare

Male, Republic of Maldives



Ministry of Agriculture and Animal Welfare

Terms of Reference for Consultancy Service

for

**Consultancy Service for Knowledge Management and
Communication Services**

Ref No: MAP/CS/2024/16

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Foreword

These terms of reference have been prepared by Project Implementation Unit of Ministry of Agriculture and Animal Welfare and are based on the 1st edition of the IFAD-issued standard procurement documents template for terms of reference available at www.ifad.org/project-procurement. This document is to be used for the procurement of services in projects financed by IFAD.

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Terms of Reference (TOR)

Title	Knowledge Management and Communication Services
Contract	National Service Provider
Location	Home-based / field-based (as required)
Duration	12 months
Expected Start	December 2024

1. Client

The client for this assignment is Project Implementation Unit (PIU) of Maldives Agribusiness Program (MAP) under Ministry of Agriculture and Animal Welfare (MoAAW).

2. Background of MAP

The Government of Maldives (GoM) through the MoAAW is implementing the programme with financing from International Fund for Agricultural Development (IFAD). The PIU set-up within the MoAAW in Male is managing the program in accordance with the guidelines provided by the design report, the implementation manual and under the guidance of the project steering committee and IFAD supervision.

The five-year programme is implemented on a nation-wide scale, covering all regional and sub-regional hubs, clusters and islands where agriculture is undertaken by small farmers. Activities are managed from three main programme hubs, which are located in Haa Alif Hoarafushi, Haa Dhaalu Vaikaradhoo and Shaviyani Milandhoo.

The main aim of MAP is to enable small farm holders to sustainably enhance their production levels, increase income, secure food and nutrition for their household demands and deliver produce to connected markets.

Development objective. MAP aims to strengthen and enable the environment for sustainable and climate-resilient agriculture. This objective will be achieved through policy refinement, strengthened institutions and services, enhanced agricultural technologies and better access to financing and markets for small farmer households.

- **Component 1:** of Enabling policy, institutions, and services will be nationwide in scope covering all 19 atolls. Policy interventions will bring positive changes to the agriculture sector. This objective will be achieved through setting a new strategic direction and

improvements in the existing policies, development of new laws and regulations to strengthen the institution and the services, to enhance agricultural technologies, develop animal welfare and animal husbandry, and increase access to financing and markets

- **Component 2:** of Climate smart production will initially focus on region 1-3, covering 3 atolls and 40 inhabited islands. Under this component farmers will be introduced to new climate smart technology which is feasible. As of now 12 greenhouses has been installed in project islands through the project and technical trainings conducted to farmers. In majority of the greenhouses 2 cycle has been completed and third cycle will start shortly. Farmers are also facilitated financial access through matching grant scheme.
- **Component 3:** of Market connection initially focus on regions 1-3 during the first two years and then expand to regions 4-7 and eventually cover the whole country. As Market accessibility is one of the most challenging to our farmers, under this component project tries to connect farmers with suppliers and other market players by carrying out business to business forums and other market connecting activities.

3. Background of the assignment

MAP is seeking a Knowledge Management and Communication service provider to support the project in implementing the project's knowledge management and communication workplan and increase visibility of the project and its activities regionally, nationally and globally, in line with MAP's and the ministry's communication and knowledge management strategy and IFAD's communication guidelines.

The service provider is expected to plan, design and develop knowledge products including project information material, case studies and success stories, media and PR material, web articles, infographics and simple animated illustrations, video materials. Moreover, the service provider will support the PIU to layout presentations, web content and reports.

Moreover, the service provider will support the project in the dissemination of the produced products across the project communication channels targeted to the different stakeholders, including project participants, PIU and the GoM, IFAD, other development partners, national and international media.

4. Scope of work

- Work proactively with PIU and field officers to identify opportunities for capturing and sharing knowledge and disseminating information about major progress and results;

- Based on information provided by MAP, the service provider will develop project information material, case studies and success stories;
- Design and develop infographics to illustrate presentations, web articles, and reports to be published by MAP;
- Design and develop brochures, posters, project booklets, banners, posters and other communication / visibility materials for MAP PIU;
- Design and layout of handouts: project brochure, publications, external reports, training materials, and promotional materials;
- Preparation of printing packages (all layout and design files) for publications and other communication products, such as reports, handbooks, leaflets and charts.
- Plan, prepare and produce video covering project activities and events
 - Submit storyboard and script for the documentary for approval
 - Develop video footage as agreed with MAP project team and according to the prepared script
 - Prepare scenarios for video shootings and shoot the videos
 - Follow up the documentation process with the project director/ MAP staff to ensure the documentation meets minimum quality standards for future usage in publications
 - Translate and insert English subtitles to the video in line with IFAD requirements
 - Finalize the videos according to the feedback provided by the project team
 - Provide raw footage to the project
- Develop social media and media content for MAP
- Coordinate with PIU and specifically with the M&E unit on content development.

5. Schedule of deliverables

The service provider's monthly deliverables will include the development/production of at least one video clip, a story/case study and eight social media content. Support on the development of online/print media content, infographics and visualizations as well as lay outting of material, as required by MAP

6. Service Providing Team's qualifications and experience

Experience and Expertise

- Proven Track Record: Demonstrated experience in developing communication and visibility materials, including but not limited to brochures, posters, project booklets, banners, and promotional materials for development projects or organizations.

- **Multimedia Production:** Extensive experience in planning, preparing, and producing video content, including scripting, shooting, editing, and finalizing videos. Familiarity with the inclusion of subtitles.
- **Graphic Design:** Proficiency in creating infographics, designing publication layouts, and preparing print-ready packages for various communication products such as reports, handbooks, leaflets, and charts.
- **Content Development:** Ability to develop compelling project information materials, case studies, success stories, and social media content focusing on rural development.
- **Social Media and Digital Communication:** Expertise in creating and managing content for social media platforms.

Technical Competencies

- **Software Proficiency:** High proficiency in graphic design software (e.g., Adobe Creative Suite), video editing software (e.g., Adobe Premiere Pro, Final Cut Pro), and other relevant tools required for developing professional-grade communication materials.
- **Language Skills:** Excellent command of English and Dhivehi, with the ability to produce high-quality written and visual content. Experience in translating content and providing subtitles in English is essential.

Knowledge and Understanding

- **Development Communication:** Understanding of development communication, particularly within the context of rural development and agricultural projects. Knowledge of effectively communicating progress, results, and impact to diverse audiences.
- **Sector-Specific Knowledge:** Familiarity with the thematic areas and objectives of the MAP (or similar projects).
- **Cultural Sensitivity:** Awareness of and sensitivity to the context within which the project operates ensures that all materials are culturally appropriate and resonate with local audiences.

7. Location and period of execution

The Service provider will be contracted for an initial period of one year, where service provider is expected to travel to project islands whenever needed for developing video content and acquiring other relevant documentation. MAP will facilitate the costs related to transport and other related requirements.

8. Implementation Arrangements

The service provider will work with overall guidance from and will directly report to the PIU Director. The PIU, specifically the M&E team and field officers, will support the service provider with information and guidance, as well as logistical support.

9. Services and facilities to be provided by client

Full cooperation in facilitating the Services Assistance is required on the client's part to obtain relevant permissions from authorities (if necessary) to carry out the Services.

Available relevant data and information requested by the Service provider that are deemed by the client to be useful to planning and carrying out the Services.

10. Services and facilities to be provided by the service provider

- The Service provider shall carry out all services using own material, labour and equipment.
- The Service provider shall ensure that their personnel always carry themselves in good behavior and maintain a cordial friendly atmosphere with other personnel including employees of MoAAW, MAP, Island Councils and other organizations.
- The Service provider shall provide professional, objective, and impartial advice, at all times holding the client's interest paramount, strictly avoiding conflicts with other assignments or its own corporate interests, and acting without any consideration for future work.
- The Service provider has an obligation to disclose to the client any situation of actual or potential conflict that impacts its capacity to serve the best interest of the client.

11. Copyright and Intellectual Property Rights

In consideration of the fees paid, the Service provider expressly assigns to MAP any copyright arising from the works the service provider produces while executing this contract. The service provider may not use, reproduce or otherwise disseminate or authorize others to use, reproduce or disseminate such works without prior consent from the MAP. The products and deliverables shall be the property of the MAP, and as such MAP reserves full copyright of both the raw footage and edited versions.

