



## **Awareness campaigners of local public DSA benefits to farmers**

### **Proposal requirements**

1. Awareness execution plan for the DSA benefits awareness campaign. Plan, strategy and timeline effectiveness
2. Campaigners' ability to actively engage with farmers during the campaign. Provision of two-way communication, answering questions, and addresses concerns raised by the farmers.
3. Awareness creators use creative and innovative approaches to capture farmers' attention and make the awareness campaign memorable, unique and engaging strategies that lead to better results.
4. Excellent understanding of the local farming community's needs, challenges, and preferences. Tailoring the campaign to the specific context of the area that significantly impact its effectiveness.
5. Campaigners reach to the farmers across the local region. Effective use of various channels and methods to ensure the information is accessible to a wide audience.
6. Collaborations with local organizations, agricultural experts, or community leaders to strengthen the campaign's impact and credibility.
7. Campaigners ability to collect relevant data and feedback during the campaign and use it for analysis. This will lead to data-driven insights can help measure the campaign's success and identify areas for improvement.
8. Ability to adapt their approach based on feedback and changing circumstances. An agile campaign can respond effectively to emerging challenges and opportunities.
9. Measurement of the impact of the awareness campaign on farmers' understanding and participation in the DSA program by using metrics and key performance indicators (KPIs) to gauge success.
10. Following ethical practices throughout the campaign, ensuring transparency and accuracy in the information presented to farmers.
11. A demonstrated commitment to the long-term success of the awareness campaign. By having plans for follow-up activities or continuous support for farmers.
12. How many years of experience do you have in offering the services in your category?

## APPLICATION PROCEDURE

- Applicants meeting the above criteria should start by filling this **Link:** <https://forms.office.com/r/nqT7X94gfc> to provide basic information. This should be followed by
- Submission of written proposals (not more than 10 pages) to reach the undersigned on or before **Thursday 7<sup>th</sup> September 2023.**
- Proposals should be accompanied by evidence of meeting the criteria set out above (as attachments/annexes).
- Proposals should be submitted via email to: [admin@acwict.org](mailto:admin@acwict.org)

***With a subject line reading: Awareness campaigners of local public DSA benefits to farmers***