

## Terms of Reference (TOR)

*IT Support consultant*

*“Support the online sales (e-farm) for farmers and improve the awareness of rural women”*

### Introduction

National Federation of Farmers (NFF) represents the largest network of farmers and farmer’s organizations in the country. It unites the effort of over 30 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. It works under the common vision: *profitable agriculture – stable village*, and the mission: *organized farmer leader in the agricultural and rural development*.

In addition to the farmers, the agricultural associations and the agricultural cooperatives, NFF in its work pays special attention to strengthening and supporting vulnerable categories in rural areas, and gives larger support for young people and women and their direct involvement in the agricultural development through decision-making and active action.

NFF puts its efforts in improving the life of the rural population by assisting and facilitating sustainable mechanisms through lobby and advocacy, information, education, business support, demonstration plots, study visits and other forms of know-how transfer and learning. NFF believes that only well trained, skilled and business oriented farmers can lead the rural community development in sustainable manner.

Organization maintains the strategic partnership with the academic and research community (faculties and institutes), extension service providers (NEA and private companies), other NGOs from Macedonia and from the region and partnership with state and foreign institutions and organizations.

NFF is implementing a range of projects focusing on agriculture and rural development in North Macedonia and actively cooperates with different international and donor organizations. The current project portfolio is financially supported mainly by the Swedish Organization We Effect, GIZ, European Union, RadioAid, FAO and others.

### The Project

The project:” **Support the online sales (e-farm) for farmers and improve the awareness of rural women”** is comprised of **2 components**:

1. Capacity development and promotion related to on-line promotion and sales of agro-food products via the E-farm platform and
2. Facilitation of women leadership and entrepreneurship

**The first project component** will focus on improvement of marketing opportunities for small-to mid-scale farmers (agro-food producers), as well as small service providers in tourism and handicraft producers.

Based on the request by NFF, SEDRA project supported the development of E – farm platform in 2020, which was developed by the IT company “Neocom” in close cooperation with NFF. With the current project it is foreseen to put the platform info function, with its completion with relevant information for farmers and their offers of products, as well as to work on development of capacities of farmers to use the platform and up-date information. Also, the project will focus on promotion of the platform to the users, both customers and farmers. With the E-farm platform, direct support will be provided to more than 200 small-to mid-scale farmers represented over the NFF membership with a potential to grow in larger system of promotion and sales. For NFF it will mean increase of the services for membership, support in marketing and promotion of the small-scale farmers, new membership and creation of customer data-base that will provide information on consumer behavior. For the farmers it will mean opening of the opportunities for direct sales to the customers shortening the supply chain – no middle man, increase of the income/profit, access to new customers, competitive environment for sales that will demand higher standards and added value products, establishment of potential stable market linkages that could enable planned production in the future.

**The second project component** will focus on awareness raising of women in rural areas about legal property rights, as well as promotion of women leadership and entrepreneurship as a precondition for economic empowerment of rural women, as important segment of economic development of rural areas in North Macedonia. This will be done through implementation of six (6) awareness/education workshops with motivation speakers – women entrepreneurs role models.

In such manner the project represents an important intervention to the agriculture and NFF in the country, and complies to the core values and mission of NFF to protect and represent the interest of the farmers in the country, first its membership and indirectly all other farmers in Republic of Macedonia.

### **The Expert**

There is a need for an **IT support consultant** who will support the background administration and back-up of the e-platform. This ToR specifies the role and responsibilities of the Expert that will implement the task.

IT support expert (consultant) will support the background administration of the e-platform. IT support consultant will be responsible for the technical up-grade of the equipment and up-graded space within the MKHOST Web hosting, as well as the back-up of the e-platform. Hosting of the platform will be done with, as well as procurement of technical equipment for proper management of E-farm and back up of information (lap-top computer and server backup).

For successful Implementation of this activity the expert will be hired thirty-four (34) working days in the period April – June 2021.

The Expert **must know**:

- IT technology for effective backup and background of the data
- The specifics of web-hosting, cloud systems
- The operational use of the e-platform

The Expert must have experience in:

- Back-up and background of data
- Web- hosting, cloud systems
- Good communication skills
- Team working

The obligations and responsibilities of the consultants are:

- Technical up-grade of the equipment
- Technical up-grade of the web/cloud space within the MKHOST
- Continuous back up of the platform
- Maintenance of the web hosting
- Prepare the progress and final report(s)
- Maintenance Microsoft Teams