



Terms of References

Company for design and print of training manual/ brochure for beekeeping

P9408, "Organizational development of NFF and improved market linkages for the small farmers and producers from rural areas aiming at increased income"

I. Background

The National Federation of Farmers represents the largest network of farmers and farmer's organizations in the country. It has inherited all the institutional memory and experience from the Federation of Farmers of RM. It unites the effort of 43 local farmers' organizations and cooperatives, representing the voice of more than 3.000 members and cooperating with almost all key players in the agriculture and agribusiness sector.

The National Farmers Federation has expanded its scope of action. This means that besides farmers, agricultural associations, and agricultural cooperatives, the organization will continue to strengthen and support vulnerable categories in rural areas, greater support for young people and women, and their direct involvement in the development of agriculture through decision-making and active action.

In addition to agriculture, one of the organization's main focuses is rural development, ie dealing with the problems and challenges that the rural population faces, such as poverty and limited approaches of the rural population to health services, education, information law, and decision-making power.

The main pillar of action is lobbying to define the problems from the field and by joint work and analysis will be presented in front of the competent institutions for finding a common solution, which is in the interest of the farmers and the welfare of our entire country.

The focus of the National Farmers' Organization, which will continue to function under the slogan "Together for success" and the logo that symbolizes the labor and production of our farmers, is solving the biggest problems, which is placement and quality production. The mission of the rebranded organization is the ORGANIZED FARMER LEADER IN THE AGRICULTURAL AND RURAL DEVELOPMENT OF THE REPUBLIC OF MACEDONIA. The vision to which we strive is - PROFITABLE AGRICULTURE - STABLE VILLAGE.

As of May 2021, NFF implements the project "Organizational development of NFF and improved market linkages for the small farmers and producers from rural areas aiming at increased income" that is supported by Sida and We Effect.

The expected outcomes of the project are the following:

Outcome 1: Rural enterprises, small farmers/producers, grow and provide more income and employment opportunities for the people from the rural area, women, and youth in particular. The focus here will facilitate access to the market for actors that empower rural women and youth. Currently, market linkages for sales of products are broken for small farmers/produces, leading to low income of the rural target group, pushing them into poverty.

Outcome 2: Increased organizational capacities and financial sustainability of NFF. As a membership-based organization, NFF represents the interests of farmers and the rural population in the country. It has developed a paid membership system with a set of free services



to which only members are eligible. In the last few years as a result of the previous Institutional Development to NFF Project, the organization has improved its internal organization, management, introduced procedures, book of rules, book of conduct and other administrative and management tools that improved the performance and the impact of our work. The focus here is the organizational development and financial sustainability as crucial to continue with the lobby and advocacy activities and develop new services to provide new sources of income.

II. Objective of the assignment

The main objective of this procurement is engagement of company for design and printing of training manual/ brochure for beekeeping within the Project “Organizational development of NFF and improved market linkages for the small farmers and producers from rural areas aiming at increased income”.

Company specific deliverables are:

Design and printing (in 1000 copies) of manual/brochure for beekeeping, A4 format, full colors, 44 pages.

Schedule of milestones and means of measurement/verification of their completion

| Month | Milestone | Means of verification |
|-----------------------------------|--|--|
| February 4 th 2022 | Engagement of company/supplier | Signed contract with printing company |
| February 15 th 2022 | Draft design of the brochure | Submitted draft design of brochure for approval and suggestions to NFF |
| February 28 2022 | Printed 1000 copies of training manual/brochure for beekeeping | Delivery note from supplier Printed 1000 copies of training manual |

Budget line of the activity 4.1.4.1.b Pilot Intervention Farmers association with certified VET for bee farming and holder of certificate for honey quality standard

Budget line for payment: b.2 Printing training manual (1000 copies)

The foreseen amount for printing of manual is 100 MKD per piece or 100.000 MKD for 1.000 pieces.

Expected duration of contract

The printing agency will be contracted from February 10th until March 10th 2022



III. Duty travel & accommodation

N/A for this engagement

IV. Coordination & reporting

The printing agency will report directly to Organizational Development Coordinator indicating work performed in the course of the contracted period. The reporting schedule and other documentation are indicated in the table below.

| Month | Report on | Documentation |
|--------------------------------|--|---|
| February 15 th 2022 | Draft design of the brochure | Submitted draft design of training manual for approval and suggestions to NFF |
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V. Qualification requirements

Mandatory technical criteria:

- Minimum 5 years of professional experience in design and print of promotional, educational and informative materials

VI. Application procedure:

Companies for this ToR should submit the following documents:

- Up to date company portfolio (indicating work on previous similar engagements)
- Current status of the company issued from the Central register of RNM, not older then 6 months
- Financial offer. The offer should be expressed in MKD with included VAT
- The submission of the statement in Mail-Declaration of relationships

Offers to be submitted on email nff@nff.org.mk and vidanka.martinovska@nff.org.mk **no later then 01.02.2022 at the latest.**

VII. Evaluation of the offers:

Offers with incomplete documentation and/or offers received after the deadline will not be taken into consideration.

The offers will be evaluated on the following criteria:

Best value for money principle will be taken into account by using a weighted scoring method to evaluate the combination of company portfolio and previous work on similar assignments (40%), and financial offer/proposal (60%)



VIII. Terms of payment

Fee for this procurement is indicated in the Section II-Objective of the assignment under the Reference project activities and budget lines.

Payment will be made upon completion of the total assignment and upon submission of expected deliverables. Once deliverables are submitted by the engaged supplier as indicated in Section IV-Coordination and approved by the Project manager-Organizational development coordinator, the payment of the total contracted amount will be paid.

IX. Declaration of relationships

The supplier shall describe if their organization/employees have any business or personal relationships with closely associated party from NFF and We Effect, its Regional Office in Skopje, its governing bodies and employees or with similar bodies/persons of the Client.

Closely associated party (persons, physical or legal) as per We Effect's definition is considered person who has the possibility to exert control over, or significant influence on, the other person when it comes to financial and operative decision-making concerning an activity. The purpose of the Declaration is to disclose such information which makes the application and evaluation process more transparent and supports the bids in its relevance according to conditions on the open market.