

Terms of Reference

Developing Audio Visual Infographic for the Project “Intelligent Decision Support System (IDSS) for farmers”

ACI Agribusiness, a business division of the Advanced Chemical Industries (ACI) Limited, is driven with a unique vision to create wealth for farmers through providing complete solution to the problems of farmers. ACI Ltd is continuously working to improve the quality of life in food, nutrition, protection, lifestyle and health, with its four divisions – Agribusiness, Consumer Brands, Logistics and Pharmaceuticals. ACI Agribusiness, the largest agriculture and livestock integrator in Bangladesh, is not only working to achieve food security of the country but also enabling the farmers to achieve 'prosperity' through its Six SBUs - Seed, Fertilizer, Farm Mechanization, Crop Care & Public Health, Agrolink, and Animal Health.

About its vision, ACI is working with multifarious development organizations and donors to help communities to prosper further. Currently, ACI is implementing a 36-month program, titled 'Intelligent Decision Support System (IDSS) for farmers' with the help from Netherlands Space Office (NSO), and is being implemented in partnership with SNV Netherlands Development Organization (Bangladesh office), Nelen and Schuurmanns (Netherlands), SarVision (Netherlands). ACI will also collaborate with the Department of Agricultural Extension (DAE) during field level implementation of the program.

1. Background of the Project

The purpose of IDSS is to develop a decision support system to give reliable and timely advice to farmers in Bangladesh. The IDSS hardware and software will integrate field data, satellite and weather geo-data and market information, and translate into actionable localized crop-specific advice for farmers. In this way, the farmer's decision making along the entire production cycle and the overall food production will improve, reduce post-harvest loss and thereby, improve the profitability of the farming operations. The program currently targets around 1 million farmers in rice, vegetable and potato sector. The IDSS service will be made available through a mobile application (basic handset and smartphone). Subscription models will be made available to farmers, input retailers, NGOs and donors and companies. This will help a variety of agricultural players to adopt better agricultural practice and inform farmers accordingly. There will be a low-priced version with in-app advertisements and a higher priced premium version, with more functionality, for medium-sized and large farmers. The program plans to generate revenue through subscription fees for NGOs, companies, farmers and input retailers. Additional revenues will be collected through mobile advertisements and data sales to third parties. A scalable and sustainable business model will be set-up so that, after initial development and learning within this project, the IDSS application can be made available at a national level.

In this connection, we are now seeking consulting services for developing infographic/animation video clip to communicate the project's concept and its utility to our partners and potential users in a simple and understandable way. The objective is to create awareness and ignite interests among potential users on the services of IDSS. We are expecting creative ways of presentation and communication on this assignment. The end output of this assignment will be a video clip for our partners and potential users of IDSS.

2. Objectives & Scope of Work

The ToR will cover the development of a 2D animated Infographic video to communicate the project's concept to right audience. This ToR may include but will not be limited to:

- I. Concept generation and script preparation
- II. Story boarding
- III. Background music creation
- IV. 2D animated Infographic development

A draft concept note for this IDSS Infographic video has been attached in the Annexure.

2.1 General Guideline

Length: 90 seconds

Background Music: Original folk tunes

Audience: IDSS project partners, different development organizations, potential users and researchers.

Content guidelines: The video content should address the following items

- End user: the target group of your service provision for example smallholder farmer.
- Problem statement: the problems that the smallholders are facing.
- Information needs: different kinds of information that can help the farmer to overcome their problems.
- Service solution: explanation of proposed or already implemented service provisions.
- Value creation: explain the added values that IDSS services bring to the clients and the unique selling points.
- Sustainability: financial sustainability of the IDSS project.

3. Responsibilities of IDSS Team

Monitor and supervise the work of the consultants and review progress of the work as well as provide regular necessary support and feedback. Selected team will be responsible for collecting, generating or development of all necessary audio and video contents.

4. Eligibility of Consultancy Company/Consulting firm

The company or the consulting firm MUST have sufficient experiences in developing motion graphics, audio visual contents, and infographics with the following minimum qualification and experience for the submission of proposal:

- Core team members should have at least 3 years of relevant professional experiences in developing motion graphics, audio visual contents or infographics
- Should exhibit experiences of designing 2D animated motion graphics

5. Deliverables

Following deliverables should be provided by the selected firm:

- An audio visual infographic video in MP4, MOV and AVI format as a DVD
- Final script and storyboard as agreed by both the IDSS team and selected firm

6. Time Frame

Tentative timeframe is as follows:

- Proposal submission closes at 28 January 2017 11:59 PM Bangladesh Standard Time
- 29 January 2017: selection of company/consulting firm
- 1 February 2017: presentation of script and storyboard and discussion with IDSS team for finalization of storyboard
- 5 February 2017: presentation of a rough cut of audio and video
- 8 February 2017: delivery of final Infographic video

7. Rights & Confidentiality

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

8. Key Contact

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Annexures

Proposed draft script for IDSS Infographic

Section - 1: Icebreaking

- Mobile has become the inseparable tool for Agriculture with its own capacity of relaying information
- We have 120 Million Mobile phone users,
- 20% of them are smartphone users (National), where it is 15% among Rural people and 30% among urban people.
- Out of 67 Million Internet users 95% (63 Million) get access to internet through mobile phone

Section - 2: Intro

- ACI has partnered with Netherland Space Office to develop an 'Intelligent Decision Support System (IDSS)' for farmers
- IDSS will integrate Geo-data, soil-health & climate data to develop customized advisory services for farming community
- IDSS service will be delivered through mobile application
- Department of Agriculture Extension is the extension partner of IDSS

Section – 3: Details of IDSS

Target Crop: Rice

Target Beneficiaries: 1 Million smallholder farmers.

Services to be offered:

- Crop Suitability
- Pest & Disease Risk Map
- Weather forecast & flood alert
- Crop growth stages & yield forecast

Outcome & Impact

- Improved productivity
- Improved income generation
- Crop damage reduction

Product launch: June 2017

Section – 4: Conclusion

- 45% of the working population are engaged in Agriculture, where every third person is a female farmer
- 15% of GDP come from Agriculture
- Punch line -> Supporting Farmers to increase productivity will impact on growing more GRAIN, VEGETABLE, FISH, MEAT, MILK, TRADE, JOBS, HEALTH, SCHOOLS, CLOTHES, CHOICES, SOCIETY, ECONOMY, BANGLADESH