**QUALITY CONTROL PLAN**

***This QC Plan is designed mainly guide for the inspection and acceptance of all the deliverables that will be contracted for under the tender number:* KRT-0055 Expansion of certified seed supply networks, market-led seeds promotions and seed subsidies for small holder farmers in South Kordofan State.**

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| **PR #:KRT 662** | **Tender #: KRT-0055** |
| **PR Description**: Partnership with Seed companies to expand rural /last mile seed sales networks, carry out seed sales promotions and sell seeds at discounted price to small holder farmers in South Kordofan State |

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| ***This QC Plan details the procedures to inspect and determine the acceptability of the deliverables for this assignment.***  |
| Essential Specifications and Testing Requirements**Deliverable 1: 20 Rural seed sale retail points developed in 20 villages by April 15, 2021**

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| **Parameter** | **Target Value** | **Margin of Error** (Absolute or Relative)  | **Testing Method** | **Performed / Reviewed by:**  |
| 1 (a) Number of new rural seed retailers established (up to 5 of these can be existing weak business in target areas) The company should * Develop a criteria for selecting agents and share with Mercy Corps for review and approval
* ensure that agents are selected from scattered villages within the localities stated to improve access to sees by rural farmers.
* Submit a schedule of the selecting the agents to Mercy Corps who will make randomized checks, make observations, suggestions and write monitoring reports.
 | 20 | Absolute | Review of documents (reports agreements, photographs) physical verification  | Input sector focal person, Program manager and operations team member |
| 1 (b) Number rural seed retail businesses trained in the seed sales business.Training must:* Residential training, number of days depending on choice by company at time of application
* cover topics such as record keeping, seed handling, seed promotional activities and advertisements, product knowledge, business skills, record keeping, demand estimation, reorder levels) as well as recommended seed handling practices (seed storage, seed store recommendations, certification require for seed sales) etc.
* be based on a curriculum which is approved by Mercy Corps prior to starting
* Submit a schedule of the selecting the agents to Mercy Corps who will make randomized checks, make observations, suggestions and write monitoring reports
 | 20 | Absolute  | Review of documents (reports agreements, attendance lists, photographs) physical verification  | Input sector focal person, Program manager and operations team member |
| 1 (c) Assorted seed as business start-up capital for 20 rural seed businessesThe company should:* consult each seed retailer on the seed package to start seed busines. Mercy Corps will contribute half of the cost of the startup to a maximum of $1,000; half of which will be paid by Mercy Corps and half by the seed company.
* Seeds in the package must include Groundnuts, Sorghum, Sesame and assorted vegetables.
* After selecting each retailer and assessing demand in the area as amount that the agent can contribute, the company will make a restocking plan and share with Mercy Corps for approval.
* Seeds must be provided in 2-3 instalments/batches based on demand level of sales from each.
* A certificate from the seed administration department in the Ministry of Agriculture certifying the quality of the seed lot being provided must be produced.
* An invoice and goods received note must be signed by the businesses to show receipt of the seeds.
* Mercy Corps will visit all retailers to ascertain that the delivery has been made according to approved plan.
 |  | Absolute  | Review of documents (reports agreements, photographs, goods received notes, invoices for seeds) physical verification  | Input sector focal person, Program manager and operations team member |

**Deliverable 2: Capacity of 20 rural seed retailers built to provide basic embedded agriculture advise to farmers by May 15, 2021**

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| **Parameter** | **Target Value** | **Margin of Error** (Absolute or Relative) | **Testing Method** | **Performed / Reviewed by:**  |
| 1. (a) 20 rural seed sales trained to provide basic agronomic extension/ training to customers as an embedded service when farmers buy seeds.
* The training must be between at least 2 days and residential
* Full meals (fatur, lunch and dinner) and 2 tea breaks provided
* Training should cover topics related to good garden preparation, seed variety, planting methodology, spacing, pest, disease and weed management and postharvest handing strategies. The full curriculum must be submitted to Mercy Corps for approval
 | **20 seed retail businesses**  | **Absolute** | Review of documents (reports agreements, photograph) and physical verification  | Input sector focal person, Program manager and operations team member |
| 1. (b) Print 80 (20 for each of the crops targeted) A-2 posters agronomy posters printed and placed in shops of rural agents.
* 4 types of posters must be made; one for Groundnuts, Sesame, Sorghum and vegetables.
* Posters must contain approved agronomic /extension information from Ministry of Agriculture specific to each crop. Minimum, they should contain information on land preparation, planting, spacing, pest/weed/disease control, harvesting and post-harvest handling
* Posters must be in colored.
* Poster samples must be submitted to Mercy Corps for approval before printing
 | 80 posters, (20 for each of the crops targeted) | Absolute | Review of documents (reports agreements, photographs, goods received notes) physical verification  | Input sector focal person, Program manager and operations team member |
| 2 (c) A4 posters with agronomic and crop management practices on Groundnuts, Sesame, Sorghum and vegetables produced and distributed to farmers. | 10,000 | Absolute | Review of documents (poster design, distribution reports) | Input sector focal person, Program manager and operations team member |
| 2 (d) Demonstration gardens of half a feddan each (a quarter for each will be each crop) to promote certified seeds, show the best agronomic practices and used to train farmers.* Demonstration plots must be set following recommended agronomic practices- planting, spacing etc.
* Demonstration plots must be well maintained (weeding done on time, pests and diseases well managed)
* Demonstration gardens must be near a main trading center and should be next to a road to attract people to learn from it.
* Demonstration gardens must be under the care of the agent in the area.
 | 20 demonstration gardens of half a feddan each, subdivided into 4, one for each crop type | Relative; in some areas, it may not be easy to get suitable land which is exactly half a feddan but a variance of 20% is allowed. | Review of documents (reports agreements for land use, photographs) and physical verification  | Input sector focal person, Program manager and operations team member |
| 2 (e) Number of farmer field days held at the demonstration plot to train farmers.* Number of farmers attending each farmer field day
 | 40 (2 farmer field days per demo plot100 farmers attending each field day | Absolute Relative. Attendance may be out of control of company | Review of documents (report of activity, photographs) and physical verification  | Input sector focal person, Program manager and operations team member |

**Deliverable 3:** **Develop and implement specialized marketing /sales strategy for increasing the number of women as seed retailers and customers of certified seeds**

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| **Parameter** | **Target Value** | **Margin of Error** (Absolute or Relative) | **Testing Method** | **Performed / Reviewed by:**  |
| One actional and feasible strategy developed* The strategy developed should be born out of a consultation with women leaders in at least 25% of the villages
* Meeting schedule should be shared with Mercy Corps who will make improptu visits
* Strategy activities must be implemented alongside all the other Activities to increase the number of women benefiting from those activities as retailers and customers.
* The activities carried out must be complementary but different from other activities in this SOW.
* Strategy should be submitted to Mercy Corps for review, suggestions and approval.
 | 1 strategy  | Absolute. | * Document review

-Meeting minutes and report with photographs and attendance lists.-Strategy review* Verification visits
 | Input sector focal person, Program manager and operations team member |

**Deliverable 4: Seed sales promotions in each of 20 targeted villages by July 15, 2021.**

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| 1. 20 roadside van seed sales promotions held by company and 20 market-day Rekshe (motor-cycle mini truck)-based seed sales promotions held.
* Company must prepare seed sales promotional plan and promotional messages submit to Mercy Corps for approval and to ensure Mercy Corps team can attend at random.
* Company must come up with a strategy to attract farmers to the promotional events- either through dramas, music etc
* Farmers attending must be sensitized on the advantages of improved seeds, the types of improved seeds available and where farmers can get them.
* Company should have assorted certified seeds to sell during the promotional sale.
 | 20 seed sales promotional events, one per main town in the village  | Absolute  | * Document review

-Activity report with photographs.* Verification visits
 | Input sector focal person, Program manager and operations team member |
| 1. Motorcycle mini-truck (Raksha) based seed sales promotions held by seed retailers during market days
* Company must help the seed retailers to prepare seed sales promotional plans and promotional messages, consolidate them and submit to Mercy Corps for approval
* Company must help retailers to come up with a strategy to attract farmers to the promotional events
* Mercy Corps team will attend some market-days sales events at random to verify.
* Farmers attending must be sensitized on the advantages of improved seeds, the types of improved seeds available and where farmers can get them.
* Company should ensure the seed retailer has assorted seeds to sell during these promotional sales.
 | 20  | Absolute  | * Document review

-Activity report with photographs.Verification visits | Input sector focal person, Program manager and operations team member |
| 1. Radio talk-shows of 1 hour each held to sensitize farmers on advantages of improved seeds.
* Spaced at least one month apart, at the beginning of the agriculture season
* Radio talk shows should educate farmers on the benefits of certified seeds.
* Talking points should be submitted by the company to Mercy Corps for approval.
* Farmers should be mobilized in advance through radios and community events to listen in. This must be included in the milestone report with particulars such as frequency, content, estimated impact and suggestions for future similar activities
 | 2  | Absolute | Document review- Report on talk-shows.Voice Recording of talk-shows Physical verification  | Input sector focal person, Program manager and operations team member |
| 1. Radio adverts promoting certified seeds aired in 4 months.
* Radio adverts to promote seed sales retail shops/networks and certified seeds.
* The program team must approve the advert content prior to airing. This must be included in the milestone report with particulars such as frequency, content, estimated impact and suggestions for future similar activities
 | 244 radio adverts.  | Number of adverts is Absolute  Advert design is relative | Document review-report of the adverts, contentVoice recording of the adverts. Physical verification by listening in | Input sector focal person, Program manager and operations team member |

**Deliverable 5: Seeds of groundnuts, sesame, Sorghum and vegetables sold at 25% price to 5,000 small holder farmers in at least 20 targeted villages by August 30, 2021.**

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| **Parameter** | **Target Value** | **Margin of Error** (Absolute or Relative) | **Testing Method** | **Performed / Reviewed by:**  |
| Number of farmers purchasing certified Sesame, groundnuts, Sorghum and vegetable seeds are at a subsidized price (Mercy Corps portion not exceeding $62) during seed sales promotions * Seeds to be subsidized includes following types: seed, Sesame, Groundnut, Sorghum and Vegetables.
* The seeds must have been tested and certified by the government seed certification agency and certificate issued to ascertain they are of good quality. Certificate must be provided for all seed lots.
* Mercy Corps staff will identify farmers who fit the criteria supposed to buy the seeds and send the names to the seed company or issue them vouchers.
* Mercy Corps staff will be present at all seed sales venues to ascertain that sales took place and sign on seed sales sheets.
* The company and Mercy Corps will mobilise community leaders to be present at seed sales to ascertain each seed sale to the beneficiaries and will also be required to sign on each seed sales form.
* The company will write a seed sales report with a seed sales list signed by farmers, Mercy Corp staff and community leaders along with any other documentation mandated by Mercy Corps
 | 5000 farmers  | Relative. The quantity is not fixed since farmers will make a choice of which seed type to buy and in which quantity on the day of the sales promotion  | Document review:-Seed sales register countersigned by Mercy Corps staff, community leader ad company sales agent. -Seed sales report -Seed quality certificate.-photographsphysical verification of all sales. | Input sector focal person, Program manager and operations team member |

**Deliverable 6: Environment: At least 20 farmers sensitization sessions for sustainable or climate friendly agriculture activities**

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| **Parameter** | **Target Value** | **Margin of Error** (Absolute or Relative) | **Testing Method** | **Performed / Reviewed by:**  |
| 1. Environmental Sensitization strategy developed and used to train farmers

Company should identity negative environmental impacts that may come out of farmers using certified seeds (this can be tree cutting to clear gardens, improper disposal of seed packaging, mono cropping etc)The strategy and message must be submitted to Mercy Corps or approvalActivity can be combined with other activities in which case, only additional costs to what was already used to organize the will be eligible. | 1 strategy used to sensitize farmers about environmental sustainable practices | Relative  | Document review- the strategy, report, photographs | Input sector focal person, Program manager and operations team member |
| 1. Number of environmentally focused activities such as sensitization sessions held
 | 20, one in each community | Absolute | Document review- the strategy, report, photographs | Input sector focal person, Program manager and operations team member |

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| Contract Testing RequirementsThe program manager and the program team will ensure every deliverable is met according to prescribe standards through monitoring visits and prior-approvals of items like plans, messages, design etc. as indicated above. One program staff will be fully dedicated to monitoring this service contracts with support from the program manager, M&E staff and operations staff. For all activities, service contractor plans will be submitted in advance to enable program staff to monitor and provide advice as necessary.For the seeds, the program manager and team will verify the seeds quality certificate before each the seeds are sold. The Certificate must be having been issued by a government mandated and competent authorized certification agency (seed administration department from Ministry of Agriculture). * For products, 2% of the consignment received per retailer will be inspected. This inspection will occur for every shipment/order delivered to the retailers. For the order to be considered as non-conforming, a minimum of 5% of the seed packages must be lacking in quality as compared to certification standards, damage as a from poor transportation, handling and storage. The non-conforming consignment will be rejected.
* For Services, program teams will continuously review and monitor the activities of the companies sch as trainings and the activity of the retailers vis-à-vis the various services they are expected to render to ensure they conform to the agreed scope of work and contract.

The extension activities provided by the seed retailers/sales agents to farmers is an embedded service not paid for by Mercy Corps so the company cannot be held liable for the quality but at least the retailers but have been trained correctly and provided with the information materials. |

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| Non-ConformanceThe quality control team, will provide collective feedback on a product. If the product does not meet required standards, the quality control committee will provide two rounds of feedback on any product that does not meet the required standards. On the third round of feedback, the quality control committee will inform the service provider that their deliverable does not meet the required standards, and that they are at risk of losing payment for that deliverables. If the issues are still not corrected, the QC committee will meet with the Operations Manager and SAFE program director and other relevant stakeholders to determine which portion of payment will be withheld, and make a recommendation. The SAFE program (consortium) director will be responsible for communicating to the lead firm about modified payments due to incompletion/poor completion of deliverables.  |