
Invitation for Expression of Interest for Dairy Farmer Outreach | Digital Promotion Campaign

Title: Dairy Farmer Outreach | Digital Promotion Campaign

Program: Market-Oriented Dairy (MOD)

Location: Colombo, Sri Lanka

Start Date: on/around September 23, 2021

Expected Duration: Approximately 8 months [Finalize strategy – 2 weeks, Product development – 1 month, Activation – 7 months* includes overlap to commence with existing products]

1. Objective:

International Executive Service Corps (IESC) invites potential and experienced service providers/consulting firms to submit their Expression of Interest (EOI) to improve dairy farmer outreach through a digital promotion campaign using existing audiovisual and other products (including re-purposing of existing products) to promote dairy management best practices, fodder, silage and input retailer entrepreneurship, and MOD's ICT tools.

2. Relevance:

Dairy is considered the most important sub-sector in the Sri Lankan livestock industry, because of the need to address a growing demand for fresh milk and milk products and its potential influence on the rural economy. At present, just over 30 percent of fresh milk demand is met locally. In addition to increasing production and productivity, it is imperative that the markets work for all stakeholders along the dairy value chain to ensure growth of the sector to meet national demand for fresh milk.

The five-year, Market-Oriented Dairy (MOD) Project funded by U.S. Department of Agriculture's Food for Progress program supports farmers and enterprises to meet the increased demand for dairy and aims to catalyze sustainable growth in Sri Lanka's dairy sector. The project will increase productivity and expand the trade of milk and milk products in Sri Lanka. In partnership with the private and public sector, the project will increase milk production of participating farmers and farms to 83,400 metric tons by 2022—an average annual growth of 18 percent, for a life of project growth of 127 percent. The project will ensure 80 percent of beneficiary farmers are earning a price premium due to milk quality.

For MOD to achieve project objectives, stakeholder/beneficiary buy-in is critical. Unlike other foreign donor projects, MOD does not give out grants nor assets to the beneficiaries but instead focuses on capacity building through knowledge transfer and technical assistance. Therefore, the success of the project largely relies on training of beneficiaries in the dairy value chain to deliver on the established targets for quantity, productivity and quality.

Through the pandemic, MOD has leveraged video communications applications such as zoom, skype, whatsapp groups to stay engaged with the beneficiaries and provide extension support. MOD's best practice videos and farmer testimonials housed in the MOD YouTube channel and other promotional materials such as pdf flyers have also been shared through these platforms. MOD also maintains a website in English (www.market-oriented-dairy.org). Although MOD has not maintained a Facebook page, some presence on Facebook is maintained through the SAVIYA page managed by Dialog (<https://www.facebook.com/Saviya-101340721782059>).

The project wishes to improve their digital presence and expand the reach primarily to the dairy farmers promoting both the best practices as well as the ICT tools developed by MOD. The project would also like to increase the awareness of the developing support industries such as fodder, silage and inputs and service retail.

It is understood that approximately 20-25 percent of the target audience use smart phones.

3. Scope of Work (SoW):

Under the leadership of the Communications & Outreach Specialist, the contracted party will develop a digital promotion strategy and an activation plan with the objective of reaching the primary target audience, dairy farmers, to improve their on-farm dairy management best practices and increase milk production. The project also seeks to create awareness of opportunities in the value chain for potential entrepreneurs in fodder, silage and input retail and services.

The contracted party is expected to review existing products and material and propose messaging and re-purposing of content to suit the campaign, recommend the channels and the required number of products and frequency to sustain the digital promotion campaign effectively. Due to prevailing conditions, it is expected that existing content is used to create new collateral enhanced with animation/voiceover where necessary.

Existing contents include farmer testimonial videos (created under an overarching theme of “I win, the country wins”), in-house videos, training material and promotional flyers.

Ideally the campaign will be an extension of the existing theme “I win, the country wins”.

At present, MOD does not maintain a dedicated Facebook page. The creation and management of the page (in Sinhala and Tamil) for a period of 7 months (period of activation) should be included in the overall proposal designed primarily to disseminate information.

All materials would need to be created in Sinhala and Tamil.

It is expected that a measurement metrics to determine the effectiveness of the digital strategy is also provided monthly as part of the proposal.

4. Deliverables and Expected Due Dates:

- Interested parties to send their Expressions of Interest including examples of similar previous work along with associated budget and an initial strategic approach recommended for MOD: on or before Monday August 30, 2021 at 17:50 Sri Lanka Standard Time. Expressions of Interests should be e-mailed to jragel@iesc.org.
- Shortlisted parties to be invited for a pre-bid briefing with MOD, with an opportunity to discuss their initial suggested approach and obtain clarifications: Sept 2, 2021
- Upon completion of MOD’s pre-bid briefing, as a result of this EOI, shortlisted parties will be invited through a Request for Proposal (RFP) to submit final technical and cost proposals: Sept 9, 2021
- Detailed briefing/brainstorming with successful offeror: Sept 23, 2021
- Successful offeror to present updated draft strategy: Sept 28, 2021
- Finalize strategy, commence preparation of products: Oct 8, 2021
- Commence activation: October 22, 2021
- Monthly progress update with analysis of metrics measuring effectiveness of strategy

5. Dates and Level of Effort:

Strategy formulation – 2 weeks

Product development – 1 month *overlaps two weeks with activation

Sustained activation plan for 7 months

6. Timeline:

September 23 – 30, 2021: Finalization of digital promotion strategy, activation plan and channels

September 30 – October 15, 2021: Develop the products

October 15, 2021 to May 15, 2022: Digital plan activation

7. Obligations:

The pre-qualification process in no way obligates IESC, or its client, to select or award a contract, nor does it commit IESC, or its client, to pay any costs incurred by the organization in preparing and submitting the Expression of Interest.