



## TERMS OF REFERENCE

Title	Environmental Goods and Services (EGS) – Promoting Eco-Innovation and Local Sourcing through AgTech in Shan state
Project	Governance for Resilience and Sustainability Project
Type of Contract	Professional Contract for Services
Contract Period	6 months
Supervisor	Project Manager/CTA, Governance for Resilience and Sustainability Project
Location	Shan state
Country	Myanmar

## A. BACKGROUND

**About Environmental Goods and Services (EGS) initiative, sub-project component of Governance for Resilience and Sustainability Project (GRSP)**

An estimated \$10 trillion of business opportunities can be unlocked globally by transforming business-as-usual growth pathways that are responsible for almost 80% of nature loss, according to a 2020 World Economic Forum report. Thereby, promoting green business as a COVID-19 economic response strategy must be pursued actively. A well-functioning business environment underpins green business development, and this includes new levels of resources, capacity and governance to enable businesses to respond more effectively, inclusively, and innovatively as this pandemic ensues. For Myanmar, there is both a need and opportunity to overcome fundamental market-creating challenges while addressing community needs through integrating sustainability as a long-term strategy into business models and stimulating a new wave of business opportunities guided with a vision of low carbon, green economy, aligned with UNDP's Community First Programme in Myanmar 2021-2023, as well as with UNDP Strategic Plan, 2022–2025.

To this end, the Environmental Goods and Services (EGS) initiative had provided evidence-based research services including information on a range of green policy tools and market-based instruments and available blended finance and private capital. Results are expected to inform key policy makers of strategic entry points and enablers, thereby, helping improve the policy framework supporting green businesses in Myanmar. More than 20 international green business cases had been appraised to understand in-country enablers nurturing green businesses, both directly and indirectly, and key constraints hampering their development. In addition to knowledge products, since July 2021, Technical Assistance (TAs) under EGS had been developed to support businesses and communities directly, and these contribute to UNDP's Community First Programme 2021-2023. Each TA comprises a menu of capacity

development activities targeting socio-economic issues at the community level that could be addressed through EGS in a specific industry. For example, the TA on Energy, which is designed to provide unelectrified households in Magway access to clean electricity and cooking solutions, and opportunity to be clean energy entrepreneurs through a training of trainers' scheme and connecting them with suppliers of green technology. The entrepreneurial components of the TAs are meant to foster investments so that the private sector can see the feasibility of EGS in these industries. With better access to EGS markets established, the TAs can help lay the groundwork for institutionalizing EGS as a long-term strategy for green economy and recovery transition.

## **About the Technical Assistance on Agri-Food**

### *Rationale*

Agriculture sector is the top economic contributor to Shan's local economy and it is underperforming relative to potential for several reasons. Salient issues persist including limited land size and poor farming techniques, coupled with lack of quality infrastructure particularly urban-rural road networks and logistics (driving high transport and transaction costs) and poor water resource management. Many are involved in small scale farming for subsistence, often lacking land tenure rights, and there are those owning smaller landholdings but are considered land poor. Small farm households typically face distinct challenges in part due to a lack of knowledge and capacity in modern farming techniques, as well as an understanding of the benefits of different crop varieties and alternative cultivation methods, or the resources to act on this information. Small farm holders also face limited access to markets outside their locality, in part due to poor road network conditions and limited post-harvest facilities. According to the results of recent interviews conducted by UNDP with Agri-food/AgTech providers in Shan, improving farmers' access to physical and digital markets has been identified as a priority capacity need.

Shan's agriculture's medium-term prospect is closely (and intricately) linked to its socio-economic dynamics: lack of opportunities (driving economic migration), low skills level and lack of skilled workers, and lack of steady source of income from farming. All of which suggests that for small holder farmers to realize socio economic benefits in this sector, they must be guaranteed of sustainable returns on investment.

From an EGS perspective, eco-innovation in the Agri-food industry can be used as a strategy by small holder farmers to achieve competitive advantage in the market, thereby, improving the appetite for and access to it is key to ensuring farmers can capture and create more value locally.

### *Value addition of GRSP support*

Enabling small holder farmers to access eco-innovation solutions ensures they get opportunity to improve their farm revenue streams and collectively, contribute to and support market integration through value and demand for local sourcing in Shan. The TA will support up to 80 smallholders directly through a series of tailored capacity development trainings that improve their appreciation for and technical understanding of, as well as access to eco-innovation. From the demand side, the TA interventions are targeted at increasing

end-consumers' interest in local sourcing through consumer education and awareness activities.

At the demand-supply interface, the TA will implement activities that support better market linkages through facilitating access to business to business (B2B) networking opportunities and digital marketplace platforms. For improving farmers' access to digital markets, the TA will take advantage of "low hanging fruits", which meant looking into tapping into already existing digital application resources that operate in Myanmar and can cater (although not necessarily exclusively) to the Agri-Food industry in Shan. These include online marketplaces, one-stop mobile applications, and e-procurement portals that are suitable for FOs and smallholder families.

All activities will ensure close to equal representation of women and men, both in terms of as capacity development service providers and as beneficiaries, thereby, the TA is expected to generate direct benefits to women during the project period through improved representation as experts and knowledge and capacity. Indirect benefits are expected to flow in the longer term through increased household incomes and income-generating opportunities, better food choices and nutrition for TA beneficiaries.

The TA reinforces community values by ensuring that farmers and consumers, and the businesses between and around them are connected more directly to markets post recovery period, thereby maximizing development impact locally.

This TA supports the achievement of the Rural Communities' Basic Needs project of the Community First Programme in Myanmar which aims to enhance resilience of the most vulnerable rural communities in Myanmar in light of the multiple shocks they are currently facing. It is fully aligned with the operational priorities of UNDP Strategic Plan 2022–2025<sup>1</sup> through strategic innovation and digitalization as key enablers to maximize development impact.

#### *TA outputs and activities*

The TA comprises three main outputs (OP). Main beneficiaries of OP1 and OP2 are small holder-families in Taunggyi district. Beneficiaries of OP3 are local individual/ household consumers in Taunggyi district and other major economic districts in and around Shan.

A service provider will be engaged by UNDP to implement all TA activities under OP1, OP2 and OP3.

Gender equality considerations will be addressed, including, but not limited to:

- The contracted service provider will strive to achieve gender parity in the participation of women in trainings/workshops on eco-innovation and e-commerce, pilot demonstration, networking event, and IEC and other events/consultations.
- The total number of beneficiaries for all TA activities must be at least 40% women.

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<sup>1</sup> United Nations Development Programme (UNDP). 2021. UNDP Strategic Plan 2022–2025. New York.

- Gender-disaggregated analysis will be applied in diagnostic exercises/ rapid assessments and in post-event evaluation surveys.

Output 1 (OP1): Knowledge and capacities of 50–80 small holder farmers to implement eco-innovation improved. (Q2 2022–Q4 2022)

The aim of OP1 activities is to increase the appreciation for eco-innovation and develop the potential of smallholder-families as eco-innovators by capturing value through efficiency improvements at the supply chain level and in creating value at the value chain process. OP1 will have two components: (a) a series of practical, application-oriented and tailored workshops and mentorship support; and (b) one pilot demonstration with key activities that are to be undertaken sequentially as follows:

#### Preparatory

1.1 Conduct a diagnostic exercise on the level of eco-innovation and its uptake in the South region of Shan state, particularly highlighting districts with high economic activity including Taunggyi<sup>2</sup>.

1.2 Conduct profiling of potential small holder beneficiaries for a series of capacity development trainings/coaching and one pilot demonstration.

This activity includes profiling a long list (15–20) of potential beneficiaries including FOs and non-FO members/individual farmers in 1–2 major economic districts, with preference on Taunggyi district<sup>3</sup>. For FOs, this will involve identifying 5–8 FOs with smallholder-members engaged in high-value crop production. Shortlisted FOs must be (a) active at the time of selection and (b) face distinct eco-innovation challenges and opportunities from each other, but within them, farmer-members preferably share common interest and the same level of receptiveness in the area/s they are keen to make changes on through eco-innovation (e.g., one FO-beneficiary that is keen on applying eco-innovation at the supply chain level and the other, on leveraging additional value). Profiling will include assessing the level of capacity and knowledge of potential beneficiaries, as well as their interest in engaging in eco-innovation solutions and likelihood of AgTech adoption success.

Shortlisted beneficiaries of trainings/workshops and mentoring support are envisaged to comprise a combined: 40%–60% new beneficiaries (no recent/existing assistance from a related UNDP project); 20%–30% current beneficiaries of UNDP's home gardening initiative<sup>4</sup> with preference on women-beneficiaries involved in subsistence farming; and 20%–30% farmer champions who lead by example on their own farms, while actively promoting sustainable land stewardship practices in their communities. The inclusion of existing beneficiaries of UNDP's home gardening initiative and farmer champions in the pool of beneficiaries will help ensure that impacts are maximized and sustained beyond the TA period.

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<sup>2</sup> Taunggyi district has 25 village tracts and 143 urban wards, and a population of 1.7 million with a fairly balanced sex ratio, according to the 2014 Population Census.

<sup>3</sup> Taunggyi is a major economic district thereby with likely presence of a good number of organized farmer-groups.

<sup>4</sup> UNDP's home gardening initiative in Shan is benefiting 2,500 vulnerable households in Kalaw and Nyaung Shwe townships through in-kind agriculture inputs that include more than 20,000 high value crop seeds (i.e., cabbage, tomato, carrot, cauliflower, eggplant), 7,000 pieces of farm tools (i.e., green garden net, trowel, angled shovel, watering can), and 5,000 bags (50-kg each) of locally produced organic fertilizers.

For the pilot demonstration, profiling will include the identification of one FO-beneficiary (from the list of workshop/training beneficiaries identified) and the type of AgTech (e.g., solar drying, drip irrigation technology) to be demonstrated based on high-impact potential, capacity and technology readiness, as well as TA budget.

1.3 Design and structure a series of intervention-specific capacity development workshops, trainings, and coaching.

This will be based on a ground-truthing exercise/ rapid survey and tailored to the needs and interest of every FO-beneficiary.

Workshops and trainings will be small, intensive and intervention-specific (rather than broad-based eco-innovation topics) in the areas where farmers are most interested and receptive to make changes through eco-innovation. For example, these may be in terms of drawing efforts towards capturing value at the supply chain level to retain profits from existing crop production, specifically through resource-use efficiency improvements such as installing appropriate water-saving irrigation technology to save on water and fertilizer use, obtaining access to cold storage facilities to reduce postharvest losses, or participating in online marketplace to access consumers directly to reduce intermediary transaction costs. It may also be in terms of leveraging additional value to increase profits such as enhancing product characteristics/ quality through organic farming techniques, creating new product category through obtaining access to sustainability certifications, or creating unique customer experiences through Agri-tourism.

In addition, workshops must be practical and application oriented and based on evidence and successful examples, as well as iterative (i.e., designed based on the level of knowledge, skills, experience and innovative capacities of beneficiaries) and can be structured as a training of trainers' scheme.

## Implementation

1.4 Implement a phased roll out of interventions: workshops, trainings and coaching to FO-beneficiaries and one pilot demonstration.

1.5 Prepare a report that explores the added value of organizing smallholders into producer groups.

This activity looks at whether organizing smallholders into producer groups can improve beneficiaries' bargaining position in terms of their ability to link with and take advantage of supply chains in local and regional markets.

1.6 Prepare a completion report that includes recommendations to UNDP for consideration in designing future interventions.

This will be based on learning experience and evaluation assessment of implementing OP1 activities, feedback from participating beneficiaries, and future areas of eco-innovation intervention as may be identified during the TA period including feasibility and types of Agri-tourism (similar to the Inle lake model) in other areas of Shan state.

Output 2 (OP2): Small holder farmers' access to markets expanded with digital connectivity. (Q2 2022–Q3 2022)

The aim of OP2 activities is to provide 10–15 smallholder farmers<sup>5</sup> with greater access to markets outside of their district i.e., to other parts of Shan state and Myanmar, and connecting them digitally with input markets, consumers and green businesses in AgTech and Agri-Food, with key activities to be undertaken sequentially as follows:

## Preparatory

### 2.1 Prepare an ecommerce readiness assessment report for FOs and smallholder-families.

This activity involves identifying existing ecommerce platforms locally that are suitable for FOs and smallholder-families. This can include preparing an assessment matrix of 8–10 fully-functioning online marketplaces and other business to consumer (B2C) and B2B digital portals that may include simple sites to more robust, integrated e-commerce platforms with comprehensive features (i.e., marketing, payment processing, delivery management), as well as one-stop mobile applications. Each digital platform is evaluated in terms of presence of target audience (e.g., end-consumers who buy local and/or organic products; suppliers of quality and/or green agricultural inputs); user-pricing (i.e., free version, commission/service fee), functionality/ease of use, support (e.g., business hours, 24/7 live support), trainings (i.e., webinars, documentation) and delivery costs (fulfillment by platform versus own shipping vendors), among other relevant metrics. Top three potential ecommerce platforms will be further identified and the corresponding requirements for participating in them. Some examples are documentation requirements (e.g., business registration, permits, or licenses), financial access (e.g., need for a bank account) and others (e.g., e-mail account).

Prepare an ecommerce readiness checklist based on the perceived level of user experience and requirements. Using this checklist, assess farmers' digital proficiency and completeness of the requirements (i.e., to be undertaken from a sample of at least 30 smallholder-families and can be culled from the beneficiaries of OP1).

### 2.2 Design tailored e-commerce trainings based on the results of e-commerce assessment report in Activity 2.1.

## Implementation

### 2.3 Appraise e-commerce skills and capacity of selected smallholder beneficiaries.

This activity involves conducting tailored e-commerce trainings and coaching support based on Activity 2.2.

### 2.4 Set-up individual e-commerce stores using an existing platform identified in Activity 2.1 for 10–15 smallholder families.

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<sup>5</sup> Participants/beneficiaries must have access to internet connection.

This activity involves providing a step-by-step guidance in setting up e-commerce business including facilitating the fulfillment of basic requirements (e.g., opening a bank account or an e-mail account, bank registration) for the preferred e-commerce platform of choice.

## 2.5 Organize one networking “marketplace” event.

The aim is to facilitate smallholders’ access to input and output markets through networking opportunities, drawing participation from green businesses involved in AgTech, agricultural inputs and Agri-Food that cater to producer groups in South Shan state, and end-consumers.

## 2.6 Prepare a recommendation report to UNDP for consideration in future interventions

This will include a recommendation to either keep using available existing e-commerce platforms based on initial feedback, learning and experience of smallholder families or set up an entirely new or modified version of existing e-commerce platforms and other forms of digital platform design and structure including requirements for setting up and potential list of market participants (i.e., farmers, input suppliers and consumers). The recommendation will be based on the results of initial impact assessment/post-event evaluations/ feedback from participating beneficiaries (generated from a short survey) and experts’ assessment.

Output 3 (OP3): Consumer’s appetite and demand for local sourcing increased. (Q3 2022)

The aim of OP3 activities is to increase awareness and access of at least 200 consumers to locally-sourced Agri-Food products from smallholder farmers in Southern Shan.

To complement the eco-innovation solutions for market integration, UNDP will undertake public awareness and outreach pertaining to local sourcing of at least 200 consumers/households, particularly those with access to e-commerce platforms and other forms of B2C digital applications. A dissemination strategy will be designed in order to effectively achieve the dissemination objectives. The TA will mobilize local community groups to disseminate basic knowledge and information on local sourcing including products that are locally sourced and how to access them. Activities will include 2–3 virtual community events and dissemination of IEC materials to ensure greater reach. The following activities are to be undertaken sequentially:

### Preparatory

#### 3.1 Design IEC materials in multi-media format (Burmese language) and develop a dissemination plan.

This activity involves conceptualizing the contents tailored to different target consumer groups and may include basic knowledge on locally-sourced food; benefits and added value as these relate to food waste, food quality and nutrition; and ways to access them, both online and in-store/physical markets.

### Implementation

#### 3.2 Implement IEC dissemination plan.

The project requires the engagement of service provider, either a locally-registered entity or an international entity with joint venture with a local entity in Myanmar to deliver the TA on Agri-food, providing specific attention to women empowerment and its link to green business development in a post-crisis and post-pandemic setting.

## **B. SCOPE OF WORK, OUTPUTS AND DELIVERABLES**

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The service provider will implement a combined total of 14 TA activities under OP1, OP2 and OP3. Expected key deliverables are as follows:

1. Preparation of an Inception report.
2. Preparation of an Implementation Plan based on TA Activity 1.1–1.6 of OP1, Activity 2.1–2.6 of OP2 and Activity 3.1–3.2 of OP3.
3. Submission of diagnostic and assessment exercises and presentation of results for Activities 1.1, 1.2 and 2.1.
4. Submission of the design and structure of a series of capacity development trainings/workshops and presentation of the same for Activities 1.3 and 2.2.
5. Submission of the design and content of IEC materials and storylines, and dissemination strategy in multimedia format (Activity 3.1).
6. Phased roll out of Activities 1.4, 2.3, 2.4, 2.5 and 3.2 (main deliverables) based on the implementation plan developed.

The service provider is expected to prepare bimonthly progress reports, with the first progress report submitted two months from inception.

7. Submission of final/completion reports and a culminating presentation (Activity 1.5, 1.6 and 2.6).

The service provider will deliver the following key outputs:

1. An inception report to illustrate the approach to the consultancy requirements, including risk mitigation and management. Inception report will be submitted two weeks from start of contract.
2. An implementation plan that includes deliverable 3.
3. Deliverables 4 and 5 and first progress report detailing implementation progress.
4. Second/ final progress report detailing implementation progress.



5. An ex-post/completion report with results of initial impact assessment survey of participating beneficiaries of workshop/trainings on eco-innovation, pilot demonstration, e-commerce and networking event, and IEC, as well as recommendations to UNDP, including communications materials from the field, such as high-quality photos and video clips.

## C. INSTITUTIONAL ARRANGEMENTS

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- The Service Provider will take full responsibility for the overall management of activities, and bear all substantive, operational, financial and monitoring responsibilities. The Service Provider will provide progress reports, as per agreed schedule, including detailed updates on implementation progress, results achieved, challenges, forward planning and financial delivery.
- The Service Provider will assume full responsibility for the safety and security of their staff.
- The Service Provider will work under the supervision of Project Manager/CTA, Governance for Resilience and Sustainability Project and overall guidance of the Head, Rural Community Basic Needs Unit. They will take inputs from UNDP staff and appointed consultants and coordinate closely with the UNDP Field Office in Taunggyi.
- All data collected, results and outputs of the study will be transferred to UNDP by the Service Provider.
- The Service Provider is expected to arrange and cover the costs of transportation and accommodation, and other administration and logistics associated with the assignment. The service provider is expected to arrange those expenses within the limits of overall contact budget.
- The Service Provider is also required to comply with the UN security directives set forth under <http://dss.un.org>.
- The Service Provider will be given access to relevant information necessary for execution of the tasks under this assignment.
- The Service Provider is responsible for providing own laptop computers and mobile phones, and all other equipment for use during this assignment; the service provider must have access to reliable internet connection.
- The Service Provider will be expected to possess complete project management set up, including for administrative and operational matters. UNDP will not provide any administrative support.
- The Service Provider must ensure UNDP visibility in the roll of activities and help facilitate UNDP monitoring visit/s to the sites.
- Payments will be made upon submission of deliverables and upon acceptance and confirmation by the supervisor.

#### **D. DUTY STATION AND DURATION OF ASSIGNMENT**

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The work will be undertaken over a period of up to six months, starting in May 2022. In accordance with expected outputs and deliverables, the service provider submits reports to the supervisor for reviewing outputs, comments, and certifying approval/acceptance of works afterwards. In case of any delays to achieve the expected outputs, the service provider should notify UNDP in advance to take necessary steps.

#### **E. LOCATION OF WORK**

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Shan State.

#### **F. QUALIFICATIONS REQUIRED**

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The contracted service provider shall meet the following criteria:

- At least 10 years of experience in executing capacity development assistance in the Agri-food industry; proven operational experience in providing eco-innovation solutions and advisory services related to value chain integration, sustainable agriculture practices, and application of AgTech and digital/ e-commerce solutions in Myanmar is an advantage
- Relevant experience in designing and implementing capacity development interventions with smallholder farmers and/or vulnerable landed households and rural enterprise development; demonstrated ability to conduct tailored mentoring and coaching support to organized farmer-groups and individual small farm holders with different levels of capacity, knowledge and AgTech adoption readiness is preferred
- Demonstrated understanding of the potential for green AgTech and e-commerce development to contribute to sustainable agriculture, environmental and human development outcomes and of the structure and operation of green businesses in Agri-Food sector in Myanmar
- Experience working in, and knowledge of community capacity building and engagement in Myanmar; experience in training and coaching farmer-groups on a variety of eco-innovation practices in Agri-food at the supply chain and value chain is an advantage
- Experience in content creation and design of IEC materials including print and video on a broad range of topics including sustainable agriculture; demonstrated experience of designing creative storylines in multimedia format a plus
- Excellent communication and presentations skills particularly report and documentation writing in English and Myanmar Language
- Demonstrated capacity to work in a consultative manner, good networking and capacity to deal well with people
- Proficiency in Use of MS Office and IT tools
- Demonstrated ability to produce high-quality reports

- Strong communication ability in English and Myanmar Language

## **Team Composition:**

The service provider will have a core project team of international/ national experts, comprising Team Leader (1), Project Manager (1), Community Engagement, learning and stakeholder specialist (2), Lead digital agriculture and innovation specialist (1), IEC and communications specialist (1), Research and project monitoring associate (1) and Project administration and events management associate (1); and a roster of nationally-recruited resource trainers), comprising agricultural scientist (2), agricultural technology specialist (2), agricultural economist (2) and digital and e-commerce expert (1). The service provider can either be an international entity with local presence through joint venture or consortium, or a locally registered entity.

### **1. Core experts/ Project team:**

#### **1.1 Team Leader (1)**

The Team Leader will be responsible for overseeing the design, execution of all TA activities under all outputs, and successful delivery of the service provider's key deliverables and ensuring alignment with UNDP guidelines.

- Master's degree in business administration, sustainability development, agricultural economics, or related field
- At least 10 years' corporate and entrepreneurial experience across B2B/B2C sales, marketing, project management and AgTech deployment in Myanmar and other countries; experience in implementing capacity development to farmer-groups and individual small holders willing to engage in eco-innovation solutions that can be supported by the TA is an advantage
- Demonstrated leadership and passion for green business development, sustainable agriculture and eco-innovation
- Problem solver and solutions oriented, with strong conflict resolution and networking skills
- Very good multi-stakeholder understanding with strong focus on Agri-food enterprise development and value chain integration. Experience of working with UN agencies and large and small farmer organizations, agricultural cooperatives and producer organizations an advantage
- Excellent understanding of eco-innovation, digital agriculture, gender equality, entrepreneurship, and economic dynamics and actors in Myanmar; experience in Shan state an advantage
- Very good understanding of farm-to-market challenges and opportunities and investors landscape of AgTech and input suppliers in Myanmar
- Excellent English and Myanmar language skills.

#### **1.2 Project Manager (1)**

The project manager will be responsible for overseeing field operations and the procurement arrangements for OP1 including deployment of AgTech solutions and

technology-related trainings to participating-beneficiaries guided by UNDP due diligence. The manager will in addition supervise the implementation of TA activities on e-commerce and digital connectivity under OP2 as well as IEC under OP3. Overall, the project manager will provide an intuitive guidance related to day-to-day field operations to core project support staff and roster of capacity development trainers.

- Master's degree and/or comparable experience in business administration, or related field
- Minimum of 10 years of administration experience with demonstrated experience in field operations and management; preferably, experience in implementing capacity development related to Agri-food enterprise development in Shan state or similar settings
- Regional experience in purchasing and logistics of green AgTech solutions including managing quality, cost and efficiency; experience in rolling out green technology solutions in post-crisis settings an advantage
- Experience in mentoring large and small farm holders on supply chain and value chain management; experience in supporting rural women-farmers and business development in Myanmar.
- Ability to think out of the box to influence behavioral change and perception while maintaining strong focus on community impact.
- Computer literate and competent in use of Microsoft Office software
- Problem solver and solutions oriented, with strong conflict resolution and networking skills
- Very good multi-stakeholder understanding with strong focus on rural enterprise development and private sector. Experience of working with UN agencies an advantage
- Ability to establish priorities and to plan, coordinate and monitor activities
- Strong interpersonal, writing and oral presentation skills in Myanmar; English fluency is required.

### **1.3 Community Engagement, Learning and Stakeholder Specialist (2)**

The community engagement, learning and stakeholder specialist (1st) will be responsible for spearheading the design and structure of a series of capacity development trainings and tailored coaching (activities not related to pilot demonstration) in close consultations with the roster of nationally-recruited experts. Specialist (2nd) will be responsible for the preparation of training modules and overseeing the pilot demonstration including procurement and deployment arrangements.

- Bachelor's degree in social sciences or related field
- Minimum 7 years of increasingly senior roles in designing and implementing adaptive capacity development of communities and farm-households; experience in post-crisis settings a plus
- Demonstrate the highest degree of integrity throughout all TA activities and raise any concerns with implementation quality while maintaining focus on community impact; experience with deployment of AgTech solutions or similar a plus
- Highly developed innovative problem-solving ability
- Strong interpersonal, writing and oral presentation skills in English; Myanmar fluency

an advantage.

#### **1.4 Lead Digital Agriculture and Innovation Specialist (1)**

The lead digital agriculture and innovation specialist will be responsible for the implementation of TA activities related to e-commerce and digital connectivity under OP2, to be supported by a nationally-recruited digital and e-commerce expert.

- Bachelor's degree in agriculture, innovation, computer science and engineering, or related field
- At least 7 years' demonstrated experience in digital agriculture, innovation methods (design thinking), and e-commerce strategies; experience working with farmer organizations and small holders an advantage
- Demonstrated understanding of farm-to-market challenges and opportunities for innovation a plus
- Experience in leading ideation, set-up and running of e-commerce platforms and similar digital resources; knowledge of the digital agriculture landscape in Myanmar an advantage
- Strong interpersonal, writing and oral presentation skills in English; Myanmar fluency an advantage.

#### **1.5 IEC and Communications Specialist (1)**

The IEC and communications expert will be responsible for the implementation of OP3 activities and in ensuring that messaging/content is coherent with OP1 and OP2.

- Bachelor's degree and/or comparable experience in the fields of communications, digital media, or related field
- Minimum of 5 years of relevant experience
- Good understanding of the concept of eco-innovation, local sourcing and sustainable agriculture, and knowledge of Agri-food market in Myanmar; understanding of B2C and the profile of end-consumers in Agri-food an advantage
- Experience in content design and creative storylines an advantage
- Experience with multi-stakeholder engagement, including with private sector; experience of working with UN agencies is an advantage
- Strong innovative problem-solving skills
- Ability to use different multimedia applications
- Computer literate and competent in Microsoft Office software
- Strong interpersonal, writing and oral presentation skills in Myanmar; English fluency is required.

#### **1.6 Research and Project Monitoring Associate (1)**

The researcher and project monitoring associate will be responsible for providing research assistance on a range of topics related to eco-innovation in Agri-Food industry and in supporting monitoring and initial gender-disaggregated impact evaluation of TA activities.

- Bachelor's degree and/or comparable experience in the fields of social sciences,

- administration, international relations, communications, or related field
- Minimum of 5 years of relevant experience
- Strong innovative problem-solving skills
- Ability to use data for monitoring and creative communications an advantage
- Ability to design and undertake ex-post assessment surveys, analyzing and communicating results and findings
- Demonstrated knowledge of eco-innovation, sustainable agriculture and AgTech development in Myanmar
- Ability to establish priorities and to plan, coordinate and monitor activities
- Computer literate and competent in Microsoft Office software
- Strong interpersonal, writing and oral presentation skills in Myanmar; English fluency is required.

### **1.7 Project Administration and Events Management Associate (1)**

The project administration and events management associate will be responsible for providing administration support and facilitating logistical arrangements and coordination of field consultations, trainings/ workshops and networking events.

- Bachelor's degree and/or comparable experience in the fields of social sciences, administration, international relations, communications, or related field
- Minimum of 5 years of relevant experience
- Computer literate and competent in Microsoft Office software and video conferencing platforms
- Strong innovative problem-solving skills
- Ability to organize regular collaboration, learning, advocacy and communication events
- Ability to establish priorities and to plan, coordinate and run events
- Ability to independently and proactively work as a team member with minimum day-to-day oversight
- Ability to provide administration support
- Strong interpersonal, writing and oral presentation skills in Myanmar; English fluency is required.

## **2. Capacity development trainers/ subject specialists**

The experts will be responsible for conducting workshops and trainings in specific intervention areas as may be identified during the preparatory stage of TA implementation. The experts will work closely with the Community Engagement, Learning and Stakeholder Specialist (s) and other members of the core project team.

- Master's degree in agricultural sciences, agricultural engineering, economics, and computer science or related field
- Minimum 7 years of experience in designing a series of training modules on a variety of topics relevant to the TA (i.e., eco-innovation, sustainable farming, value chain integration, application of AgTech) and delivering them in a manner that effectively improves one's intuitive understanding; experience in post-crisis settings a plus
- Experience training and coaching small holder farmers with little to no experience in

eco-innovation and digital applications; experience in mentoring women-farmers a plus

- Ability to influence behavioral change through a supportive coaching environment
- Strong interpersonal, writing and oral presentation skills in Myanmar; English fluency is required.

## **G. PAYMENT SCHEDULE**

Payment for contracted entity will be made upon certification of work accomplished and delivered by the contracted organization. The payment instalments will be as follows:

Deliverable No.	Description of deliverables	Timeline	Payment
1	Upon satisfactory submission of inception report	2 weeks from the start of the assignment	20%
2	Upon satisfactory submission of implementation plan, including deliverable 3	4 weeks from the start of the assignment	30%
3	Upon satisfactory submission of deliverables 4 and 5, including first progress report detailing implementation progress	10 weeks from the start of the assignment	20%
4	Upon satisfactory submission of second/ final progress report detailing implementation progress	18 weeks from the start of the assignment	20%
5	Upon satisfactory submission of a report on completion, initial impact assessment and recommendations to UNDP	24 weeks from the start of the assignment	10%

## **H. RECOMMENDED PRESENTATION OF OFFER**

Interested entities are requested to submit technical and financial proposals as part of their application. The technical proposal should contain the following information:

- 1) Detailed description of the proposed methodology and approach to accomplish the three distinct outputs of the TA;
- 2) Scope of work including specific activities and outputs to be undertaken completing the sets of deliverables, including an estimate number of direct and indirect beneficiaries.
- 3) Expertise that will constitute the proposed core team and roster of capacity development experts that will undertake the assignment, together with the team management structure, with clear specification of the roles of individual personnel and experts;
- 4) Work plan including time allocations for major activities.
- 5) COVID-19 and security risk mitigation plan explaining how the service provider will ensure the safety of its staff
- 6) Visibility for UNDP and relevant donors

The financial proposal shall contain the information on budget management and detailed budget allocation for those tasks that are needed for the assignment. Possible budget heading may include costs for the personnel, materials, travel, per diem, communications, logistics, administration, stationeries, equipment rental, administrative overheads, etc.

## I. CRITERIA FOR SELECTION OF THE BEST OFFER

The following criteria shall serve as basis for evaluating offers:

### Cumulative Analysis

The award of the contract shall be made to entities whose offer has been evaluated and determined as;

- 1) Responsive/compliant/acceptable, and
- 2) Having received the highest score
  - Technical Criteria weight: 70 %
  - Financial Criteria weight: 30%

The technical proposals will be evaluated as per the following criteria.

Summary of Technical Proposal Evaluation Forms		Score Weight	Points Obtainable
1.	Expertise of Firm / Organization	40%	400
2.	Proposed Methodology, Approach and Implementation Plan	30%	300
3.	Management Structure and Key Personnel	30%	300
<b>Total</b>			<b>1000</b>

Technical Proposal Evaluation Forms		Score Weight	Points Obtainable
1.	<b>Expertise of Firm / Organization</b>	40%	400
	<i>-Previous experience designing and implementing technical assistance on Agri-food industry including topics on eco-innovation, AgTech, digital agriculture, value chain integration and green business internationally and in Myanmar</i>		200
	<i>Minimum 3 designed and implemented in Myanmar- 100</i>		



<b>Technical Proposal Evaluation Forms</b>		<b>Score</b>	<b>Points</b>
	<i>points for such projects; 10 points for each additional project; maximum up to 100</i>		
	<p><i>-At least 2 previous projects on designing and implementing adaptive capacity building on a range of topics related to sustainable agriculture and eco-innovation, with emphasis on smallholder farmers and vulnerable landed households, and women-farmers in Myanmar and other countries</i></p> <p><i>30 points for 2 previous projects; 10 marks for each extra (maximum up to 70)</i></p>		100
	<p><i>-At least 2 previous projects on awareness raising and IEC in covering a broad range of topics in Agri-Food industry in Myanmar and other countries</i></p> <p><i>30 points for 2 previous projects; 10 marks for each extra (maximum up to 70)</i></p>		100
<b>2.</b>	<b>Proposed Methodology, Approach and Implementation Plan</b>	<b>30%</b>	<b>300</b>
	<i>Context</i>		
	<i>-To what degree does the Proposer understand the task and objectives?</i>		50
	<i>-Does the proposal demonstrate an understanding of the project context and the current challenges (security, pandemic) and has this been properly used in the preparation of the proposal?</i>		50
	<i>Methodology</i>		
	<i>-To what degree does the Proposer's approach to delivery of the project meet requirements? Is the sequence of activities and the planning logical, realistic and promise timely delivery of outputs?</i>		100
	<i>Planning and Delivery</i>		
	<i>-Is the scope of task well defined and does it correspond to the TOR?</i>		100
<b>3.</b>	<b>Management Structure and Key Personnel</b>	<b>30%</b>	<b>300</b>
	<b>Team Leader</b>		
	<i>-At least 10 years of experience in implementing sustainable development projects including sustainable agriculture in rural settings in Myanmar and other countries</i>		20
	<i>-First-hand experience with a demonstrable ability to manage technical assistance focusing on farm-to-market challenges and opportunities at the community-level and providing technical expertise in the areas of AgTech, digital agriculture, gender, and economic empowerment in Myanmar</i>		20
	<b>Project Manager</b>		
	<i>-At least 10 years of administration experience with</i>		20

<b>Technical Proposal Evaluation Forms</b>		<b>Score</b>	<b>Points</b>
	<i>demonstrated experience in field operations and management; preferably, experience in implementing capacity development related to Agri-food enterprise development in Shan state or similar settings</i>		
	<i>-First-hand experience in mentoring large and small farm holders on supply chain and value chain management; experience in supporting rural women-farmers and business development in Myanmar</i>		10
	<b>Community Engagement, Learning and Stakeholder Specialist</b>		
	<i>Experience in designing and implementing adaptive capacity development of communities and farm-households; experience in post-crisis settings a plus</i>		30
	<b>Lead Digital Agriculture and Innovation Specialist</b>		
	<i>-At least 7 years' demonstrated experience in digital agriculture, innovation methods (design thinking), and e-commerce strategies; experience working with farmer organizations and small holders an advantage</i>		15
	<i>-Experience in leading ideation, set-up and running of e-commerce platforms and similar digital resources; knowledge of the digital agriculture landscape in Myanmar an advantage</i>		15
	<b>IEC and Communications Specialist</b>		
	<i>-Experience with multi-stakeholder engagement, including with private sector. Experience of working with UN agencies is an advantage</i>		10
	<i>-Experience in IEC and communications strategy design and implementation on topics related to sustainable agriculture, eco-innovation, AgTech, and local sourcing</i>		20
	<b>Research and Project Monitoring</b>		
	<i>-Experience in designing and undertaking ex-post assessment surveys, analyzing and communicating results and findings</i>		20
	<b>Project Administration and Events Management</b>		
	<i>-Experience in project administration and organizing events</i>		20
	<b>Capacity Development Experts</b>		
	<i>-Experience in designing and delivering a series of training modules on a variety of topics relevant to the TA (i.e., eco-innovation, sustainable farming, value chain integration, application of AgTech)</i>		60
	<i>-Experience in training and coaching smallholder farmers and farmers' organizations including those led by women in rural settings</i>		20
	<i>-Proven network of local capacity development trainers/ subject matter experts</i>		20

Technical Proposal Evaluation Forms		Score	Points
	Total		1000

Only those entities obtaining a minimum of 70% in the technical evaluation will be considered for the financial evaluation.

#### **Financial Evaluation of Proposals:**

The financial proposals of all the applicants who pass the technical evaluation will be scored.

The maximum 30 points will be allotted to the lowest financial bid, and all other bids shall receive points in inverse proportion to the lowest fee e.g.  $[30 \text{ Points}] \times [\text{USD lowest}] / [\text{USD other}] = \text{points for other proposer's fees}$ .