

EOI-SL201223 Expression of Interest: Social Network Analysis of Farmer Networks

About MDF:

The Market Development Facility (MDF) is an Australian Government funded multi-country initiative which promotes sustainable economic development, through higher incomes for women and men, in our partner countries. MDF connects individuals, businesses, governments and NGOs with each other, and with markets at home and abroad. This enhances investment and coordination and allows partnerships to flourish, strengthening inclusive economic growth.

MDF is funded by the Australian Department of Foreign Affairs (DFAT). It is implemented by Palladium in partnership with Swisscontact.

In Sri Lanka, MDF's focus is on promoting resilient tourism and supporting authentic Sri Lankan products which promote the country.

Overview:

The pandemic has accelerated the global shift in the agriculture sector towards the adoption of agri-tech, small scale fintech and digitisation more broadly within supply chains. There is now an accelerated adoption of digital solutions and services relating to farmer identities, traceability, payment systems, financial and business services, information and extension, market research and consumer feedback. MDF is positioned to support this trend, noting also that Australia is a global leader in these technologies.

MDF works with leading agribusinesses in Sri Lanka, engaged in collecting, processing, retailing and exporting a number of commodities, from tea, herbs and spices for export, to fruits and vegetables for the domestic market. They source from networks of farmers arranged in clusters either directly or through intermediaries. MDF assists these agribusinesses to integrate these digital technologies in their supply chains.

Assignment:

MDF wishes to support agribusinesses to leverage the data they collect from farmer networks into insights to improve business efficiency and small-holder productivity. These insights obtained through social network analysis methodology would assist businesses in identifying sources of influence within the farming clusters, make decisions about rolling out innovations and prioritise investments in extension and certifications. The efficiency and productivity gains will increase farmer incomes.

MDF is seeking expressions of interest from firms with expertise in implementation of social network analysis methodologies in agricultural value chains. The selected firm will work with MDF to apply their methodology with Sri Lankan agribusinesses to generate commercial value and sustainable inclusive impact.

MDF expects to work with 3-6 agribusiness firms in 2021 on supply chain digitisation. Social network analysis will be a component of MDF's support. Actual activities and inputs will be co-designed by MDF, the selected analytics firm and the agribusiness.

Qualification Criteria:

This assignment is a pilot for MDF to demonstrate the business case for insights-driven decision making. It is hoped that the pilot will pave the way for a commercial analytics solution provider to cater to agribusinesses in Sri Lanka. The ideal analytics firm supporting MDF should have the following characteristics:

- Openness to work in Sri Lanka and to offer commercially feasible solutions to agribusinesses
- Demonstrated success in improving agribusiness performance and smallholder outcomes through insights.



An Australian multi-country initiative

- Willingness to work closely with MDF's team in designing and implementing the methodology.
- The proposed solution should be replicable across commodities and be able to operate alongside other agri-tech platforms.

To register interest please submit the following by email to momina.saqib-mdf@thepalladiumgroup.com by 15 January 2020:

1. A response addressing the above qualification criteria (maximum of 2 A4 pages, Arial font size 10).
2. Your company profile describing relevant capability and including examples of similar projects (maximum of 2 A4 pages, Arial font size 10)
3. CVs of up to 3 key personnel who are likely to be involved in implementing MDF's requirement (maximum of 2 pages per CV).