



**UNITED NATIONS CAPITAL DEVELOPMENT FUND (UNCDF)**  
**Kigoma Joint Program on Agriculture: Scaling Up access to Finance in the Kigoma Region**  
**REQUEST FOR APPLICATIONS (RFA)**

---

**UNCDF Financial Inclusion Practice Area**

**Location:** Dar-es-Salaam and the Kigoma Region, Tanzania

**Objective:** UNCDF is looking for a partner who will develop and broadcast a TV reality and educational show on financial education and micro-savings laced with tips on good agricultural practices, value addition and marketing for Kigoma smallholder farmers in the beans and maize value chains.

**Timeline:**

- Publication date: Nov 28, 2019
- Final deadline for applications: December 13, 2019

**Expected duration of Assignment:** up to 12 months with possibility of renewal

**Language required:** Kiswahili

Applications should be returned to UNCDF by email at [fipa.procurement.tz@uncdf.org](mailto:fipa.procurement.tz@uncdf.org) no later than midnight on December 13, 2019 East Africa Time (EAT).

The subject line of the email should be: RFA Video - KJP: Production of financial education and agricultural best practices content for TV and radio audiences in the Kigoma Region and Tanzania

Applications must follow the submission format as outlined in Annex 1 of this RfA. Note that **submissions to this address may not exceed 10MB**. If size of the application is an issue, a DropBox or Google Drive link is acceptable.

Annex 1 is the Submission Format

Annex 2 is a Sample of UNCDF Language Regarding Proprietary Rights of Knowledge Products

## 1. ORGANIZATIONAL CONTEXT AND BACKGROUND INFORMATION

UNCDF makes public and private finance work for the poor in the world's 47 least developed countries (LDCs). With its capital mandate and instruments, UNCDF offers “last mile” finance models that unlock public and private resources, especially at the domestic level, to reduce poverty and support local economic development. This last mile is where available resources for development are scarcest; where market failures are most pronounced; and where benefits from national growth tend to leave people excluded.

UNCDF's financing models work through two channels: savings-led financial inclusion that expands the opportunities for individuals, households, and small businesses to participate in the local economy, providing them with the tools they need to climb out of poverty and manage their financial lives; and by showing how localized investments — through fiscal decentralization, innovative municipal finance, and structured project finance — can drive public and private funding that underpins local economic expansion and sustainable development. UNCDF financing models are applied in thematic areas where addressing barriers to finance at the local level can have a transformational effect for poor and excluded people and communities.

By strengthening how finance works for poor people at the household, small enterprise, and local infrastructure levels, UNCDF contributes to SDG 1 on eradicating poverty with a focus on reaching the last mile and addressing exclusion and inequalities of access. At the same time, UNCDF deploys its capital finance mandate in line with SDG 17 on the means of implementation, to unlock public and private finance for the poor at the local level. By identifying those market segments where innovative financing models can have transformational impact in helping to reach the last mile, UNCDF contributes to a number of different SDGs and currently to 28 of 169 targets. More information can be found on UNCDF here: <https://www.uncdf.org/>

### UNCDF in Tanzania:

In Tanzania, UNCDF is part of the broader One UN Kigoma Joint Programme (KJP), working with WFP, FAO, and ITC to increase the income of smallholder farmers in the Kigoma region, leading to agricultural and economic development in the region. Using a value chain approach, the program addresses the various bottlenecks in the maize, beans and cassava value chains to increase the investment from smallholder farmers in agriculture, while lowering the associated risk of such investments and increasing private sector engagement. To pave the way for increases in productivity, income, profitability and improved livelihoods, UNCDF is deepening access to finance for the smallholder farmers by strengthening savings and loan groups, linking farmers to financial service providers while building their financial capability and business skills.

## 2. OBJECTIVE OF THE CURRENT PROJECT AND RFA

### 2.1. The Kigoma Joint Programme (KJP)

The Kigoma region has experienced a relative increase in poverty levels, and it is also the region that hosts most of the refugees in Tanzania. Launched in September 2017, the Kigoma Joint Programme (KJP) is an area-based UN joint programme that cuts across multiple sectors to improve development and human security in Kigoma. The KJP applies a comprehensive approach to address a wide range of issues facing both the refugees in the region as well as the surrounding host communities.

The humanitarian-development nexus is supported by linking together the UN's existing response to refugees and migrants with an increased focus on developing the host communities. 16 participating UN agencies are cooperating across 6 themes which include sustainable energy and environment; youth and women's economic empowerment; violence against women and children; education with a focus on girls and adolescent girls; WASH (Water, Sanitation and Hygiene) and agriculture with a focus on developing local markets.

Under the agricultural theme of the KJP, UNCDF works with WFP, FAO and ITC to grow the capacity of smallholder farmers in order to increase farm income and support the fight against the effects of climate change. Farmers will also gain improved knowledge on post-harvest handling of crops and how to access markets and finance for their goods leading to agricultural development in the region and eventually expand opportunities which would also reduce poverty and vulnerabilities.

Lack of access to financial services, information and markets are key challenges faced by farmers. UNCDF seeks to build upon current interventions to increase outreach and communicate best practices in agricultural and allied services beyond Kigoma region. As demonstrated through research, education that encompasses audio and video channels/mediums of learning has proven to be highly effective in complementing face to face trainings. Through use of educational films shot on smallholder farms and depicting the actual needs and aspirations of such farmers e.g. how to deal with common pest and diseases, input requirements based on different ecologies and how aggregated group savings can be used to procure inputs in bulk, etc.

## **2.2 UNCDF's Request for Applications (RFA)**

The purpose of this RfA is to recruit a firm to develop and broadcast a TV reality and educational show on financial education and micro-savings options laced with tips on good agricultural practices, value addition and marketing. Building off efforts and leveraging expertise within the four agencies working on the agriculture theme of the Kigoma Joint Program, UNCDF expects to disseminate important agri-related messages, tips and information to a wider audience beyond Kigoma. This is in line with the UN's mandate to scale best practices both nationally and internationally.

The expected result is that UNCDF will partner with one of the shortlisted organizations to; 1) Develop a storyline targeting smallholder farmers in the maize and beans value chain especially within the agro-ecological contexts of the Kigoma region; 2) Film on location depicting relevant experiences on good agronomic practices including soil handling and management, ploughing, planting, weeding, pest and insects control, harvesting, post-harvest handling, value addition and marketing; 3) Conduct expert interviews with relevant UN specialized agencies, government departments and private sector players among them input suppliers and off-takers; 4) Prepare a draft in Swahili and share for review before broadcasting; 5) In collaboration with relevant national and regional media companies broadcast the films using both TV and radio channels; 6) Conduct monitoring and evaluation to determine results achieved and document lessons for future edutainment exercises targeting smallholder farmers.

The primary target audience is smallholder farmers in Tanzania in the maize and beans value chain.

Applicants will be evaluated based on:

- 1) expertise and experience in developing and broadcasting content relevant for smallholder farmers;
- 2) cost-effectiveness of the proposed approach;
- 3) potential for scale of the proposed approach;

- 4) operations in Tanzania with experience working in rural regions;
- 5) experience working with government stakeholders at local and national level, smallholder farmers and financial service providers, input supplier companies and off-takers.

### **2.3. Timing**

Applications should be returned to UNCDF Tanzania by email, no later than midnight on December 13, 2019 East Africa Time (EAT). It is anticipated that the shortlisting will be completed within 2 weeks of application submission. The time needed for submission of revised proposals, if necessary, will depend on the thoroughness and complexity of initial proposals but should take no more than 2 weeks. UNCDF aims to conclude all agreements no later than 11 January 2020.

The expected duration of the assignment is 12 months with option for renewal; the expected date of full completion is 30 December 2020. Further collaboration may be sought contingent upon performance and funding. The applicant(s) should propose a timeline and work plan for their own proposed project.

### **2.4. Contact**

- Applications and any consultation about this RFA should be submitted via email to: [Fipa.procurement.tz@uncdf.org](mailto:Fipa.procurement.tz@uncdf.org)
- The subject line of the email should be: RFA KJP: Production of financial education and agricultural best practices content for TV and radio audiences in the Kigoma Region and Tanzania.

### **2.4. Responses**

All queries and submitted applications will be acknowledged.

## **3. SCOPE OF WORK**

UNCDF Tanzania is looking for a partner who will develop and broadcast a TV reality and educational show on financial education and micro-savings options laced with tips on good agricultural practices, value addition and marketing. Under this Scope of Work, the grantee will perform the following activities and be responsible for the delivering the following outputs:

### **Expected Activities and Outputs**

#### **Output Overview:**

- High resolution short films depicting farmer experiences and best practices in the maize and beans value chains.
- TV and radio broadcasts, the former focusing on the national level and the latter on the regional (Kigoma) level.
- A monitoring and evaluation report depicting results achieved and lessons drawn to inform similar edutainment exercises in future.

- 3.1 High resolution films depicting farmer experiences and best practices in the maize and beans value chains.

**Outputs:**

- 24 short episodes (12 for each value chain) depicting relevant experiences on good agronomic practices including soil handling and management, ploughing, planting, weeding, pest and insect control, harvesting, post-harvest handling, value addition and marketing.
- High resolution pictures that can be used for programmatic purposes.

3.2 TV and radio broadcasts - the former focusing on the national level and the latter on the regional (Kigoma) level.

**Outputs:**

- Completed video and audio broadcasts
- Broadcast agreement with at least one national TV channel and at least one local radio channel (in Kigoma region).
- A broadcast schedule spread out over 12 months.
- A broadcast of the episodes on both television and radio.

3.3 A monitoring and evaluation report depicting results achieved and lessons drawn to inform similar edutainment exercises in future. This should also include a suggested way forward.

**Outputs:**

- A report depicting reach and results achieved and lessons learnt for similar edutainment exercises.
- Proposed sustainability plan with suggested way forward.

## **4. AGREEMENT PARAMETERS**

### **4.1. Outputs and deliverables**

The written and technological outputs and deliverables of the work are considered a public good unless otherwise agreed. Thus, all the outputs and deliverables will be placed in the public domain with the intent that they can and should be freely and widely used by other parties.

### **4.2. Agreement**

The technical partner is expected to sign a **Performance Based Financing (Grant) Agreement** with UNCDF by January 11, 2020 (Applicants not familiar with UNCDF agreements are encouraged to request a sample from [fipa.procurement.tz@uncdf.org](mailto:fipa.procurement.tz@uncdf.org) prior to submission of application).

### **4.3. Language**

The deliverables, as well as any and all related correspondence exchanged by the organization and UNCDF, shall be written in English. English and Kiswahili will be used for the technical tools and documents to be used in reaching beneficiaries.

### **4.4. Global Access and Intellectual Property**

**Public good: The outputs produced will have the consideration of public good.** In line with the public good nature of the grant, UNCDF may place all the deliverables specified in the public domain with the intent that they can and should be freely and widely used by other parties and the RECIPIENT

INSTITUTION shall not be excluded from the ability to use such deliverables on the same basis as other external parties. The RECIPIENT INSTITUTION sign and accept the legal language in Annex 2, without modification, of the UNCDF grant agreement (performance based). UNCDF also has the right to assign custody of this public good to a public authority as appropriate

## 5. ELIGIBILITY REQUIREMENTS AND EVALUATION CRITERIA

### 5.1. Minimum qualification criteria

- A media company with experience producing content for both TV and radio productions in East Africa.
- Expertise and experience in developing and broadcasting content relevant for sub-saharan smallholder farmers;
- Cost-effectiveness and sustainability of the proposed approach;
- Experience working with government stakeholders at local and national level, smallholder farmers and financial service providers, input supplier companies and off-takers;
- Demonstrated forged partnerships with mainstream input supply companies and off-takers.
- Existing partnerships with media companies in Tanzania (The television company must have a national outreach while radio must have a regional (Kigoma) outreach).
- Previous experience obtaining required registration and compliance authorisation in accordance with Tanzania's filming laws and regulations.
- Ability to work in Kiswahili.
- Flexibility in adopting products and services to local contexts to fit the needs of smallholder farmers.
- Submission of a complete application.

## 5 APPLICATION REQUIREMENTS

### 6.1 Structure of the Application

• The application includes a suggested template for submissions in Annex 1: *Submission Format*. Additional documents or links to documents may be included at the applicant's discretion. **Please consider that UNCDF email accounts are only able to receive attachments of up to 10MB and links to larger files are often preferable. If size of the application is an issue, a DropBox or Google Drive link is acceptable.**

### 6.2 Technical proposal:

The technical proposal shall be structured as follows:

- Methodology and approach to achieve the objectives of the project
- Detailed work plan with timeline of major activities
- Overview of past examples of similar projects, including references
- Proposed team (with CVs in Annex)

## 5.2 Financial proposal:

The submission must include a budget quotation for the project based on activities and outputs listed in section 3.1 with estimated implementation time of 1 year (see Annex 1, section 5). The financial proposal must provide a detailed breakdown of costs. Please provide separate figures for each functional grouping or category.

## 6.4 Submission of the Application

- Applications and any consultation about this RFA should be submitted via email at [fipa.procurement.tz@uncdf.org](mailto:fipa.procurement.tz@uncdf.org)
- The subject line of the email should be: RFA Video -KJP: Production of financial education and agricultural best practices content for TV and radio audiences in the Kigoma Region and Tanzania.
- The **deadline** to submit the application is **13 December 2019 at midnight EAT**