

**REQUEST FOR PROPOSAL  
AYuTe Annual Survey  
No. 20240501RNG**

**Funded by: Heifer International**

RFP Release Date:	<b>May 06, 2024</b>
Performance Period:	<b>3 years starting in 2024 through 2026</b>
Proposal Submission Deadline:	<b>May 19, 2024</b>
Question/ Inquiry Submission Deadline:	<b>May 11, 2024</b>
Electronic submission to the attention of:	<b>procurement-rng@heifer.org</b>
Contact information for inquiries about this RFP:	<b>procurement-rng@heifer.org</b>

**1. INTRODUCTION**

Heifer International is a global non-profit organization which works with a goal of ending poverty and hunger in a sustainable fashion through agricultural interventions. Heifer has been active in Africa for more than 49 years. Heifer currently operates in the following countries in Africa: East Africa: Ethiopia, Kenya, Rwanda, Tanzania, and Uganda; West Africa: Nigeria and Senegal; Southern Africa: Malawi, Zambia, and Zimbabwe.

**1.1. Background**

As Heifer reflects on programmatic delivery and sustainable impact over the next ten years, it is focusing on catalyzing the strategic shift needed to secure a sustainable and dynamic future for Africa’s smallholder farmers and agricultural sector by working with young African entrepreneurs to develop innovations and technological solutions. As part of this process, Heifer is implementing an agribusiness competition, AYuTe Africa Initiative (AYuTe stands for Agriculture, Youth and Technology), that will foster the creation of social businesses that address challenges faced by smallholder farmers in Africa, providing the support and financing they need to go from concept to market. For more information on AYuTe, please visit our website at [www.ayute.africa.com](http://www.ayute.africa.com)



The program also seeks to elevate agriculture as a desirable occupation with several opportunities for leveraging and integrating technology from farm to market, making the sector more attractive to the next generation of farmers. Specifically, this agribusiness innovation initiative is designed to catalyze ground-up innovation from young Africans who would otherwise not innovate in the agricultural sector.

**Key issues giving rise to this project:**

- The urgent need to help smallholder farmers leverage technology to unleash the potential in the agricultural sector whilst protecting them from the changing environment.
- Agriculture is not an attractive sector for young Africans who are early adopters of technology.
- The average age of SHFs is 60+ giving rise to the question, who will be feeding the world from 2030?

**Objectives of the program:**

Understanding the need to identify, empower and position the next generation of farmers in Africa, the program has the following objectives:

- Increase efficiency in agriculture production and productivity for SHFs leading to increased income.
- Increase jobs for youth.
- Elevate agriculture as a desirable occupation with meaningful technology-based jobs for youths, reversing the stigma that has driven young Africans from the farms to the cities.
- Support the process of uncovering and bringing to market, home-grown technology and innovation that will protect smallholders from the effect of climate change and reduce the physical efforts required to increase productivity and income.

This scope of work (SOW) provides the description and work to be done to conduct annual survey for the next **3 years starting in 2024 through 2026**. The survey is aimed at measuring achievements using the established key performance indicators KPIs and comparing same with baseline figures. The annual survey is expected to investigate impact, efficiency, and effectiveness of the project in achieving its intended goal and make recommendations. This SOW has the following sections: background; justification, scope and objectives; methodology; deliverables and timeline.

**1.3. Purpose of the Annual Assessment**

The AYuTe Program has a total of 14 different indicators collected for tracking and measuring the performance and progress towards the objectives and goal. The indicators measure the performance at different levels of output, outcome and impact, and per the level of measure,



the frequency of the indicators include monthly, quarterly, annually, baseline and endline data collection. Of the 14 indicators, 8 are collected annually. This annual survey is designed therefore to collect estimates for the annual performance indicators of the program. The survey is also intended to measure the impact, efficiency and effectiveness of the program across different innovations rolled out and in all 5 AYuTe implementation countries annually in the first 3 years.

#### **1.4. Objective of the Survey**

The primary objective of this survey is to collect, analyze and report data estimates for the annual performance indicators at the beneficiary level on the outputs and outcomes of the Nigeria Livelihoods Project. The result of the survey will be used as learning process as well as strengthen and improve the intervention strategies within the programme. The survey will focus on the following annual performance indicators:

1. Number of beneficiaries in the pathway to reaching a Sustainable Living Income
2. Daily per capital expenditure (as proxy for income)
3. Beneficiaries Actual Income.
4. Average yield of agric. commodities among serviced smallholder farmers.
5. Value of Commodities Produced, Marketed, and/or processed.
6. Number of individuals who have applied improved management practices or technologies with AYuTe support.
7. Number of technological innovations introduced to beneficiaries with AYuTe support.
8. Value of leveraged funds in USD (contribution of partners, government or private sector) for technological innovation development in agriculture as a result of AYuTe support.
9. Number of hectares of farmland cultivated or livestock farm activated with technological innovations with AYuTe support.
10. Number of Jobs Created or Businesses Strengthened (Disaggregated by Farmer-Owned and Non-Farmer Owned).
11. Number of tech innovation services request received from smallholder farmers.
12. Percentage of tech innovation services request received from smallholder farmers and served.
13. Number of individuals trained in agritech businesses including use and operation of farm implements with AYuTe support.
14. Depth of poverty (mean distance below the poverty line calculated from per capita expenditures - mean percent shortfall relative to the \$1.25 poverty line
15. Demographic and socio-economic profile indicators of smallholder farmers
16. Social Return On Investment SROI.

#### **1.5. Scope of the Survey**

The survey will draw samples for data collection from all program implementing countries Nigeria, Rwanda, Uganda, Senegal and Kenya. Samples will be representative of states, counties, local government areas. The annual survey will collect data on 16 annual indicators included in



key performance indicators table described in the project activity monitoring and evaluation plan and indicator performance tracking table. Data collection, analysis and reporting will cover specific disaggregation of each of the annual indicators.

## **2. METHODOLOGY**

The baseline survey shall be done by an External Consultant and supported by AYuTe MEL team at the region and country offices. The research methodology is expected to consist of a mixture of statistically robust Household surveys and Focus Group Discussions (FGDs) in the target communities using a structured questionnaire to be developed by the Consultant with guidance from AYuTe MEL team focusing on a set of pre-agreed indicators.

The consultant is expected to submit a technical proposal providing details on the sampling framework, the sample size and corresponding power calculations, and the proposed surveying techniques and protocols.

## **3. SPECIFIC TASKS**

### **3.1. Task for Consultant**

1. Review existing documents to capture relevant information to serve as baseline data
2. Prepare and submit workplan to include tools and training plan.
3. Propose a sampling strategy –
4. Develop simple, easy to use assessment tools for data collection and analysis.
5. Conduct training of survey team and pre-testing of data collection and entry
6. Conduct data cleaning and analysis
7. Conduct data analysis and submit initial draft report of analysis to the project team
8. Incorporate comments on draft analysis into the draft report of annual survey
9. Present final draft report to program team
10. Finalize draft report and submit to Heifer team: This must at a minimum contain:
  - i. Title page
  - ii. Table of content
  - iii. Executive Summary
  - iv. Introduction
  - v. Objectives of the annual survey
  - vi. Methodology – process how the survey was conducted
  - vii. Findings and analysis per Country
  - viii. Limitations

- ix. Challenges
- x. Conclusion and summary for the project
- xi. Annexes

11. Oversee implementation of the surveys (daily quality control of questionnaires, etc)

### 3.2. Task for the MEL Team

The MEL team will be involved in all the phases of the annual survey and will take supervisory role in ensuring quality and data integrity. Specifically, the team will be responsible for the following:

1. Support the conduct of training of survey team and pre-testing of data collection.
2. Ensure a high-quality survey and data integrity.
3. Support in reviewing reports and tools.

### 3.3. Required expertise, skills and knowledge are as follows:

The team that will be involved in the annual should have a minimum of master’s degree in agricultural economics/economics, statistics, social science, computer science or other related discipline.

- Minimum 10 years of work experience in conducting sound and thorough technical evaluations of similar projects.
- Evidence of success in completing similar studies
- Strong qualitative research and analytical skills
- Proven record of excellent management, leadership, decision-making and interpersonal skills
- Proven strong, clear technical writing and oral presentation skills in English.
- Proven ability to prepare high-quality technical reports on time.

## 4. DELIVERABLES AND TIMELINE

The survey will hold annually for 3 years starting from 2024 through 2026. It is expected to take place within a period of not more than 36 days in each year within the months of July and August.

Deliverable	Description of Deliverable	Number of days
Inception phase report which must include final research instrument and research methodology.	Inception phase (including development of research instruments and finalisation of methodology)	5 days
Final training manual, field activity report including sampling frame.	Primary research - Field work, including pilot and Training	18 days
Data list and preliminary results	Data cleaning and analysis	6 days

Baseline first draft Report.	Development of Draft Report for review by AYuTe team.	4 days
Baseline second draft report	Presentation of draft report	2 days
Baseline final Report	Final report preparation and submission of Final Report	1 day
<b>36 days</b>		

## 5. PROPOSAL SUBMISSION REQUIREMENTS

Organizations and individual consultants interested in undertaking this assignment are invited to submit their proposals electronically via email. Please use the subject line '**AYuTe Annual Survey**' and send your proposal to **Procurement-RNG@Heifer.org**. Additionally, kindly CC **ignatius.nmakwe@heifer.org**. The submission deadline is **May 19, 2024**.

Submission must be in English and typed single-spaced on standard type white paper. All pages must be numbered, including the Request for Proposal (RFP) reference number and name of the organization at the bottom of each page.

All the interested bidders will submit their proposals with the following information:

### 1. Technical Proposal [not to exceed 6 pages]

#### a. General Information [not to exceed 1.5 pages]

- Organization overview
- Capacity statement
- Website
- Attachments:
  - Evidence of satisfactory records of performance, integrity, and business ethics.
  - Evidence of adequate management and financial capacity to manage the award.

#### b. Technical Approach [not to exceed 4.5 pages]:

- A detailed methodology of how the assignment will be conducted, including a qualitative sampling strategy, data collection methods, field procedures, quality control practices and data analysis.
- List and briefly describe the team and its proposed personnel, indicating what role each proposed individual will have and the qualifying skill set for the position. Curriculum Vitae (CV) of key personnel to be provided in attachment.
- A clear and comprehensive work plan, outlining the major activities, parties responsible and time schedule.



- Organizational capacity statement, including past experiences and activities related to the theme of the study, and experience. Reference information must include the location, award numbers, and brief description of work performed.

**2. Financial Proposal**

Proposed budget must be submitted separately. The proposed budget should have sufficient detail to allow the evaluation of costs proposed. It should at least contain:

- Itemized budget
- Narrative explanations of line items
- Heifer reserves the right to request further information supporting detailed costs and prices.

**6. LATE SUBMISSIONS AND MODIFICATIONS**

Proposals received after the submission deadline will not be considered. Applicants are responsible to ensure their proposal are submitted according to the instructions stated herein. Heifer retains the right to terminate this call for EOI or modify the requirements upon notification to the applicants.

**7. SELECTION CRITERIA**

Submitted proposals must clearly demonstrate alignment with the SoW outlined above and with the appropriate level of details. Heifer’s goal is to ultimately sign on with the Offeror whose proposal best follows the instructions in this RFP, includes the strong evaluation team, and is most cost effective.

Proposals will be evaluated according to the following criteria:

<b>Proposal evaluation focus</b>	<b>Percentage</b>
Accuracy and relevance of the proposed technical approach and methodology	30%
Completeness of proposal according to the RFP (general information, activity plan, budget, team expertise, etc.)	10%
Proposed team: expertise and competencies to address project components	20%
Relevance and capability/skill to implement/manage the assignment	20%
Budget justification and costs realism	20%



The selection committee will evaluate the technical proposal based upon the criteria listed above and they will evaluate the financial proposal based on cost reasonableness and cost-effectiveness in the budget.

## **8. VALIDITY OF PROPOSALS**

Proposals submitted shall remain open for acceptance for Twenty-One (21) days from the last date specified for receipt of the proposal. This includes, but is not limited to pricing, terms and conditions, service levels, and all other information. If your organization is selected, all information in this document and the negotiation process is contractually binding.

## **9. LIMITATIONS**

This Request for Proposal does not represent a commitment to award a contract, to pay any costs incurred in the preparation of a response to this RFP, or to procure or to contract for services or supplies. Heifer reserves the right to fund any or none of the applications submitted and reserves the right to accept or reject in its entirety and absolute discretion any proposal received because of the RFP.

## **10. INTELLECTUAL PROPERTY**

Section 1. Ownership Generally. Subject to Section 2 below, any intellectual property (including but not limited to copyrights, trademarks, service marks, and patents), intellectual property rights, deliverables, manuals, works, ideas, discoveries, inventions, products, writings, photographs, videos, drawings, lists, data, strategies, materials, processes, procedures, systems, programs, devices, operations, or information developed in whole or in part by or on behalf of Contractor or its employees or agents in connection with the Services and/or Goods (collectively, the "Work Product") shall be the exclusive property of HPI. Upon request, the Contractor shall sign all documents and take all actions necessary to confirm or perfect HPI's exclusive ownership of the Work Product.

Section 2. Prior-Owned Intellectual Property. Any intellectual property owned by a Party before the Effective Date ("Prior-Owned IP") shall remain that Party's sole and exclusive property. Regarding any of Contractor's Prior-Owned IP included in the Work Product, Contractor shall retain ownership, and hereby grants HPI a permanent, non-exclusive, royalty-free, worldwide, irrevocable right and license to use, copy, reproduce, publicly display, edit, revise, perform, and distribute said intellectual property, in any format or any medium, as part of the Work Product.

Section 3. Work Made for Hire. To the extent copyright laws apply to the Work Product, the Parties agree that (a) HPI specially ordered or commissioned the Work Product, (b) the Work Product is a "work made for hire" under United States copyright laws, and (c) HPI shall be deemed the author thereof and shall own all right, title, and interest therein. To the extent such rights, in whole or in part, do not vest in HPI as a "work made for hire", Contractor hereby irrevocably grants, assigns, and transfers to HPI, exclusively and in perpetuity, all of the Contractor's rights of any kind or nature, now known or hereafter devised, in, too, and in





connection with the Work Product, and HPI shall solely and exclusively own any rights therein, and in the elements thereof, including but not limited to any allied, ancillary, subsidiary, incidental, and adaptation rights. The contractor hereby waives all rights known as "moral rights", and any similar rights, which Contractor may have in connection with the Work Product. The description of Services and/or Goods provided in this Agreement shall in no way limit the way HPI may use the Work Product.

## **11. DIVERSITY AND INCLUSION**

Heifer International values diversity, equity, inclusion and belonging ("DEIB"), and believe that effectively accessing and managing diverse talent leads to improved outcomes. HPI takes a broad view of diversity, and inclusive of varied backgrounds including, but not limited to, age, experience, race, ethnicity, sexual orientation, gender, gender identity, disability status, national origin, and culture. HPI expect third-party providers to respect and reflect HPI's value of DEIB. HPI's ongoing monitoring of third-party service providers incorporates an assessment of vendors' commitment to, adherence with, and track record of accessing and retaining diverse and inclusive workforces.