



**Expression of Interest**  
(by the consulting firm in response to the REOI  
issued by the procuring entity)

for

Consultancy Service for Knowledge Management and  
Communication Service

Ref No: MAP/CS/2024/16

## Foreword

This document has been prepared by Project Implementation Unit of Ministry of Agriculture and Animal Welfare and is based on the 1st edition of the IFAD-issued standard procurement document for expression of interest available at [www.ifad.org/project-procurement](http://www.ifad.org/project-procurement). This bidding document is to be used for the procurement of services using Quality Cost Based Selection in projects financed by IFAD.

IFAD does not guarantee the completeness, accuracy or translation, if applicable, or any other aspect in connection with the content of this document.

## **Instructions to Consultants<sup>1</sup>**

**Reference Number: MAP/CS/2024/16**

7<sup>th</sup> October 2024

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

1. The Government of Maldives has received financing from the International Fund for Agricultural Development (“the Fund” or “IFAD”) towards the cost of Maldives Agribusiness Programme (“the client” or “procuring entity”), and intends to apply part of the proceeds for the recruitment of consulting services, for which this REOI is issued.

The use of any IFAD financing shall be subject to IFAD’s approval, pursuant to the terms and conditions of the financing agreement, as well as IFAD’s rules, policies and procedures. IFAD and its officials, agents and employees shall be held harmless from and against all suits, proceedings, claims, demands, losses and liability of any kind or nature brought by any party in connection with Maldives Agribusiness Programme.

2. The client now invites expressions of interest (EOIs) from legally constituted consulting firms (not individual consultants) (“consultants”) to provide Consultancy Service for Knowledge Management and Communication Service. More details on these consulting services are provided in the preliminary terms of reference (PTOR) attached as **Annex 1**. The consultant may sub-contract selected activities provided that said services do will not exceed 20% of the total consultancy work.
3. Before preparing its EOIs, the consultant is advised to review the preliminary terms of reference attached as **Annex 1**, which describe the assignment and **Annex 2** that details the evaluation of the technical qualifications.
4. The consultant shall not have any actual, potential or reasonably perceived conflict of interest. A consultant with an actual, potential or reasonably perceived conflict of interest shall be disqualified unless otherwise explicitly approved by the Fund. A consultant including their respective personnel and affiliates are considered to have a conflict of interest if they a) have a relationship that provides them with undue or undisclosed information about or influence over the selection process and the execution of the contract, b) participate in more than one EOI under this procurement action, c) have a business or family relationship with a member of the client’s board of directors or its personnel, the Fund or its personnel, or any other individual that was, has been or might reasonably be directly or indirectly involved

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<sup>1</sup> This document refers to legally constituted consulting firms as “consultant”.

in any part of (i) the preparation of this expression of interest, (ii) the selection process for this procurement, or (iii) execution of the contract. The consultant has an ongoing obligation to disclose any situation of actual, potential or reasonably perceived conflict of interest during preparation of the EOI, the selection process or the contract execution. Failure to properly disclose any of said situations may lead to appropriate actions, including the disqualification of the consultant, the termination of the contract and any other as appropriate under the IFAD Policy on Preventing Fraud and Corruption in its Projects and Operations<sup>2</sup>.

5. All consultants are required to comply with the Revised IFAD Policy on Preventing Fraud and Corruption in its Activities and Operations (hereinafter, "IFAD's Anticorruption Policy") in competing for, or in executing, the contract.
- a. If determined that a consultant or any of its personnel or agents, or its sub-consultants, sub-contractors, service providers, suppliers, sub-suppliers and/or any of their personnel or agents, has, directly or indirectly, engaged in any of the prohibited practices defined in IFAD's Anticorruption Policy or integrity violations such as sexual harassment, exploitation and abuse as established in IFAD's Policy to Preventing and Responding to Sexual Harassment, Sexual Exploitation and Abuse<sup>3</sup> in competing for, or in executing, the contract, the EOI may be rejected or the contract may be terminated by the client.
  - b. In accordance with IFAD's Anticorruption Policy, the Fund has the right to sanction firms and individuals, including by declaring them ineligible, either indefinitely or for a stated period of time, to participate in any IFAD-financed and/or IFAD-managed activity or operation. The Fund also has the right to recognize debarments issued by other international financial institutions in accordance with its Anticorruption Policy.
  - c. Consultants and any of their personnel and agents, and their sub-consultants, sub-contractors, service providers, suppliers, sub-suppliers and any of their personnel and agents are required to fully cooperate with any investigation conducted by the Fund, including by making personnel available for interviews and by providing full access to any and all accounts, premises, documents and records (including electronic records) relating to this selection process or the execution of the contract and to have such accounts, premises, records and documents audited and/or inspected by auditors and/or investigators appointed by the Fund.
  - d. Consultants have the ongoing obligation to disclose in their EOI and later in writing as may become relevant: (i) any administrative sanctions, criminal convictions or temporary suspensions of themselves or any of their key

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<sup>2</sup> The policy is accessible at [www.ifad.org/anticorruption\\_policy](http://www.ifad.org/anticorruption_policy).

<sup>3</sup> The policy is accessible at <https://www.ifad.org/en/document-detail/asset/40738506>.

personnel or agents for fraud and corruption, and (ii) any commissions or fees paid or to be paid to agents or other parties in connection with this selection process or the execution of the contract. As a minimum, consultants must disclose the name and contact details of the agent or other party and the reason, amount and currency of the commission or fee paid or to be paid. Failure to comply with these disclosure obligations may lead to rejection of the EOI or termination of the contract.

- e. Consultants are required to keep all records and documents, including electronic records, relating to this selection process available for a minimum of three (3) years after notification of completion of the process or, in case the consultant is awarded the contract, execution of the contract.
6. The Fund requires that all beneficiaries of IFAD funding or funds administered by IFAD, including the client, any consultants, implementing partners, service providers and suppliers, observe the highest standards of integrity during the procurement and execution of such contracts, and commit to combat money laundering and terrorism financing consistent with IFAD's Anti-Money Laundering and Countering the Financing of Terrorism Policy.<sup>4</sup>
7. **Procedure:** the selection process will be conducted using Quality Cost Based Selection as laid out in the IFAD Procurement Handbook that can be accessed via the IFAD website at [www.ifad.org/project-procurement](http://www.ifad.org/project-procurement). The client will evaluate the EOIs using the criteria provided in **Annex 2**. The shortlisted consultant(s) will be provided with the detailed TORs and asked to submit a detailed technical and financial offer. The evaluation will include a review and verification of qualifications and past performance, including a reference check, prior to the contract award.
8. Consultants may associate with other firms to enhance their qualifications but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.
9. Any request for clarification on this EOI including the PTOR should be sent via e-mail to the address below no later than 10<sup>th</sup> October 2024, 10:00hrs (GMT+5). The client will provide responses to all clarification requests by 14<sup>th</sup> October 2024, 15:00hrs (GMT+5).
10. **Submission Procedure:** please submit your expression of interest using the forms provided for this purpose. Your EOI should comprise one (1) original copy of each EOI form annexed to this document. EOIs shall be submitted to the address below no later than 21<sup>st</sup> October 2024, 14:00hrs (GMT+5).

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<sup>4</sup> The policy is accessible at <https://www.ifad.org/en/document-detail/asset/41942012>.

## Maldives Agribusiness Programme

Knowledge Management and Communication Service for KM Consultant (Ref no: MAP/CS/2024/16)

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Maldives Agribusiness Programme

Project Implementation Unit

**Ministry of Agriculture and Animal Welfare**

**Attn:** Shazin Mukhthar Rushdhy / Procurement Specialist

5<sup>th</sup> Floor, M. Hazaarumaage, Fareedhee Magu,

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**Tel:** +960 3033410

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Yours sincerely,



**Shafana Rasheed**

Project Director

Project Implementation Unit, Ministry of Agriculture and Animal Welfare

## **Form EOI-1**

### **EOI Submission Form**

*[Location, date]*

*[Authorized official]*

### **Re: Knowledge Management and Communication Service for KM Consultant**

Ref: MAP/CS/2024/16

We, the undersigned, declare that:

1. We are expressing our interest in providing the consulting services for the above-mentioned assignment and have no reservations to the REOI, the instructions to the consultants and any addenda thereto.
2. Our expression of interest is open for acceptance for a period of ninety (90) days.
3. Our firm, its associates, including any subcontractors or suppliers for any part of the contract, have not been declared ineligible by the Fund and have not been subject to sanctions or debarments under the laws or official regulations of the client's country or not been subject to a debarment recognized under the Agreement for Mutual Enforcement of Debarment Decisions (the "Cross-Debarment Agreement")<sup>5</sup>, beyond those declared in paragraph 9 of this EOI submission form.
4. We acknowledge and accept the IFAD Revised Policy on Preventing Fraud and Corruption in its Activities and Operations. We certify that neither our firm nor any person acting for us or on our behalf has engaged in any prohibited practices as provided in ITC Clause 6. Further, we acknowledge and understand our obligation to report to [anticorruption@ifad.org](mailto:anticorruption@ifad.org) any allegation of prohibited practice that comes to our attention during the selection process or the contract execution.
5. No attempt has been made or will be made by us to induce any other consultant to submit or not to submit an EOI for the purpose of restricting competition.

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<sup>5</sup> The Cross-Debarment Agreement was entered into by the World Bank Group, the Inter-American Development Bank, the African Development Bank, the Asian Development Bank and the European Bank for Reconstruction and Development, additional information may be located at: <http://crossdebarment.org/>.

- | Name of Recipient | Address | Reason | Amount | Currency |
|-------------------|---------|--------|--------|----------|
|                   |         |        |        |          |
|                   |         |        |        |          |
|                   |         |        |        |          |
|                   |         |        |        |          |

8. We declare that neither our consulting firm nor any of its directors, partners, proprietors, key personnel, agents, sub-consultants, sub-contractors, consortium and joint venture partners have any actual, potential or perceived conflict of interest as defined in ITC Clause 5 regarding this selection process or the execution of the contract. *[insert if needed: "other than the following:" and provide a detailed account of the actual, potential or perceived conflict]*. We understand that we have an ongoing disclosure obligation on such actual, potential or perceived conflicts of interest and shall promptly inform the client and the Fund, should any such actual, potential or perceived conflicts of interest arise at any stage of the procurement process or contract execution.
9. The following criminal convictions, administrative sanctions (including debarments) and/or temporary suspensions have been imposed on our consulting firm and/or any of its directors, partners, proprietors, key personnel, agents, sub-consultants, sub-contractors, consortium and joint venture partners:



Nature of the measure (i.e., criminal conviction, administrative sanction or temporary suspension)	Imposed by	Name of party convicted, sanctioned or suspended (and relationship to the consultant)	Grounds for the measure (i.e., fraud in procurement or corruption in contract execution)	Date and time (duration) of measure

If no criminal convictions, administrative sanctions or temporary suspensions have been imposed, indicate “none”.

10. We acknowledge and understand that we shall promptly inform the client about any material change regarding the information provided in this EOI submission form.
11. We further understand that the failure to properly disclose any of information in connection with this EOI submission form may lead to appropriate actions, including our disqualification as consultant, the termination of the contract and any other as appropriate under the IFAD Policy on Preventing Fraud and Corruption in its Projects and Operations.
12. We understand that you are not bound to accept any EOI that you may receive.

*[Authorized signatory]*

*[Name and title of signatory]*

*[Name and address of firm]*

## **Form EOI-2**

### **Organization of the Consultant**

#### **Re: Consultancy Service for Knowledge Management and Communication Service**

Ref: MAP/CS/2024/16

*[Provide a brief description of the background and organization of your firm/entity and of each associated firm for this assignment. Include the organization chart of your firm/entity. The EOI must demonstrate that the consultant has the organizational capability and to carry out the assignment. The qualifications document shall further demonstrate that the consultant has the capacity to field and provide experienced replacement personnel on short notice. Key staff CVs are not required at the shortlisting stage.]*

Name of the firm	
Date of establishment	
Country of registration	
Full address of the firm	
Focal point: name, position, contact information (telephone, email):	Name:
	Tel:
	Email:
Number of branches in the country	
Country(ies) of operations with number of branches in each country	
Number of full-time employees	
Number of part-time employees	
Field(s) of expertise of the firm	

## Maldives Agribusiness Programme

Knowledge Management and Communication Service for KM Consultant (Ref no: MAP/CS/2024/16)

Number of professional staff with experience related directly to the assignment	
Subsidiary and associated companies ( <i>wherever applicable</i> ): (details in the following format to be provided for all associates) – (i) Name of the company (ii) Nature of business (iii) Address of the company (iv) Website of the company (v) Brief description of company (maximum of 120 words)	
Any other information that the consultant would like to add:	

**Maximum 10 pages**

## **Form EOI-3**

### **Experience of the Consultant**

#### **Re: Consultancy Service for Knowledge Management and Communication Service**

Ref: MAP/CS/2024/16

*[Using the format below, provide information on each relevant assignment for which your firm, and each associate for this assignment, was legally contracted either individually as a corporate entity or as one of the major companies within an association, for carrying out consulting services similar to the ones requested under the preliminary terms of reference included in this EOI. The EOI must demonstrate that the consultant has a proven track record of successful experience in executing projects similar in substance, complexity, value, duration, and volume of services sought in this procurement.]*

#### **Maximum 20 pages**

Assignment name:	Approx. value of the contract (in MVR):
Country: Location within country:	Duration of assignment (months):
Name of client:	Total No. of staff-months of the assignment:
Address, and contact details (including email address(es)):	Approx. value of the services provided by your firm under the contract (in MVR):
Start date (month/year): Completion date (month/year):	No. of professional staff-months provided by associated consultants:
Name of associated consultants, if any:	Name of proposed senior professional staff of your firm involved and functions performed (indicate most significant profiles such as project director/coordinator, team leader):

## Maldives Agribusiness Programme

Knowledge Management and Communication Service for KM Consultant (Ref no: MAP/CS/2024/16)

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Narrative description of project:

Description of actual services provided by your staff within the assignment:

Name of Firm: \_\_\_\_\_

## **ANNEX 1**

### **PRELIMINARY TERMS OF REFERENCE**

#### **Re: Consultancy Service for Knowledge Management and Communication Service**

Ref: MAP/CS/2024/16

##### **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 outing 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.