

Partnership for Agricultural Research, Education and Development - (PAIRED)

Recruitment of an individual consultant (ICT specialist)

Consultancy to develop the French version, improve the user interface and integrate the seed-forecasting tool into CORAF's website for private companies and national programs in West Africa

Opening date: 02/03/2021

Closing date: 16/03/2021

CEI No. 02-2021

The cooperation agreement signed between USAID and CORAF in June 2017, facilitates the implementation of a five-year program called, Partnership for Agricultural Research, Education and Development (PAIRED) in West and Central Africa. This is implemented within the framework of the Strategic Plan (2018-2027), the Operational Plan (2018-2022) in which CORAF's main objective is to *"Ensure agricultural productivity, competitiveness and sustainable improvement of markets for target groups in West and Central Africa"*.

PAIRED's specific objective is to improve the performance of the agricultural input system in West Africa (WA). However, the lack of information on accurately estimating the demand for seeds often disrupts seed companies and basic seed production units in their seed production efforts to meet the actual user demand thus creating a huge gap between seed supply and demand. To reduce the gap between seed supply and demand, CORAF has developed an electronic tool for seed demand forecasting.

The Seed Forecasting Tool will be used to make demand projections for each type of seeds by examining past and present performance levels, as well as an assessment of available seeds and markets.

Determining the potential and actual demand for seeds will also help estimate the market value of seeds to attract additional investment. In order to comply with CORAF's two working languages and to enable a wide distribution of the tool, this call for expressions of interest is for the development of the French version of the tool, the improvement of the user interface and insertion of the tool on the institution's web portals.

For the purpose of developing the French version, improving the user interface and placing the tool on the institution's web portals, CORAF is recruiting an individual consultant (ICT specialist) who will work under the supervision of the PAIRED project.

The tasks to be performed as well as other information relating to the consultancy are detailed in the attached terms of reference.

The Executive Director of CORAF invites candidates who meet the qualification criteria, as indicated in the terms of reference, to express their interest in this recruitment.

Interested consultants can obtain additional information from the CORAF Executive Secretariat by sending correspondence to CORAF's Agri-Input expert by e-mail at y.diallo@coraf.org.

The consultant will be selected according to the selection method based on the Consultant's qualification in accordance with the rules contained in the CORAF Administrative, Financial and Accounting procedures manual. .

Applications should be submitted by email to the following address: procurement@coraf.org **no later than March 16, 2021 at 4pm GMT.**

Dr Abdou TENKOUANO

Executive Director, CORAF

TERMS OF REFERENCE

Recruitment of an individual consultant (ICT Specialist)

1. BACKGROUND

For more than 12 years, the USAID Mission in West Africa has partnered with CORAF to support the development of CORAF's institutional capacities and the implementation of research and development projects such as the Grains Network, the Staple Crops Program by the Global Food Security Response (GFSR) initiative as a result of the CAADP and ECOWAP. This partnership has gained success and significant impact in the West and Central Africa region. After ten years of CAADP implementation, the new framework through the Sustainable Development Goals (SDGs), CAADP + 10 (articulated around the Malabo Declaration), ECOWAP + 10, FtF strategies, etc. provided new opportunities to address emerging issues such as climate change, resilience, gender and youth, immigration, food security and health. A new Cooperation Agreement signed between USAID and CORAF in June 2017, therefore facilitates the implementation of a five-year program called the Partnership for Agricultural Research, Education and Development (PAIRED) in West and Central Africa. This is implemented within the framework of the Strategic Plan (2018-2027), the Operational Plan (2018-2022) and the Resource Mobilization Plan to support the achievement of CORAF's main objective namely : Ensure agricultural productivity, competitiveness and sustainable improvement of markets for target groups in West and Central Africa .

2. OBJECTIVE, IMPLEMENTATION APPROACH AND COMPONENTS

PAIRED's specific objective is to improve the performance of the agricultural input system in West Africa (WA). This objective will be achieved through three mutually reinforcing intermediate results (IR): IR1) CORAF's Capacity building for effective coordination of agricultural research and development in West (and Central) Africa. IR2): CORAF's leadership in scaling up T & Is in agricultural inputs is established in WA. IR3): Increased use of quality agricultural inputs in West Africa.

Thus, CORAF is repositioning itself as a reformed organization with a strong dynamic of marketing, business development and resource mobilization to achieve its objectives with a strong sense of responsibility. The approach used consists of mobilizing - the expertise and resources of the private sector, farmers' organizations, the West African Agricultural Transformation Program (PTAAO), AGRA-PIATA, TAAT-BAD / AARP , CGIAR, IFDC and Foundation / NGO centres, as well as USAID bilateral programs and Feed the Future Initiative innovation labs, to work in synergy at regional and national levels. More specifically, at the regional level, a Consortium of Partners mentioned above will govern the program, while CORAF's Executive Secretariat will ensure coordination and technical support at the regional level. CORAF supports the NCS / RCE through its governance system, the management of information and tools and approaches for the scaling up of Climate-smart Technologies and Innovations (T & Is).

With regard to increased use of quality agricultural inputs, the capacity of national systems including research institutes, variety approval, quality control and seed certification agencies as well as entrepreneurship and the organizational capacities of the private sector will be

strengthened to support its private sector advocacy and leadership role in the provision of quality seeds.

3. JUSTIFICATION AND SCOPE OF THE CONSULTANCY

Lack of information on the accurate estimation of seed demand often disrupts seed companies and basic seed production units in their seed production efforts to meet actual user demand. An inadequate estimate of demand and the consequences of overproduction or underproduction can have serious financial implications on a seed company. In addition, farmers are disappointed when the supply of seeds does not meet their demand (type of seeds, quantities and delivery times). Often in West Africa, the basic principles of economics relating to the law of supply and demand are applicable in the seed industry. When supply is high, demand is low and vice versa. To reduce the gap between seed supply and demand, CORAF has developed the seed forecasting and planning tool to help public and private actors in determining the potential and actual demand for seeds and also in estimating the value of the potential demand for seeds to attract additional investment.

In order to enable better utilisation and scaling of this tool, the French version will be developed to improve the user interface as well as the user experience and also place the tool online on CORAF's website.

The French version should integrate all the components, modules and functionalities of the existing English version.

The new visual identity of the tool should be standardized on both versions (English and French), and above all be based on CORAF's graphic identity with a user-friendly and intuitive interface.

A web page should be created on CORAF's website (in English and French) to enable access to the two versions of the tool as well as the instructions necessary for an excellent use. The design of this page should be inspired by that of the tool but above all by CORAF's graphic identity.

For the development of the French version of this tool as well as the redesign of the design, CORAF will recruit an individual consultant (IT expert with proven skills in UI / UX Design). The selected expert will work in close collaboration with the CORAF monitoring and validation team.

4. DUTIES AND RESPONSIBILITIES OF THE CONSULTANT

The forecasting tool is a computerized planning system. The development of the French version will involve:

- ✦ Development of the French version following the style of the current English version

The specific duties of the consultants will include among others:

- ✦ The translation of all the features of the tool into French
- ✦ Redesign of the user interface taking into account CORAF's graphic charter
- ✦ Improved user experience for easy handling of the electronic tool

- ✦ The creation of a web page integrated into the CORAF website and respecting the design of the tool but also keeping the DNA of CORAF's graphic charter.
- ✦ The consultant will work with the team from CORAF's DeCoM department regarding the guidelines on the redesign as well as the quality assurance of the version translated into French.

5. CONSULTANCY REQUIREMENTS: EXPERIENCE AND SKILLS

Based on the requirements for the scope of work, the consultant should have the following profile:

For this mission, the IT specialist consultant and UI / UX designer must have at least a bachelor's degree in computer science with extensive knowledge in computer graphics (UX / UI Design), computer science or related field, with proven expertise in web-oriented UI / UX design.

- ✦ Knowledge of the Microsoft Office software suite.
- ✦ Knowledge of Adobe Creative cloud suite or similar software suite.
- ✦ He / she must be proficient in design, knowing how to understand user interfaces as well as the user experience.
- ✦ He / she must have work experience in the agricultural sector including the concepts, terminologies and terms used in the seed sector.

The candidate must have excellent oral and written communication skills in English and French.

6. PERIOD OF SERVICE PROVISION - DELIVERABLES

The assignment will be carried out for a maximum of 20 man-days during the 60-day calendar period from March to April 2021.

The outcomes/deliverables expected from the consultant are as follows :

- Phase 1: Development of the French version of the forecasting tool with a user manual.
- Phase 2: Redesigning the design of the tool and the web page dedicated to the presentation and online access of the two versions of the tool.

7. WORKING WITH CORAF

The successful consultant will receive an internationally competitive remuneration commensurate to his/her skills, experience and background. CORAF invests heavily in creating a culture of quality, professionalism, mutual support and teamwork.

The recruited consultant will report directly to the PAIRED Coordinator and will comply with CORAF's reporting requirements. He/she will work in close collaboration with the expert in charge of the development of agricultural inputs from CORAF and with the DeCoM team.

8. APPLICATION PROCEDURE

Interested candidates should send by email an application letter and a detailed CV, with the name and contact details of three references. CORAF Executive Director, CORAF Executive

Secretariat – 7, Avenue Bourguiba, POBox 48 Dakar RP, Senegal and sent by email to procurement@coraf.org. Applications should reach CORAF Executive Secretariat no later than **March 16, 2021 at 4pm GMT**.

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