



DRAFT
TERMS OF REFERENCE FOR
THE SIMPLIFICATION AND TRANSLATION SERVICES OF THE UGANDA SESAME 1628
STANDARD

Background:

In order to increase competitiveness, the East African community in 2013 introduced the harmonized standards for agricultural produce including maize grains in order to reduce maize rejections across the borders by the partner states. In line with the provisions of the EAC customs Union and the Common Market Protocol, the treaty seeks to eliminate Non-Tariff Barriers and create an environment that would enable free movement of goods across the region. In addition, it is also in line with the treaty for establishment of the EAC in Article 110(b) where partner states undertook to harmonize quality and standards of inputs and products including food additives.

Despite the provided legal frameworks, the challenge at hand was that stakeholders in the grain sector have been unable to meet the standards and thereby take advantage of the full potential of the national and regional markets. For example in 2013, Tanzania rejected a consignment of maize from Uganda due to high levels of Aflatoxine. The reasons for failure to meet standards are numerous and may include the complex nature of the standards, lack of awareness about their existence, and limited capacities of stakeholders to meet the specifications embedded in the standards.

It is against this background that SEATINI-Uganda supported Uganda National Bureau of Standards developed the Uganda sesame standard to improved the quality of sesame that can comply with national and regional standards. Due to the technicality in the sesame standards, there is need to translate the English version into a simplified and user friendly version to

ensure that the majority users who are also local residents and who may not read and write in English are able to use and understand it. The project was implemented in the districts of Nakaseke, Masindi and Lira with the financial support from Trade Mark East Africa and aimed to achieve:

- Reduction in maize and sesame metric tonnes rejected at the districts/borders that do not meet quality.
- Increased incomes at household level especially for women producers of sesame.
- Targeted farmers and households aware of standards by June 2016.
- Stakeholders' recommendations on domesticating EAC Standards incorporated in implementation of EAC maize standards by June 2015.
- Developed sesame standard.
- Pricing in line with grades instituted as a reward for compliance.
- Behavioural and attitude change among the value chain actors on compliance with standards.

Therefore SEATINI Uganda seeks to contract the services of a Translator to translate English popular versions of Uganda 1628 sesame standards to Luo dialect. The translated materials are expected to enhance understanding and appreciation, of, and compliance with, the Standard by the cross-section of key stakeholders in safe sesame grains for consumers, traders and processors within Uganda and beyond.

Description of Services

The Translator shall work with the taskforce coordinated by SEATINI to oversee the design and translation of the popular version of the sesame standards. The translator will be responsible for carrying out tasks including, but not limited to the following:

- Review of the Uganda Sesame 1628 standards to understand the technical requirements
- Review the approved awareness/dissemination materials for sesame standards available.
- Identify, include and Translate photos, illustrations, cartoons with their captions in the context of the standards
- Ensure that all English texts have been translated according to the commonly spoken dialect/language
- Submit the translated sesame standards to members selected by SEATINI
- Collaborate with a graphic designer hired by SEATINI during the design and layout of the translated sesame standards to ensure accuracy by attending meetings to enable speedy completion of the work.
- Ensure that quality check and proof reading including Vocabulary, sentence and grammar as well as all relevant terminology are up to standards.
- Submit deliverables on time as agreed

Delivery of Services

- Deliver both hard and electronic translated text corresponding to the English text including photo and illustrations captions etc for the relevant dialect/language.
- In collaboration with a SEATINI hired graphic designer, submit translated draft sesame standards and ensure the design is agreed upon with SEATINI.
- Present the translated sesame standards at a meeting organized by SEATINI to ensure clarity of the message being communicated in the materials, and include provided relevant comment in the translated materials.
- Present the translated sesame standards to graphic designer for the final product.

Reporting

The consultant will during the course of this assignment report to the Country Director and Programme Officer – Regional Integration- SEATINI Uganda

Timeframe

The evaluation will run for 15 days from the date of contract signing.

The timeframe for the assignment is:

Task	Responsibility	Date
Meeting and briefing of the service provider		
Desk review, write and Submit Inception document		
Meeting of service provider and Approve Inception document		
Content development and analysis including designs, illustrations etc		
Prepare and submit Draft translated document		
Meeting to discuss draft translated document, presentation of findings, input feedback		
Submit Final document		
Final document approved		

Submission of proposal

Interested candidates should submit their technical and financial proposals including the CVs of the team and samples of previous work done, addressed to the Country Director: SEATINI Uganda, email: seatini@infocom.co.ug, CC: malegam@gmail.com. P.O.Box 3138, Kampala, Uganda, Plot 806.Block 213. Bukoto – Kisasi Road by **30th November 2016**