

CALL FOR EXPRESSION OF INTEREST

Recruitment of an individual DTP (Desktop Publishing) specialist consultant for the design of agri-input package sheets.

Opening date: August 5, 2020

Closure date: August 17, 2020

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West Africa (WA) and the Sahel region are home to a population of about 387 million people, which represents 5% of the world's population. The average annual population growth rate in West Africa is 2.7% compared to an annual growth in agricultural productivity of less than 2% (CORAF, 2017). Therefore, relative decrease in food production in the face of faster population growth is a concern for the sub-region. According to experts, food demand is expected to increase by about 60-80%, especially in the growing urban centers in West Africa; however, agricultural yields are not keeping pace, with gaps estimated at 75% compared to other regions of the world. As a result, farmers face inexorable pressure to sustainably increase their productivity (Jayne et al., 2016).

This sustainable intensification of the production requires increased use of agricultural inputs such as improved seeds, quality fertilizers, Good Agricultural Practices (GAP), etc. (Jayne et al., 2016). In this context, low access and lack of availability and accessibility of good quality agricultural inputs undermine farmers' efforts to increase and sustain agricultural productivity and production. Despite the efforts of stakeholders, the use of agricultural inputs remains low with negative consequences on agricultural productivity in West Africa. Indeed, the lack of adequate communication often means that technology users, i.e. farmers, are not often aware of the existence neither of the technology nor of optimum use conditions.

The West and Central African Council for Agricultural Research and Development (CORAF/WECARD) and the International Fertilizer Development Centre (IFDC), through their respective five-year regional projects funded by USAID, PAIRED and EnGRAIS have undertaken to develop and disseminate input packages, including improved seed varieties, appropriate fertilizer recommendations for the main crops and according to the different agro-ecological zones of West Africa in order to contribute to a sustainable increase in agricultural productivity.

The development of input packages launched in 2019, continues this year with the participation of a variety of stakeholders including the private sector. Once the development is completed, the promotion, dissemination and marketing to end-users, including producers and agri-food industry actors (men and women) will be done by the private sector, which will assume full responsibility. The specifications for the agricultural input packages will be disseminated through an online map called

FeSeRWAM and online downloadable versions of agri-input packages on the CORAF and IFDC websites.

Consequently, the present work entails producing agri-input package sheets in the form of files that can be downloaded from the internet. This activity fits into this framework and will enable the information on existing input packages to be used as downloadable sheets from the internet by country and by crop.

CORAF therefore invites individual consultants in the sub-region to express their interest in the above-mentioned mission. Interested individual consultants can obtain more information on the following website: www.coraf.org.

Required expertise and duration of the mission

The work will be carried out by a consultant specialised in computer graphics and desktop publishing.

General selection criteria

Criteria
Bachelor's degree in computer graphics, computer science or a related field
At least 5 years of professional experience in the field of computer graphics and desktop publishing
Skilled in working with professional DTP software such as Adobe InDesign, Adobe Photoshop, Adobe Illustrator, QUARKXPRESS, LATEX, GIMP or similar softwares
Experience in the production of similar documents
Fluency in French or English (written and spoken)

The applications of individual consultants will be evaluated based on the above-mentioned criteria and the preferred consultant will be invited for contract negotiations.

Consultants interested in this call should submit an expression of interest highlighting the performance and experience of similar contracts as well as a detailed CV highlighting the relevance of their profile to the above-mentioned criteria.

Expressions of interest should be sent by email to the following addresses: procurement@coraf.org, by **August 17, 2020 at 12:00 GMT**, at the latest.

Dr Abdou TENKOUANO
Executive Director

Terms of references

Recruitment of consultants for the production of agri-input package

Background

The West and Central African Council for Agricultural Research and Development (CORAF) and the International Fertilizer Development Centre (IFDC), through their respective five-year regional projects funded by USAID, PAIRED and EnGRAIS will develop and disseminate input packages, including improved seed varieties, fertilizer recommendations appropriate for the main crops of West Africa and according to the different agro-ecological zones; this aims to contribute to improve optimal use of quality agri-inputs for sustainable agricultural productivity. Agri-input packages have been developed since 2019 with a variety of stakeholders including the private sector, which will be responsible for promoting, disseminating and marketing inputs to end users including farmers once the development is completed. At present, there are about 400 Agri-input packages. It is therefore important that communication tools be developed to facilitate communication with the various stakeholders in the agricultural sector. Indeed, the lack of adequate communication often means that technology users, i.e. farmers, are not often aware of the existence neither of the technology nor of optimum use conditions.

This exercise will make it possible to produce communication supports based on existing information on Agri-input packages that can be put online and downloaded. The materials will be organized according to countries, crops and varieties in the form of a PDF file.

Overall objective

The main objective is to produce communication tools in the form of agri-input package sheets that will help to disseminate information on promising seed varieties, fertilizer recommendations and associated good agricultural practices.

Specific objectives

Specifically, the following tasks are to be carried out:

- Use the information available on the Agri-input packages to make downloadable files by country, by crop and by variety;
- Ensure that each input package record has an illustrative image of the proposed variety;
- Ensure that the size of the downloadable file is small enough to facilitate downloading;
- Submit the activity report.

Expected results

- Agri-input package sheets available as PDF files, sorted by country, crop and variety with good quality illustrative photos;
- The size of the files should be small enough to facilitate downloading;
- The consultation report is produced and validated.

Skills

- Creativity and innovation in document production;
- Capacity for good teamwork and ability to work independently;
- Ability to work under high pressure and ability to work in a multicultural and pluri-disciplinary team;
- Enjoy working in a demand-driven environment, motivated by a desire to respond quickly and effectively to clients' needs.

Required skills and experience

- Have at least a (Bachelor's) degree in computer graphics, computer science or a related field;
- At least five years of experience in professional computer graphics, desktop publishing (or layout using DTP software, etc.);
- Professional graphic designer with proven experience in document layout related to development issues with experience using professional DTP software such as Adobe InDesign, Adobe Photoshop, Adobe Illustrator, QUARKXPRESS, LATEX, GIMP or similar softwares;
- Experience with different formats of WEB-optimized document conversion;
- Have completed a similar project in an organization operating in the agricultural sector.

Language Requirements

- Written and oral mastery of French and a good knowledge of English are strongly preferred.

Tasks to be performed

- Working with Adobe softwares (InDesign, Photoshop and Illustrator) or QUARKXPRESS/LATEX;
- Lay out the sheets by country and in alphabetical order (in English and French);
- Working in collaboration with the CORAF/WECARD team for quality assurance;
- Provide vector illustrations and/or HD images for non-image cards;
- Compress each card to keep the size under 1 Megabyte;
- Vectorize logos and text contained in the sheets;
- Produce the sheets as an A4 brochure per country in PDF format with a resolution between 200 and 300 ppi (pixel per inch)
- Produce versions of the individual sheets in PDF format with a resolution between 200 and 300 ppi (pixel per inch)

Period of consultancy

The work will be done during the month of August and September 2020. The maximum duration of the consultation is 20 days.

