



*Transforming Lives Through Agribusiness*

## Terms of Reference for developing documentaries on the impact and outcome of Calories and Household Income from Potato Subsector (CHIPS) project in Tanzania

### 1.0 Background information

1. Kilimo Trust (KT) is a not-for-profit organization working in agriculture for development across the East Africa Community member countries. The Kilimo Trust has increasingly become the go to partner for market-led agricultural value chain development in the region. KT vision is to see “sustained and equitable wealth creation, food and nutrition security for smallholder farmers and other VC actors”. Our mission is to make agribusiness a transformative tool for wealth creation, food and nutrition security for smallholder farmers and other VC actors. The core business of KT is to structure national and regional trade in agricultural products for enhanced wealth, food and nutrition security for smallholder farmers and other VC actors.
2. Kilimo Trust is implementing four year project (2016-19) funded by Comic Relief UK, the Calories and Household Incomes from Potatoes Sub-sector (CHIPS) project. The main purpose of CHIPS project is enhancing incomes and accelerating wealth creation for Smallholder Farmers (SHFs) and Small Retailers and Vendors (SRVs) of round potato in Tanzania. The overall purpose of the project is to increase productivity, efficiency, profitability and volumes of business involved in the round potato value chains. CHIPS is implemented in Tanzania, targeting target to reach at least 20,000 SHFs and 15,000 SRVs. The Project has four major objectives:
  - a) Enhance effectiveness of collective marketing/procurement of outputs and inputs by trading associations and cooperatives of 20,000 SHFs and 15,000 SRVs.
  - b) Increase supply of market preferred potato and potato products by 18,000 SHFs and 12,000 SRVs.
  - c) Increase competitiveness and efficiency of trading in potato and potato products through sustainable business consortia.
  - d) Increase equitable involvement of women and youth in decision making and access to resources and benefits of potato value chain.
3. The CHIPS project is implemented using the Consortium Approach with Matching Grants to efficiently link small and medium scale farmers (SMSFs) to outputs and input markets. The basic structure has a “Lead Firm” - in the form of a major private companies, farmers/traders, companies, local organizations/associations - with very good and proven linkages to markets for potatoes and potato products. This allows project to focus on: relevant and timely demand-driven interventions that are fully owned by the trading consortium; and implementation through the consortium members themselves. This is employed to ensure sustainability after the exit of the CHIPS project because of the established strong business relationships, trust and investments made during the implementation of the matching grant sub-project.

## 2.0 Purpose and scope of the assignment

4. The purpose of this assignment is to produce video documentary telling CHIPS project success stories, experience and lessons. The video documentary is expected to;
  - a) Serve as an audio-visual evidence to complement words and numbers reporting the achievements of CHIPS project objectives in Monitoring, Evaluation and Learning (MEL) system.
  - b) Tell how Kilimo Trust Value chain Consortium approach works in potatoes value chain.
  - c) Share CHIPS project experiences with policy makers, other potato projects, value chain actors, experts, development partners and other industry stakeholders.

5. Targeted beneficiaries of the CHIPS project to be involved as characters in the video documentary includes engaged potato farmers, traders, processors, input suppliers, district councils, financial institutions and key experts of the projects. Collection of videos is expected to be done in areas, consortia and lead firms but not only limited to achievements listed in the table below;

Value Chain consortia	Lead firm	Region	Summary of some achievements of CHIPS project
Lusitu Potato Marketing (LuPoMa) Consortium	Lusitu Agribusiness Group (LAG)	Njombe	<ul style="list-style-type: none"> <li>i) CHIPS project has constructed a pack house for aggregating, grading, packing potatoes and marketing collectively potatoes.</li> <li>ii) Linked to traders who purchase potatoes directly from farmers</li> <li>iii) Trained 1,968 SHFs in Farmer Business Skills (FBS), Good Post Harvest Handling (GPHH) and use of standard weight and measures</li> <li>iv) Njombe TC provides technical backstopping to LAG and has provided a tractor loan from the Njombe Town Council</li> <li>v) Ten (10) members linked and accessed seed potatoes from Tanzanice Food Co. LTD using no-interest loans amounting TZS 8mil from Mamujee Africa LTD. Mamujee has contracted LAG to produce and supply about 50MT of potatoes of Sagita variety for processing to start in April 2019.</li> </ul>
N/A	TARI Uyole	Mbeya	<ul style="list-style-type: none"> <li>i) Project constructed two greenhouses and installed drip irrigation system for 8 Acres to increase the capacity of TARI Uyole to multiply seed potatoes</li> <li>ii) 703,134 minitubers produced and 156MT of basic seeds produced</li> <li>vi) Trained 52 trainers of GAP and GPHH</li> </ul>
Potatoes Enhancement through Seed System Activation (PESSA)	Beula Seeds Co. LTD	Mbeya	<ul style="list-style-type: none"> <li>i) Constructed two green houses for seed multiplication</li> <li>ii) Contracted 10 seed out growers</li> <li>iii) 106300 minitubers, 10 MT of pre-basic and 5 MT of basic seeds and 10MT of certified seeds produced</li> <li>iv) 2,273 farmers trained on GAP and FBS</li> <li>v) Linked farmers with Obo Investment for accessing inputs</li> </ul>
Vikundi Kipato (VIKI) consortium	VIBINDO Society	Dar	<ul style="list-style-type: none"> <li>i) Trained 2,089 traders, retailers and vendors of potatoes on Business and Entrepreneurship Skills, Good Food Handling Practices (GFHP) and financial literacy</li> <li>ii) Linked potato traders with engaged farmers in Njombe</li> <li>iii) 179,292 MT of potatoes collectively procured by traders</li> </ul>
Arusha Potatoes Consortium	RECODA	Arusha	<ul style="list-style-type: none"> <li>i) Trained 1,214SHFs in potato Good Agricultural Practices (GAP), Farmer Business Skills (FBS), Good Post Harvest Handling (GPHH) and use of standard weight and measures.</li> <li>ii) 9080kg of seed potatoes collectively purchased from by 455 farmers</li> <li>iii) Ordered 20MT of seeds from ARI Uyole for 1st season 2019Organized 25 Village Savings and Loans Associations (VSLA) groups <ul style="list-style-type: none"> <li>• Linked SHFs with traders who purchase potatoes directly from farmers</li> <li>• Farmers linked with input suppliers and procure inputs collectively</li> </ul> </li> </ul>

### 3.0 Required expertise and experience

6. The company or the consultant MUST have enough experiences in developing motion graphics, audio visual contents, and documentaries with following minimum qualification;
  - i) At least 3 years of relevant professional experiences in developing motion graphics, audio visual contents or documentaries,
  - ii) Should exhibit experiences of developing project related documentaries for local and international audiences.

### 4.0 Expected deliverables

7. Following deliverables should be provided by the selected firm:
  - Two documentary videos (one covering Arusha and the second to cover Southern Highlands (Njombe and Mbeya) and Dar Es Salaam at least five (5) DVD copies and USB flash with;
    - a) All footages of the documentaries.
    - b) 50 detailed pictures relating with the project
    - c) A three (3) and five (5) minutes videos highlighting best practices, useful lessons learned and success stories from project beneficiaries/target groups
    - d) 15-minute video documentary of the Project
    - e) Short videos about success stories and testimonies from farmers, at least three (3) videos
    - f) Banner of the project and video documentary

### 5.0 Rights and Confidentiality

8. The Kilimo Trust reserves the right to reject or cancel any proposal without showing any reason. During this assignment, all materials produced shall remain the property of Kilimo Trust and cannot be used by the service provider for a purpose other than agreed upon by both parties. The developed materials cannot be sold or used in any case without the prior permission of Kilimo Trust.

### 6.0 Time line

9. Field work of this assignment is expected to be done in March and April 2019 after agreeing on the work plan submitted.

### 7.0 Application Procedure

- i) Applicants are required to submit the following online to: [admintz@kilimotrust.org](mailto:admintz@kilimotrust.org) before 5pm on 22<sup>nd</sup> March 2019;
- ii) A Technical Proposal: Expression of Interest, stating why you consider your firm suitable for the assignment;
- iii) Work plan for implementation of the assignment;
- iv) Personal CVs of technical personnel proposed for this assignment highlighting qualifications and experience in similar projects; and
- v) Work references - contact details (email addresses) of referees (firms for whom you've produced similar assignments).
- vi) Financial proposal indicating professional fee and a breakdown of expenses (unit price together with any other expenses) related to the assignment.