Manobi *Africa*

CALL FOR TENDER

TERMS OF REFERENCE (ToR)

FOR THE RECRUITMENT OF A FIRM FOR THE PROJECT AGCELERANT
ACADEMY MOBILE - DEVELOPMENT OF VIRTUAL REALITY / AUGMENTED
REALITY TRAINING

Tender Number:	MA-PAAM-2023-05
Issuance Date:	May 5, 2023
Deadline for Questions:	May 15, 2023
Deadline for Offers:	June 1, 2023, 1300h (GMT)
Description:	Short -Term Technical Assistance (STTA) to develop virtual reality and or augmented reality training for agCelerant Academy Mobile
Contract Mechanism	Service Contract / Deliverable-Based Firm Fixed-Price Contract
For:	Manobi Africa
Funded By:	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) Grant ID : 81292096
Executed By:	agCelerant Senegal
Point of Contact	Nikki Hsian Lee Business Development Manager nikki.lee@manobi.com

Section 1: Introduction, Technical Background and Scope of Work

About Manobi Africa/agCelerant:

Manobi Africa has pioneered the use of digital solutions for agriculture and other key sectors in Africa. The company introduced the first mobile phone-based agricultural market information system. Manobi then expanded its mobile2web business development services portfolio to the water, sanitation, and governance sectors to increase value chain efficiency everywhere and for everyone. In 2018, Manobi became an African group with presence in 14 countries, with a holding company, Manobi Africa, registered in Mauritius.

Manobi Africa has developed an innovative software suite, which is now implemented in two distinct platforms: agCelerant for agriculture and UtilitY85 for water distribution. The company profiles, maps, and monitors the activities of value chain actors, in real time by combining geospatial mapping and large-scale remote sensing technologies. Using data intelligence to compile and analyze this information, Manobi Africa provides sustainable management solutions in the mission to attain food sovereignty through value chain orchestration.

The agCelerant™ platform aims to connect smallholder farmers to banks, insurance, input suppliers and agribusiness to minimize risk across the entire agricultural value chain continuum, from production to commercialization. Combining the presence of field agents and a cloud-based digital infrastructure, agCelerant is a comprehensive solution that helps farmers increase their yields and incomes by providing access to commercial credit and enabling the use of inputs as recommended in quality and quantity.

About agCelerant Academy Mobile project: Manobi Africa has positioned itself with its phygital agriculture concept as an orchestrator of agricultural and agribusiness value chains. The theory of change of its agCelerant™ business, implemented on several value chains and in several countries in Africa as well as in Europe, aims to develop a mobile and agile version of agCelerant Academy through which the training of agents would go to the beneficiaries to effectively prepare them to master the agCelerant ecosystem and its services within agricultural value chains. This mobile version of agCelerant Academy will be delivered from an agCelerant Academy tour-truck offering all the educational content of the training, equipped to go to the most remote rural areas, and with all the necessary equipment to allow a team of trainers to train the on agCelerant ecosystem pillars and agent service providers in their villages.

These results will be achieved by combining capacity building with digital tools and technical support to strengthen agricultural business services, improve agricultural infrastructure and facilitate linkages among value chain stakeholders.

To achieve the activity's objectives, five value chains will be specifically targeted: Rice, Organic Cotton, Mango, Cashew, Moringa, Karite and Fish.

SCOPE OF WORK

This Call for Tender solicits proposals from qualified individuals or firms to provide technical assistance, using virtual reality and / or augmented reality delivery method, to deliver training on (i) agCelerant agent's work, (ii) agricultural value chain specific technical practices, (iii) entrepreneurial and business management of very small, small and medium-size enterprises (VSMEs).

The objective of this method of delivery is to increase the knowledge retention and increase the positive impact of training to youths and women of farming communities under a short time frame, allowing rapid deployment of capacity building to beneficiaries, particularly across the value chains covered by agCelerant Academy Mobile. Specific targeted value chains are rice, organic cotton, mango, cashew, moringa, karite, and fishery.

The AR/VR solution will be structured around the following themes:

i) agCelerant agent agri-business service management through the agCelerant ecosystem
ii) Agricultural technical practices
iii) Entrepreneurial and business management

The supplier shall submit the proposal based on the following criteria's, matching the themes and training modules mentioned in this call for tender.

1. Develop a VR training platform: The VR developer will be responsible for creating a virtual reality training platform that incorporates the educational content of the agCelerant Academy Mobile training. The platform should be designed to simulate real-life scenarios in agricultural value chains covered by agCelerant Academy Mobile, such as rice, organic cotton, mango, cashew, moringa, karite, and fish, to help beneficiaries understand the various value chain agricultural practices.

2. Create interactive VR modules: The VR developer should create interactive modules that will allow beneficiaries to engage with the training content in a more immersive way. The modules should be designed to facilitate knowledge retention and increase the positive impact of training to youths and women of farming communities.

3. Develop a user-friendly VR interface: The VR developer should design a user-friendly interface that allows beneficiaries to navigate the VR platform with ease. The interface should be intuitive and easy to use, particularly for beneficiaries who may not be familiar with VR technology.

4. Ensure compatibility with VR equipment: The VR developer should ensure that the VR platform is compatible with the VR equipment to be used during the training, available to operate and conduct training through VR offline and online. The VR developer should provide guidance on the type of VR equipment required to ensure optimal performance of the VR platform.

5. Test and troubleshoot the VR platform: The VR developer should test the VR platform thoroughly to identify and fix any bugs or glitches that may affect the training experience. The VR developer should also provide technical support to beneficiaries during the training to ensure a seamless experience. VR developer will include in their solution, maintenance and upgrades of the training modules and systems as required after the provision of the VR platform.

6. Provide training and documentation: The VR developer should provide training to the trainers and beneficiaries on how to use the VR platform effectively. The VR developer should also provide documentation, such as user manuals, to guide beneficiaries on how to navigate the VR platform.

7. Collaborate with the agCelerant Academy Mobile team: The VR developer should work closely with the agCelerant Academy Mobile team to ensure that the VR platform aligns with the overall objectives of the project. The VR developer should provide regular updates on the progress of the VR platform development and seek feedback from the agCelerant Academy Mobile team to improve the platform's functionality.

Overall, the VR developer's role will be critical in developing a VR training platform that enhances the effectiveness of the agCelerant Academy Mobile training. By creating an immersive and interactive training

experience, the VR developer will help beneficiaries better understand the agCelerant ecosystem and its services within agricultural value chains, enabling them to make more informed decisions that lead to improved agricultural business services, infrastructure, and linkages among value chain stakeholders.

TRAINING MODULES

Training modules will be provided by Manobi Africa and selected experts of agricultural value chains, structured with practical and directly applicable contents to be immediately operational on the field in targeted communities.

Module 1: Exploitation of digital services and technologies that contribute to improving the performance of the value chain. This module is prepared by agCelerant Academy and provides training to youths in agricultural communities on:

i) The use of field digital tools
ii) The operation of agCelerant ecosystem, processes, and digital applications.

Module 2: Specific good agricultural and agro-industrial practices. This module is prepared by experts in each value chain concerned, mobilized either internally or from specialized technical and scientific partners in the value chain.

Module 3: Financial services and financial education. This module will be delivered with the support of agCelerant Academy's partner financial institutions.

Module 4: Managing an agCelerant service business.

Tenderers are responsible for ensuring that Manobi Africa receives their technical and financial proposals in accordance with the scope of work described in these Terms of Reference.

EXPECTED OUTPUTS AND DELIVERABLES

The expected deliverables of the VR/AR solution is milestone based and are expected to comply with the following framework:

i. Training modules
The solution must be capable of delivering standardized and appropriate training modules to beneficiaries in selected communities that will be carried out in French and Wolof. Material should be easily customizable and can be adapted based on the local context and objectives of the project.

ii. Knowledge Transfers and Capacity Building
Tenderers shall include a "train-the-trainer" component intended to train the local facilitators to use the solution/ technology/ equipment.

iii. Beneficiaries understanding and readiness-to-operate.

The solution must be able to provide analysis of the impact of trainings conducted, assessments to measure the beneficiaries understanding and readiness to operate on the field with minimal supervision.

iv. Equipment
The selected supplier shall propose a selection of VR headsets that comply with the VR software provided, include software updates.

v. Deliverables
The selected supplier shall submit the solution and associated documents, including a User Guide, Operations Manual, and Reports according to the following schedule.
Partial payments are associated to the acceptance of the deliverables.

No.	Deliverables / Outputs	Review and Approvals Required	Payment
1	Detailed Work Plan documenting the design of the AR/VR solution, overall assignment requirements, development methodology, and approach for the implementation	Project coordinator and GIZ focal point	30%
2	VR/AR solution of module 1. Language requirement: French and Wolof	Project coordinator	10%
3.	VR/AR solution of module 2 (rice value chain as pilot), for module 3 and module 4	Project coordinator	10%
4	Training of trainers	Conduct onsite training of trainer workshops (2 workshops)	10%
5.	VR/AR solutions for the remaining module 2 specific value chains – organic cotton, mango, cashew, moringa, karite, and fishery	Project coordinator	10%
6.	All training modules (all value chains) in the final version approved by Manobi Africa and ready for delivery to learners	Project coordinator	25%

DURATION OF THE WORK

The duration of work is 4 months, starting immediately after signing the contract. The selected supplier is free to make the arrangements necessary to meet the timeline, including conducting field studies and video recording in parallel.

LOCATION

The assignment will be done through a mix of in-person and virtual meetings and field visits to communities in Senegal. Field visits in the communities specific to value chains of intervention.

QUALIFICATIONS AND ELIGIBILITY

The tenderers shall demonstrate that they meet the following criteria:

- Specialized in the development, deployment, and management of virtual reality/augmented reality training material.
- Demonstrated knowledge and experience in developing AR/VR tailored to the agricultural sector
- Fluency in English, and French.

Instructions to Tenderers

Bid submission Deadline and Protocol
Bids must be received no later than 1:00 p.m. (GMT) on June 01, 2023.

Electronic applications should be submitted to agcelerantacademymobile@manobi.com with the email subject "For the recruitment of a firm for the Project agCelerant Academy Mobile - Development of virtual reality / augmented reality training". Bids in paper format shall be submitted to the agCelerant Senegal offices located at Almadies, Zone 12, Lot 14, Dakar, Senegal. Tenderers should request an acknowledgement of receipt from Manobi Africa when submitting the proposal to ensure that it has been received.

Please reference the tender number in any response to this call for tender. Bids received after the specified time and date will be considered late and may be rejected at Manobi Africa's discretion. The cover page of this TOR summarizes the important dates of the bidding process. Tenderers must strictly adhere to the deadlines listed for their bid to be considered.

Questions
Questions regarding the technical or administrative requirements of this TOR must be submitted in writing and sent to the physical address or email of the Business Development Manager; telephone calls will not be accepted. Questions, requests for clarification and responses thereto that Manobi Africa believes may be of interest to other bidders will be circulated to all recipients who have expressed interest in the TOR.

Only written responses provided by Manobi Africa will be considered official and will carry weight in the bidding process and subsequent evaluation. Any verbal information received from Manobi Africa employees or any other entity should not be considered an official response to the bidding questions.

CRITERIA FOR SELECTING THE BEST BID

Tenderers are expected to submit both a Technical and a Financial Proposal. Accordingly, the Bid will be evaluated taking into account the weight of the technical and financial proposals respectively as follows:

a) Technical criteria weight 70%
b) Financial criteria weight 30%

Proposals

The tenderer must submit the following documents/ information to demonstrate its qualifications:

Technical proposal
The technical proposal aims to demonstrate the tenderer expertise and the methodology that will be used during the assignment. It must contain the following elements:

Criteria	Maximum Score
Tenderer specialization in the development, deployment, and management of Virtual Reality / Augmented Reality Training	25
Demonstrated knowledge and experience in developing AR/VR tailored to the agricultural sector	10
Proposed methodology, approach, and implementation plan	20
Management structure and key personnel	15
Prior experience in working with International Cooperation Organizations projects	10
Reasonableness and cost effectiveness of the financial proposal in line with the proposed implementation approach.	10
Total Scores	100

Financial proposal
The financial proposal must contain the following:

a) The lump-sum price in EURO.
b) The break-down of the budget per deliverable / milestone.

Award will be made solely on the basis of the original proposals. However, Manobi Africa reserves the right to conduct any of the following:

- Manobi Africa may conduct negotiations with and/or request clarifications from any tenderer prior to award.
- Manobi Africa may cancel this TOR at any time.

CONFIDENTIALITY AND PROPRITARY INTERESTS

The tenderer shall not either during the term of after termination of the assignment, disclose any proprietary or confidential information related to the consultancy service without prior written consent of Manobi Africa. Proprietary interests on all materials and documents prepared by the consultants under the assignment shall become and remain properties of Manobi Africa.

PROPOSAL SUBMISSION INSTRUCTIONS

A full proposal shall include the following documents and must be formatted in accordance with the below requirements:

a) Proposals will be accepted in French or English language.
b) Letter of interest / Cover letter
c) Technical proposal in response to the criteria's listed
d) Cost proposal with a breakdown of fees, expenses, travels in accordance with deliverables.
e) Copy of tenderer business license, or if individual, a copy of identification
f) CV of key personals involved in the assignment
g) References and proof from previous assignments from the past 3 years with a confirmation of project completion.