# 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**

**NOTE: SCOPE OF WORK AWAITING FINAL EDITS**

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| **Summary Information** | |
| Country | Kenya |
| Assignment Code | KE52 |
| Country Project | Horticulture |
| Host Organization | National Potato Council of Kenya (NPCK) |
| Assignment Title | Evaluation of the NPCK SMS messaging system |
| Assignment preferred dates | September 2015 |
| Assignment objective | To evaluate and recommend technical changes to the existing NPCK SMS system, recommend the technical format on how seed information should be received, and uploaded into the system |
| Desired volunteer skills/ expertise | Expert in Information communication technology, ICT and strategic business and marketing experience |

1. **Background**

The National Potato Council of Kenya (NPCK) is a public-private partnership (PPP) and a multi-stakeholder organization that has the responsibility of planning, organizing, and coordinating value chain activities in the potato sector to develop it into a competitive and self-regulating industry. NPCK’s organizational structure enables it to draw synergies from a wide membership, representing all stakeholders and actors in the potato industry. NPCK’s mission is to coordinate and regulate Kenya’s Potato industry to improve the profitability and livelihood of stakeholders, particularly smallholder farmers, seed potato producers, traders and processors

The Irish potato (Solanum tuberosum) is one of the most common vegetables grown by farmers in Kenya, and second most important staple in terms of volumes consumed. The potato is utilized in various ways; fried, boiled, roasted or mashed (NPCK, 2012; YAEI, 2012). Potatoes also contribute to the country’s Gross Domestic Product (GDP). In 2012, yield was 2.9 million tonnes which had a value of 50 billion Kenya shillings (HCDA, 2013). About 790 000 small holder farmers in Kenya produce the crop on a production area of 123 000 hectares (HCDA, 2013). This means it is a source of income and employment to the farmers, and also to the industries which use it as a raw material for their production

Even though there is somewhat impressive yield of Irish potato in Kenya, there is great potential for improvement once the various challenges faced by the farmers are addressed. NPCK is responsible for planning, organizing, and co-coordinating value chain activities of the potato subsector and developing it into a robust, competitive, and self-regulating industry.

1. **Issue Description**

Lack of quality seeds is one of major challenges facing the potato subsector. Farmers recycle their seeds resulting in poor yields (Muraguri, 2012). Recycling is a result of limited knowledge and access to improved seeds. Poor crop rotation is another problem that is facing potato farmers. Farmers do not rotate the potatoes with other crops and this causes pest and disease build-up which affects yield and ultimately the income obtained (HCDA, 2013). Other constraints faced by farmers are seasonal variations in prices which cause variations in income, lack of finances for purchase of inputs, poor infrastructure in their areas in form of roads and telecommunication systems and lack of information on markets and new research varieties (Okello et al., 2010).

With the various advancements that have been made in the Information and Communication Technologies (ICT) over the past few years, there is potential for various ICT tools to be integrated into agriculture and used to eliminate or reduce some of these problems faced by farmers. The SMS based system is one of the ICT tools that can be used to accomplish this task because it is the most popular form of communication in Kenya. Though NPCK has implemented basic SMS system to enhance access of relevant information by potato farmers and seed suppliers, it is still faced by many challenges. It is for this reason that NPCK has requested CRS for a F2F volunteer technical expert to assist the organization in evaluation of the SMS messaging system and provide recommendations on the technical format on how seed information should be received, and uploaded into the system, so that it disseminated and is readily accessible to the farmers and seed producers, suppliers and others in a ready to use format.

1. **Objectives of the Assignment**

The main objective of this assignment is to evaluate existing NPCK SMS Messaging System and provide recommendation on how seed information should be received, uploaded into the system and the technical format on seed information dissemination. During the assignment, the F2F volunteer will;

1. Evaluate and recommend technical changes to the existing NPCK SMS Messaging System
2. Identify the content of relevant information to be contained in the SMS
3. Provide recommendations of the technical format on how seed information should be received and uploaded into the system
4. Develop technical format on seed information dissemination

**Host contribution**– NPCK will mobilize the staff who will work with the volunteer prior, during and after the assignment if required. The host will also mobilize farmers and farmer groups to be visited and 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;

* 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.
* F2F volunteer presentation to NPCK stakeholders at the end of the assignment
* Debriefing with CRS staff & USAID Mission
* Volunteer feedback
* Field trip report
* Outreach activity completed.

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 **AACC guesthouse in the Westlands** suburbs of Nairobi City or any other 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 farmers 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, and Central Kenya to assess the seed potato supply, distribution and use, information needed and assess gaps in the current SMS structure |
| Day 14 | **Rest day** |
| Day 15 to 17 | Develop recommendations on how seed potato producers will provide or upload seed information into seed portal, acceptable and effective content of information to be contained in the SMS |
| Day 18 | Deliver a presentation on the outcome of the evaluation and recommendations of the technical changes to the existing NPCK SMS Messaging System |
| 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 the AACC guest house is located along Wayaki Way, Westlands area of Nairobi. <http://aacc-guesthouse.com/> Tel: 254 20 4440224, 4442215 Mobile: 254 710 734728 or any other hotel identified by CRS and communicated to the volunteer prior to arrival. This assignment involves travel in the field to meet farmer and farmer groups. CRS will make all arrangements for travel and accommodation for the volunteer while in the field

CRS will pay for hotel accommodation, and provide volunteer with per diems to cater for meals and other incidentals. The volunteer may get an advance which has to be liquidated before departing Kenya. For more information, please refer to country information that will be provided.

1. **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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