



## CALL FOR EXPRESSIONS OF INTEREST

### Recruitment of a Consultant for Improvement of the electronic platform on seeds in West Africa (wasix.net)

Opening of the call: 13/03/2018

Closure of the call: 23/03/2018

**CEI N° 10-2018**

1. The West and Central African Council for Agricultural Research and Development (CORAF/WECARD) intends to recruit an individual consultant for improvement of the electronic platform on seeds I West Africa (wasix.net).
2. The consultant's tasks are described in the terms of reference attached to this call.
3. The Executive Director of CORAF/WECARD invites Consultants from West and Central Africa to express their interest to provide services as described above.
4. Interested Consultants have to present a maximum of 10 pages manifestation of interest. This document should present the references related to experiences in conducting similar contracts and any proof of their knowledge and experience in similar trainings projects. Brochures, flyers, and complementary materials should not to be included in the 10 pages. But **the CV or Resume of interested consultants should be included in the manifestation of interest.**
5. The consultation will cover a period of 12 months with payment of forty-five (45) working-days.
6. The consultants will be selected according to the agreement defined in the Directives: "Selection and Use of Consultants within the framework of IBRD loans, AID credits, and the subsidies by the Borrowers of the World Bank", dated January 2011, revised on July 2014.
7. The interested consultants can obtain extra information about the reference documents from Dr. Nieyidouba LAMIEN ([n.lamien@coraf.org](mailto:n.lamien@coraf.org)) and at the following hours 8:30 to 12:00 and 15:00 to 17:00 GMT. For more information you will find in the appendix the terms of reference of the mission.

8. The manifestation of interest must be submitted by e-mail at the following address: [procurement@coraf.org](mailto:procurement@coraf.org), and sent at the latest on **23 march, 2018 to 10:00 GMT**.

**Dr Abdou TENKOUANO**  
**Executive Director of CORAF/WECARD**



## TERMS OF REFERENCES AND SCOPE OF WORK

### Improvement of the electronic platform on seeds in West Africa (wasix.net)

#### 1. JUSTIFICATION

An evaluation of the seed sector in West Africa reveals that only few countries have and adequate agricultural information systems. There is limited information flow on seed policies, regulations and market. This results into various obstacles such as the market prices monopole by traders, high transportation and packaging costs. These constraints limit the efficiency of the seed industry. Furthermore, seed industry actors (farmers, SME, end users, etc.) in west Africa are operating in the informal sector with limited information on the technics, seed policies and namely the commercialization between stakeholders of the value chain.

With the recent development of ICT in West Africa, a huge potential exists to reach agricultural major achievements. Many seed SME of the sub region have access to mobile phone services, internet and other facilities to run their day-to-day business.

The seed Electronic Platform called “West Africa Seeds Information Exchange” (WASIX) is a virtual platform designed in 2014 to support seed agri-business activities and functions of the Alliance for Seed Industry in West Africa (ASIWA). The platform which used to be accessible online through the link; [www.wasix.net](http://www.wasix.net) served the following purposes: (i) clearinghouse for information and analysis related to seed sector development, ii) community of practice to facilitate exchange of ideas, experience, best practices among stakeholders, iii) gathering and disseminating information on seed demand across markets; iv) aggregating seeds supply, v) analyses on seed markets, seed market development, lessons learned best practices, vi) information exchange and expert system creation. The platform also provided a space for seed marketing – with seed production figures entered by trained seed certification agents in each country, name and contacts of the suppliers, seed kind, seed class and quantity by each producer. To this end, seed agri-business entrepreneurs were trained in nine countries to facilitate its use. This allowed potential buyers to contact the suppliers for transaction.

In 2017, the feedback received from some prospective buyers indicated that access to the marketing space was difficult. The site was therefore assessed, and it was observed that while access was difficult, the English part needed some editing. Furthermore, provision was not made to engage a webmaster at the level of CORAF to manage the site and to coordinate information and data flow. To avoid frustrating clients in its use, CORAF decided to suspend the use of the web-site. The present ToR are proposed to revamp the platform.

## **2. OBJECTIVE**

This objective is to improve the existing seed platform (wasix.net), make it operational and popularize it with all the needed information – documents, market and available seeds.

## **3. REQUIREMENTS**

The consultant must meet the following criteria:

- Have a minimum level of bachelor or equivalent
- Knowledge and proven skills in development: PHP5, HTML, CSS, JavaScript, JQuery, SQL
- Proven skills in web-based multimedia creation - Web integration or equivalent
- Have a minimum of two years of experience in web development
- Have a good command of HTML / CSS and PHP languages
- Have distinctive skills in digital communication;
- Have completed at least 5 operational sites;
- Have achieved at least 2 functional and operational electronic platforms;
- Conduct several adults training sessions;
- Have a relevant experience in digital promotion of websites or platforms (referencing, social media)
- familiar with the agricultural sector of the sub-region would be an asset
- Be available for the period of the mission
- Other capacities: rigor / creativity / autonomy

## **4. DUTIES AND RESPONSIBILITIES**

The consultant will:

- a) Make an evaluation of the existing electronic platform (short diagnosis);
- b) Determine data required;
- c) Design a website (public interface) to promote information exchange (a knowledge center on seeds: WASIX, catalogs, policy and technical documents, new technologies, forum, etc.), marketing of seeds and advertisement of products by agricultural related enterprises;
- d) Propose a detailed technical solution for the design;
- e) Develop the database management interface;
- f) Develop an appropriate data collection tool and methodology that supports the effective use of maps and data and their accuracy;
- g) Integrate a navigable module to map the data;
- h) Ensure that it is possible to insert the system data into the GIS;
- i) Integrate a statistical module;
- j) Finalize the application by integrating the observations made during the user tests;
- k) Install the application after validation;
- l) Develop a comprehensive guide to administration and use;
- m) Train the various persons identified;
- n) Provide the technical assistance to implement, management and the use of GIS

- data components;
- o) Establish a secure system and ensure quality control of the electronic platform;
  - p) Put the platform online after validation;
  - q) Provide pedagogic animation for the training workshop for the persons in charge of the operation of the portal;
  - r) Promote the platform on the internet (SEO, social media);
  - s) Provide corrective maintenance for a period of twelve (12) months after installation.

## **5. HEADINGS TO BE COVERED**

The items listed below that the platform should cover are essential and not exhaustive. This initial list will necessarily be adjusted following the working sessions with the selected provider and taking into account the proposals and recommendations of the stakeholders:

- Market (Offer and demand, price, expression of interest, etc.)
- Directory (organization, producers, seeds, etc.)
- New technologies
- Data Statistics
- Video Library / Media Library
- Integration of social medias profiles
- Events / Calendars
- Cartography
- Training
- Regulatory framework
- Gender data / Miscellaneous data
- Useful links
- Advertising
- Home
- Partners
- Optimized discussion forum
- Political and technical documentation
- Catalogs
- News
- Etc.

The platform will also have to integrate a powerful alert system (web-to-sms, email) as well as an RSS feed system.

The platform will have to integrate an electronic payment module.

The graphic chart of the platform will be in compliance with that of CORAF.

The interfaces must be bilingual (French / English).

## **6. EXPECTED DELIVERABLES FROM THE CONSULTANCY**

- A secure, inclusive, bilingual (French, English) and operational electronic platform is available;

- The restructured WASIX platform is tested and validated by stakeholders;
- Access to technical information, business intelligence and advertising on seeds is intuitive and easy;
- The restructured WASIX platform is market-oriented, business-oriented and user-friendly;
- The collaboration between regional players in the seed system is improved;
- The individuals retained in charge of the relevant operationalization of the portal are trained.

During his assignment, the individual consultant will produce the following:

- A brief report of the diagnosis of the existing platform and the needs in terms of data and information (Maximum 10 pages);
- The conceptual, functional and technical models of the new platform;
- A functional bilingual prototype validated by the steering committee;
- A bilingual, French-English electronic seed platform;
- Platform and site (public interface) test report;
- The platform and site user manual;
- The platform and site administration manual;
- Training on the management and administration of the platform and the site;
- Training report for updating and uploading content;
- A final report on the platform and the site: the presentation, the format, the activities carried out (social media promotion, positioning of the platform and the site on the 10 keywords chosen for referencing);
- CORAF owns the source codes.

## **7. TIMELINE OF THE CONSULTATION**

The consultation will cover a period of 12 months with payment of forty-five (45) working-days.