

**Sindh Water and Agriculture Transformation
(SWAT) Project**

**Terms of Reference for
Third Party Validation (TPV)
Flood Emergency Rehabilitation Component**

Agriculture Component

**Agriculture Delivery Unit/PMU (ADU)
April 2024**

Acronyms

ADU	Agriculture Delivery Unit
BISP	Benazir Income Support Program
BoR	Board of Revenue
DG	Director General
ESMP	Environmental and Social Management Plan
FERC	Flood Emergency Rehabilitation Component
FA	Field Assistance
GoS	Government of Sindh
GRM	Grievance Redressal Mechanism
HBL	Habib Bank Limited
IDA	International Development Association
IT	Information Technology
ICT	Information & Communication Technology
IVR	Interactive Voice Response
NITB	National Information Technology Board
NGO	Non-Governmental Organization
PDD	Planning and Development Department
PCMU	Project Coordination and Monitoring Unit
SIDA	Sindh Irrigation and Drainage Authority
SWAT	Sindh Water and Agriculture Transformation
TPV	Third Party Validation
WB	World Bank

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1. Flood Emergency Rehabilitation Component (FERC)_ Under SWAT Project

The SWAT FERC aims to support Sindh's farmers in recovering from the 2022 floods. Farmers in Sindh lost income from the crops that were damaged by flooding, limiting their ability to finance the inputs for the next season (rabi). To support farmer's recovery from these losses, the FERC has provided cash subsidy transfers to farmers growing wheat for the Rabi season 2022-2023. Farmers may use this subsidy to finance their priority agricultural needs, such as seeds, fertilizer, machinery, and land management etc. The Agriculture extension department engaged NITB to establish and manage the database of beneficiary farmers who registered to the program on a voluntary basis. BISP and HBL were in charge of the transfer of subsidy to the verified beneficiaries wherein HBL virtual accounts were created of the beneficiaries to transfer the subsidy amount into their account/ cash by providing bio-metric verification with original CNIC through the established camp-sites in various districts.

The cash subsidy program consists of two tiers:

1. Area-Based Allocation: All landholders holding up to 25 acres are eligible to receive PKR 5,000 per acre of wheat area sown in 2022-23 rabi season.
2. Lump Sum Allocation: Landholders holding up to 12.5 acres will also receive a lump sum amount PKR 60000.

Through this subsidy program 298,966 are total registered and verified eligible farmers. As of now (03rd May 2024) 208,207 farmers have received cash subsidy.

1.1 Objectives of the assignment

The objective of the assignment is to conduct a Third-Party Validation (TPV) to validate whether the farmers have received the cash amount provided under the subsidy program. The TPV will also help collect additional information on how beneficiary farmers have used the cash-subsidy received. It is proposed to conduct this TPV through Interactive Voice Response (IVR) to obtain rapid and reliable responses from 100% of the beneficiaries.

2. Process of TPV through Robo Calls

The verification will be done through the Robo Call system using the Interactive Voice Response System. The system will make calls to 100 percent beneficiaries' database who have received cash subsidy. Out of 100 percent calls the system will ensure that at least 50% of beneficiaries receive calls and respond. The robocall will be sent to the benefited farmers in local languages (Sindhi and Urdu). The system will generate calls that will be sent to the registered farmers on their respective mobile numbers, asking them about the received amount. If the farmers have indeed received the cash amount, they will confirm it by pressing the designated number on the phone keyboard.

3. Deliverables and Output

3.1 Design Stage

- Provide a script that outlines the message to be delivered during the robocall. The script may include information about the FERC and SWAT projects.
- Produce a pre-recorded message that will be played during the robocall.
- Provide a call list that includes the phone numbers to be dialed during the campaign.

3.2 Implementation Stage

Provide weekly system-generated reports that include the following elements:

- The number of farmers who have been approached through robocalls.
- Number of farmers who are not able to receive calls due to technical reasons (i.e. networking issues etc.)
- Farmers having dropout calls.
- Summary report Answer, No-Answer and Completely Listen Robo Calls.
- Number of calls made to the respective farmers who have completed robocalls.
- The system should have a web-based dashboard and comprehensive reporting modules to extract reports as per the desired format and analysis in tabulation on the responses of cash subsidy beneficiaries.
- The assignment should be completed within four weeks and concluded with a final report summarizing all the metrics and analytics related to the robocall campaign.

4. Selection Criteria

- Have a registered/incorporated company/firm in Pakistan with relevant business experience (IT) of at least ten (10) years.

- Must be registered with Tax Authorities as per prevailing tax Laws (Only those companies that are validly registered with Government legal entities, sales tax and income tax departments) and on active tax payer's list;
- Should have similar experience of running IVR-based 3rd party validation projects.
- The firm should have relevant qualified personnel and enough strength to fulfill the requirement of assignment, including a technical and operational team available for support 24 hours a day, 7 days a week, throughout the assignment.

5. Selection Method

The assignment will be conducted by an IT firm with confirmed experience in conducting IVRs. The procurement shall be undertaken in accordance with the RFQ method through the World Bank's Procurement Regulations for IPF Borrowers Goods, Works, Non-Consulting and Consulting Services Fourth Edition November 2020.