



TERMS OF REFERENCE (TOR)

CONSULTANCY SERVICE FOR DEVELOPMENT OF A WEB APPLICATION FOR BULK SMS AND FARMER FEEDBACK MANAGEMENT – TTU AND INSEFF

BACKGROUND AND JUSTIFICATION

The International Centre of Insect Physiology and Ecology (*icipe*) was established in Kenya in 1970. *icipe* is the only independent international institute working primarily on arthropods. It employs a diverse range of scientific disciplines in a holistic manner to perform original research on pest and beneficial insects and arthropods with the goal of improving human and livestock health, crop production, ecological systems, and well-being of communities. *icipe* has carved out a leading role in what may be termed tropical insect science, as reflected in the range, depth, and impact of its strong publication record. The focus of this work is sub-Saharan Africa (SSA), particularly the large population of smallholder farmers. At the core of its mission is the development of affordable and effective tools and strategies to combat insect pests and vector-borne diseases in order to help alleviate poverty, ensure food security and improve the overall health of peoples of the tropic. Its mandate is to develop alternative and environmentally friendly pest and vector management strategies that are effective, selective, non-polluting, non-resistance inducing and affordable for uptake by resource-limited rural and urban communities.

Justification:

The Technology Transfer Unit (TTU), has a mission to identify and also build on methods, approaches, processes, and technologies within *icipe*'s research portfolio and to communicate them to a broader community of scientists, donors, the private sector, and the end-users – e.g. smallholder farmers and traders; The Unit achieves this through collaboration and interaction with various Research components and themes; and deploy multiple dissemination pathways suited for various farmer typologies. In an endeavour to achieve this mission and scale up the impact of *icipe*'s research outputs, the unit is adapting innovative and likely the next generation extension tools such as the Digital platforms and mobile telephone, to increase awareness and visibility of the various technologies resulting from *icipe*'s research, while providing rapid access to information and knowledge of their application. Such platforms also enable direct and regular engagement with the farming communities and other stakeholders, for better support and feedback.

It is in this context that the unit through the SipFEED project, proposes the development of an interactive web-based application, "DUDU TALK", that will support the bulk messaging advisory tool with an aim of.

- Getting farmer feedback to better understand their needs and knowledge gaps regarding, the understanding of the use of insect for food, feed and soil fertility management, insect rearing and training requests.

- Establish how the information we are sending out through the bulk SMS are helpful to the farmers and obtain general feedback on their perception about insect-based products.
- Understand the challenges of implementation and adoption of the knowledge and skills transferred
- Identify the farmers or farmer groups requesting additional training support beyond (SMS), Their location and training needs
- Identify the areas where more information is needed by the farmers, Extensionists and other stakeholders.

***icipe* project:**

This assignment is supported by **the SipFEED project**

Objective:

The overall objective of this consultancy is to create a web based, farmer and stakeholder's engagement platform to increase awareness on the use of insects as alternative sources of food for human consumption and feed for livestock; as well as scale up the reach and impact of *icipe's* SipFEED program activities alongside other IPM and IVM technologies.

Methodology:

The consultant will closely work with TTU team and the Principal Investigator (PI) to identify the relevant content and structure of the proposed web application.

Key deliverables:

- A fully functional Dudu talk web application, complete with lists of target beneficiaries; embedded with the service ID and linked to other *icipe* and TTU social media platforms.
- Provide training for relevant staff within TTU and SipFEED project, on how to use and administer the web application (users). Maintenance for 6 months immediately after the application goes online.

Intellectual Property:

icipe will hold exclusive right to the Dudu talk web application designed, and all the content that will be published on therein.

Qualification requirements:

Academic qualification:

A university degree in computer Technology or related studies.

Professional Qualification:

- A professional training in web development with at least 1-year experience in web design and development
- Proven history of previously developed websites.

Timelines:

The consultancy is expected to be completed within 1-month effective **1st April 2021**, and the training and maintenance shall be provided for 6 months after the web application goes online.

Supervision and Contact:

The consultant shall report to **Dr. S. Niassy** and **Dr. C. Tanga** ; **Email:** sniassy@icipe.org, ctanga@icipe.org; Note, a final product will be approved by the supervisors and project team.

Consultancy fee:

A consolidated consultancy fee will be paid to the consultant, upon satisfactory completion of the assignment.