



**EMPOWERING YOUTH IN SUSTAINABLE AQUACULTURE MARKETS AND JOBS  
CREATION PROGRAM**

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**TERMS OF REFERENCE**

**FOR**

**BULK SMS MANAGEMENT AND COMMUNICATION PLATFORM**

**OCTOBER 2024**

## **1.0 Background:**

Farm Africa is a non-governmental organization (NGO) that reduces poverty in Eastern Africa by helping farmers grow more, sell more and sell for more: we help farmers to not only boost yields, but also gain access to markets, and add value to their produce.

Farm Africa is implementing the Empowering Youth in Sustainable Aquaculture Markets and Jobs creation program in partnership with the Mastercard Foundation. The programme aims to tap the potential offered by the aquaculture and mariculture sectors for entrepreneurship and employment, building knowledge and capacity so that young people, especially women, are attracted by the opportunities and growth potential offered by working in aquaculture and mariculture. The programme will cover Kakamega, Kisumu, Homabay, Busia, Siaya and Kilifi counties.

This project aims to create meaningful and dignified work opportunities for 150,000 young women, youth, internally displaced persons (IDPs) and people with disabilities (PWD) in Kenya's aquaculture and mariculture sectors. The project begins with the development and testing of a series of pilot models within an initial 3 years in Kakamega, Kisumu, Homa Bay, Busia, Siaya and Kilifi counties. A subsequent 2 to 3-year scale up phase will see the expansion of the project to reach and impact additional locations.

Further, the project aims to utilize readily available, reliable and scalable technology that allows for continuous feedback and staying updated with information to and from the program participants.

## **2.0 Objective of the Consultancy:**

Farm Africa is seeking the services of a consultancy to support the bulk-SMS service and communication platform that the program will utilize to reach its participants. The consultant will work closely with consortium to manage frequent communications that the programme requires with all the stake holders including farmers, input suppliers, SMEs, traders and processors among others.

The bulk-SMs service and communication platform intends to achieve the following.

- Enhancing stakeholder engagements and naturing of strong relationships.
- Aligning communication with the organization's goals and objectives.
- Increasing brand awareness and recognition within the target locations.
- Improving internal and external communication channels with the target audience
- Ensuring consistency and coherence in all communication efforts.

## **2.1 Scope of Work:**

1. Setup and configuration of the bulk SMS platform, including integration with Farm Africa YISA program databases.
2. Ensure secure and reliable infrastructure to handle large-scale SMS distribution.
3. Develop a system that has the ability to import, manage, and segment contact lists.
4. Grouping and tagging of contacts based on the YISA programme implementation counties
5. Develop a system that has the ability to create, schedule and send SMS to participants of the YISA programme.
6. Develop a customizable template for frequently used messages.

7. Develop an automated message workflows (reminders, confirmation and alerts)
8. Develop a system that share a detailed delivery report, including delivery status, failures, and click-through.
9. Develop a system that has built-in features to manage user opt-ins and opt-outs in compliance with data protection regulations.
10. Provide onboarding and training to ensure staff are familiar with platform features.
11. Provide technical support during the first (three months) months after implementation.
12. The platform should be able to handle a high volume of messages without delays or downtime.
13. Provide APIs for integration with external systems and services.
14. Ensure secure data handling, including encryption of personal information and messages.
15. The platform must be compatible with all major mobile networks in the target region.

## **2.2 Deliverables:**

1. Send SMS messages to young women and men across all mobile platforms on a frequent basis using a bulk messages format.
2. Allow for 2-way communication in which our clients could also give us for feedback on the same platform from time to time.
3. Allow for set up of automated transactional messages over SMS.
4. Provides a platform that allows for personalization of messages.
5. Provide a personalized “YISA” brand for sending messages.

## **3.0 Timeline:**

The consultancy is expected to be completed within 2 months, with regular updates and progress report.

## **4.0 Qualifications:**

The Bulk SMS service Consultant should have:

- Proven experience of previously developed bulk SMS platforms
- Excellent communication, reporting and presentation skills in English.
- Evidence of undertaking previous related assignment, within the last 6 months.
- Knowledge of international NGO’s (desirable)
- Familiarity with the aquaculture sector and sustainable development practices.
- Knowledge of Mastercard Foundation communications guidelines and best practices.
- Strong understanding of stakeholder engagement and relationship management.
- In-depth knowledge of Bulk SMS platforms, and technologies.
- Ability to work collaboratively with internal teams and stakeholders.

## **5.0 Consultant selection & Evaluation Criteria:**

Proposals will be evaluated based on:

- Relevance of experience to the project.
- Quality and clarity of the proposed approach.
- Demonstrated understanding of the aquaculture sector.
- Alignment with Mastercard Foundation communications guidelines.

## **5.1 Proposal Submission:**

Interested consultants should provide the following:

- Detailed CV highlighting relevant experience.
- Examples of previous Bulk SMS management and communication platform.
- Proposed methodology and work plan.
- Financial proposal / license cost of their platforms

The organization will evaluate the proposals based on the qualifications and experience of the consultant, proposed methodology, and financial proposal.

## **6.0 How to apply:**

Interested consultants should submit a proposal outlining their approach, relevant experience, and a detailed work plan and financial proposal.

All documents must be submitted by email to [procurementkenya@farmafrica.org](mailto:procurementkenya@farmafrica.org), indicating the title/subject line as "**Consultancy for Bulk SMS Management and Communication Platform**" to reach us by **Sunday 10<sup>th</sup> November 2024 EAT**