# CRS-logo.jpg C:\Users\maria.figueroa\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.Outlook\60LBWCCW\F2F Logo (2).PNG

**Farmer to Farmer East Africa**

**Volunteer Assignment Scope of Work**

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| **Summary Information** | |
| Country | Kenya |
| Assignment Code | KE30 |
| Country Project | Horticulture |
| Host Organization | National Potato Council of Kenya (NPCK) |
| Assignment Title | Operationalization of SMS based seed potato information platform |
| Assignment preferred dates | April – June 2015 |
| Assignment objective | Identify practical framework and steps for uploading seed potato supply information and promoting use of the short message service, SMS, by farmers to get seed potato supply information |
| Desired volunteer skills/ expertise | Expert in Information communication technology, ICT and strategic business and marketing experience |

1. **BACKGROUND**

The Farmer-to-Farmer (F2F) East Africa program leverages US volunteer’s expertise to assist small holder farmers and small scale processors in East Africa to improve their business practices through volunteer assignments conducted with host organizations. Through F2F CRS will improve the livelihoods and nutritional status of significant numbers of low income households by: i) broadening their participation in established commodity value chains as producers and service providers; ii) strengthening community resilience to shocks such as droughts, that adversely affect livelihoods; and iii) preserving/enhancing natural resources upon which most rural communities depend. As an important corollary result, through the program CRS will also increase the American public’s understanding of international development programs and foster increased cross-cultural understanding between host countries and US

1. **ISSUE DESCRIPTION**

Potato is increasingly becoming important in Kenya. It is the second most important food crop after maize. It is grown by about 800,000 smallholder farmers, and it contributes over US $44 million to the economy. With current productivity levels being less than 10 tons per ha vis-a-vis 40 tons per ha achievable under recommended agronomic practices, coupled with the increasing demand for potato due to expanding cities, the industry has great potential to further contribute to wealth and food security of the country. The improvement in use of certified potato seed, optimizing the use of inputs, disease control, and improved marketing have the potential to transform the potato subsector into a more commercialized industry in Kenya. This process of transformation calls for farmers’ adoption of new ways of doing businesses, stimulated by supportive measures and initiatives. Key among the necessary support include improvement of information management to facilitate flow of information crucial in production and distribution of high quality seed, adoption of potato marketing standards and streamlining of certification process. Trainings of farmers and key stakeholders are also crucial in the transformation. Due to limitations of the existing system, there is need to identify practical framework and steps for uploading seed potato supply information and promoting use of the SMS by farmers to get timely seed potato supply information. Due to the above challenge, NPCK has requested CRS for a F2F volunteer technical expert to assist the organization in operationalization of the SMS based seed potato information platform

**Lack of timely availability of seed potato supply information:** Though NPCK has developed a Short Message Service (SMS) based platform for providing seed potato information to various stakeholders, it has been facing some challenges; timely availability of seed supply information and awareness of the importance of using quality seed by farmers, government and private extension staff, and other potato value chain players.

The SMS based information platform aims at receiving, processing and disseminating seed potato production, variety, availability and price information. Farmers will receive this information through mobile phone SMS which will facilitate seed potato distribution and increased use in the country. Ware potato farmers can query availability of certified seeds by use of SMS asking for the potato variety of choice. The response through SMS will provide the farmer with details of where to get the preferred varieties, the price, and telephone number to contact the seed producer and/or distributor. This information may also be used for traceability of the actors in the sector for purposes of streamlining the industry and ensuring minimum set standards are observed.

1. **OBJECTIVES OF THE ASSIGNMENT**

There is need for operationalization and upscaling of use of SMS by farmers to optimize the advantages of the facility which has potential to benefit a large number of farmers. New seed potato producers have started producing seed while new varieties have been recently released and all this information needs to reach the farmers and other stakeholders. The main objective of this assignment is to identify a practical framework and steps for uploading seed potato supply information and promoting use of the SMS by farmers to get seed potato supply information

During the assignment, the F2F volunteer will;

1. Come up with appropriately structured platform with the configuration that takes into account the current challenges in the seed potato marketing.
2. Draw strategies of how the old and new seed producers will provide or upload seed potato information for dissemination into the system
3. Identify the content of relevant information to be contained in the SMS.
4. Identify ways of creating awareness to extension agents, seed producers and farmers on how to make maximum use of the SMS service.

**Host contribution**– NPCK will provide a vehicle for the volunteer during the entire assignment and CRS will provide fuel. The host will also mobilize the staff who will work with the volunteer. The host will also provide the training venue as well as meeting the participants need for refreshments and related participation costs

1. **ANTICIPATED RESULTS FROM THE ASSIGNMENT**

Anticipated results include;

* Recommendation of or a completed platform well-structured to appropriately capture and disseminate seed potato information in the NPCK website.
* Recommendations for the format on how all seed potato producers will provide or upload seed information for dissemination.
* Recommendation of acceptable and effective content of information to be contained in the SMS.
* Recommendations of the effective methods of creating awareness to extension agents, seed producers and farmers on how to make maximum use of the SMS service.
* F2F volunteer presentation to NPCK stakeholders at the end of the assignment
* Debriefing with CRS staff & USAID Mission
* Volunteer feedback
* Field trip report and expense report
* Outreach activity, a press release or a media event back in US

1. **SCHEDULE OF VOLUNTEER ACTIVITIES IN KENYA**

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| Day | Activity |
| 1 | Arrival into Kenya. The volunteer shall be met by a cab driver, who will have a placard bearing **CRS logo**, and who will wait at the arrivals section with the placard displaying the volunteer name. The volunteer will be driven to **Waasini Hotel in Westlands** or another hotel to be communicated prior to arrival. |
| 2 | Meeting at CRS offices with CRS F2F staff to become fully briefed on logistics and itinerary of trip as well as discuss anticipated outcomes and work plan. |
| 3 | Meeting with NPCK management and Seed portal administrator |
| Days 4 to 6 | Meeting with Seed Potato farmer and stakeholders in Nairobi; KALRO-Tigoni, MoALF-SDA, KEPHIS, CIP / Kenya-Dutch Project, KENAFF, GTIL, Dutch Seed producer |
| Day 7 | **Rest day** |
| Days 8 to 13 | Meeting with smallholder potato farmers, Seed producers and relevant potato stakeholders in Meru region, Central Kenya and the South Rift to assess the seed potato supply, distribution and use information need, assess gaps in the current SMS structure, access and use and improvement areas |
| Day 14 | **Rest day** |
| Day 15 to 17 | 1. Develop recommendations or restructure the platform appropriately to capture and disseminate seed potato information in the NPCK website. 2. Develop recommendations on how all seed potato producers will provide or upload seed information into seed portal, acceptable and effective content of information to be contained in the SMS, effective methods of creating awareness to extension agents, seed producers and farmers on how to make maximum use of the SMS service. |
| Day 18 | Deliver a presentation on the restructured SMS based platform for disseminating seed potato information. |
| Day 19 | Exit meeting at NPCK, |
| Day 20 | Debriefing at CRS office with USAID Mission and CRS staff.  Complete Trip Report (TR), Complete out feedback from, Travel expense report  Volunteer departs for USA |

# DESIRABLE VOLUNTEER SKILLS

* Practical experience in electronic communication or use of ICT in agribusiness
* Formal qualifications in agribusiness development, project management or a related field
* Ability to work independently as well as with a team and establish harmonious and effective working relationships both within and outside the organization;
* Excellent hands-on training skills to an adult audience is necessary
* Good writing and analytical skill as well as good communication skills

1. **ACCOMMODATION AND OTHER IN-COUNTRY LOGISTICS**

While in Nairobi, the volunteer will stay at Wasini hotel [www.wasinihotel.co.ke](http://www.wasinihotel.co.ke) or any other hotel identified by CRS and communicated to the volunteer prior to arrival

**G. RECOMMENDED ASSIGNMENT PREPARATIONS**

* CRS-F2F designs assignments with the assumption of some pre-departure preparation by the volunteer. Actual preparation time will vary based on the experience of the volunteer, as well as informational or training resources the volunteer has readily available. CRS relies on the volunteer to assess the tasks outlined in this SOW and to make his or her own judgment about how much and what kind of preparation is needed prior to arriving in Kenya.
* The volunteer should prepare materials for hand out which can be printed at CRS office in Nairobi before commencement of the assignment. Flip charts, markers, masking tapes can be obtained at CRS offices. Depending on the training venue the volunteer may use a laptop and projector for power point presentations. But if the training venue is in the community, it will be difficult to use PowerPoint.
* CRS strongly recommends that the volunteer become familiar with CRS programs in Kenya, the livestock project description, other information in the briefing pack before arrival to Kenya

1. **Key Contacts**

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