



Project/Activity Name:	KENYA LIVESTOCK MARKETING AND RESILIENCE PROJECT(KLMP)
Agresso Work Order:	KE0864HIKE00
Country:	KENYA

REQUEST FOR PROPOSAL

PROVISION OF SERVICES: CONDUCT ANNUAL OUTCOME MONITORING SURVEY FOR THE KENYA LIVESTOCK MARKETING AND RESILIENCE PROJECT.

Funded By
Swedish International Development Cooperation Agency (SIDA)

RFP Release Date:	21 st May 2025
Proposal Submission Deadline:	3 rd June 2025
Question/ Inquiry Submission Deadline:	29 th May 2025
Electronic submission to the attention of:	Procurement Kenya
Electronic submission:	procurement-ke@heifer.org
Contact information for inquiries about this EOI:	procurement-ke@heifer.org
Performance Period:	June 2025 to July 2025



1. BACKGROUND INFORMATION

Heifer International Kenya

Heifer International Kenya has been operating in Kenya since 1981 with a mission to work with communities to end hunger and poverty while caring for the earth. Heifer's vision is "a world of communities living together in peace and equitably sharing the resources of a healthy planet." Using a values-based community development approach, Heifer Kenya works with communities to strengthen the local economy, diversify diets with better nutrition, and properly manage water and soil systems for future generations.

Heifer's pro-poor development approach focuses on creating wealth through viable value chains that harness the social capital of communities to drive market development. After over seven decades of proven community development approach and expertise to support smallholder farmers around the world to lift themselves out of poverty, Heifer International is now accelerating its strategic approaches to closing the Living Income (LI) gap, through the design and implementation of Signature Programs. Such programs are designed to be long-term (up to 10 years), private sector driven and promote scale, working in partnerships with private and public sector actors for permanence of impact.

Amongst its current portfolio is the Kenya Livestock Marketing and Resilience project (KLMP).

2. ABOUT KENYA LIVESTOCK MARKETING AND RESILIENCE PROJECT

The Kenya Livestock Marketing and Resilience project (KLMP) is part of the Heifer Kenya Signature Program, Practice for Change. The project will be implemented in 9 Counties across Kenya, namely: Kajiado, Isiolo, Busia, Kakamega, Nandi, Uasin Gishu, Trans-Nzoia, Nakuru and Bungoma. The overall goal of KLMP is to strengthen the production and marketing systems for improved livelihoods and resilience among 38,000 poultry and beef-producing households, moving them towards achieving a living income of USD 4,331 annually by 2026. KLMP is a co-created intervention between SIDA and Heifer Kenya aligning with the new SIDA Kenya strategy (2021-25).

The KLMP project provides Heifer International Kenya the opportunity to expand into the red meat value chain in the Arid and semi-Arid lands (ASALs) while deepening Heifer's interventions in the Lake Basin Economic Block (LBEB), targeting the poultry value chain with the highest impact among the smallholder farmers, youth, and women. The poultry value chain has been identified as one of the dominant value chains in the region through consultations with the respective county governments and stakeholders in the LBEB.

The KLMP objectives include:

- Strengthening production systems for improved resilience and livelihoods
- Strengthening market systems, infrastructure, and business relationships
- Pastoralists, agro-pastoralists and partner institutional capacities strengthening for natural resources management (NRM) and conservation.

3. OBJECTIVES OF THE ASSIGNMENT

Heifer Kenya seeks to hire an individual or consulting firm to conduct an outcome monitoring survey for the Kenya Livestock Marketing and Resilience Project through which the findings will establish the status of the project's key performance indicators at the end of FY '25 which covers July 2024 to June 2025.

The survey is intended to provide summary statistics that show the current picture with respect to Heifer International's global and project-specific indicators. It is also expected that the report of the survey will provide the status of the outcomes/impact indicators of the KLMP Project. The data collected will be both qualitative and quantitative in nature and will include information gathered on the outcome indicators.



The outcome monitoring survey will also provide information to be used in subsequent assessments of how efficiently the project activities are being implemented and the eventual results of the project activities for ensuring accountability to partners and other stakeholders but also how the project interventions are impacting the lives of beneficiaries.

Practice for Change (P4C) will want to use this opportunity to measure the status of all the program indicators to establish the status of the Global indicators as well as the project specific indicators (PSIs). Therefore, the FY '25 Practice for Change (P4C) Outcome monitoring survey will be conducted on the twenty (9) Heifer's Global indicators and the project specific indicators both at the country and project level, as described in the table below: Heifer International's Global indicators, details and calculation methods will be shared with the selected consultant.

S/N	Global Indicators (GI Indicators)
	Heifer Household Transformation Model (HHTM)
1	GI 1 - Actual Income
2	GI 2 - Household Dietary Diversity Score (HDDS)
3	GI 3 - Months of Adequate Household Food Provisioning (MAHFP)
4	GI 4 - Women making households decisions jointly
5	GI 5 - Women in leadership positions
6	GI 8 - Farmer Owned Agribusiness Strengthen
7	GI 9 - Value of commodities
8	GI 11 - Household adopting Climate Smart Agriculture (CSA) Techniques
9	GI 12 - Land restored from prior degradation
	KLMP Project Specific Indicators (PSIs)
10	Percentage increase in beef production and productivity
11	Percentage increase in poultry production and productivity
12	Percentage reduction in beef mortality rate
13	Percentage reduction in poultry mortality rate
14	Value of beef products marketed or processed
15	Value of poultry products marketed or processed
16	Proportion of women and youth owned FOABs that have become profitable.
17	Number of beef FOABs with increased access to quality input (feeds, improved breeds) services (extension including vet & AI, innovative finance) and technologies
18	Proportion of target producers belonging to established FOABs
19	Percentage increase in consumption of beef products at household level
20	Percentage increase in consumption of poultry at household level
21	Poultry Productivity (Live birds, eggs productivity, MOCs)
22	Percent of households adopting improved beef production systems
23	Percent of households adopting improved poultry production systems
24	Percent of women and youth representation in target value chains
25	Gross profit margin

4. EXISTING PROJECT DOCUMENTATION AND BACKGROUND INFORMATION

The following are available documents in addition to any other document which will be used during the FY '25 outcome monitoring survey for reference:

- I. KLMP Project documents as well P4C design documents
- II. Project MEL Plan
- III. Project semi-annual, and annual reports
- IV. Project baseline reports
- V. Group and participant profiles



- VI. Heifer International's Global Indicators and corresponding questionnaire
- VII. Heifer International's performance Indicators Reference Sheet (PIRS)
- VIII. Any additional resources deemed necessary by the consultant team which should be used as reference that are not project specific.

5. SCOPE OF WORK

The Consultant will be responsible for the quality and timely submission of specific deliverables, as specified below. All documents should be well written (reader friendly and communicative), inclusive and have a clear analysis process.

Based on these Terms of Reference, key responsibilities of the Consultant include:

- I. Review of program documents for clearer understanding of the project
- II. Familiarize with Heifer Global Indicators.
- III. Adopt, adapt and apply Heifer existing questionnaires available on SCTO, only review options to reflect project specific deliveries.
- IV. The Consultant will design questionnaires for project specific indicators, share with project team for review, finalize and upload into the Survey CTO system.
- V. Familiarize with Heifer performance indicator reference sheet
- VI. Develop other survey tools such as focus group discussion and key informants' guides.
- VII. Develop an inception report outlining the outcome monitoring survey framework, methodology, data collection methods and tools, sampling design, implementation timeline, team assignment, and implementation management.
- VIII. Provide a Power Point presentation of the inception report for finalizing the survey tools and techniques.
- IX. Recruit enumerators for data collection (enumerators should be agreed upon between the consultant and Heifer International Kenya).
- X. In collaboration with Heifer team, train the survey team on Heifer Global Indicators and on data collection tools; questionnaire and mobile/tablet platform.
- XI. Lead in the field data collection, lead focus group discussion and key informant's data collection.
- XII. Clean up data collected in the Survey CTO and prepare the data for analysis using SPSS.
- XIII. Analyze data using SPSS.
- XIV. Submit and present the first draft outcome monitoring survey report.
- XV. Incorporate essential feedback and submit a final report (electronic and signed hard copy).
- XVI. Present the report including base values to the project team and to the country program management team for validation.
- XVII. Attend relevant meetings including presentation of inception report, draft reports, weekly check-ins and others that may be required from time to time.
- XVIII. Submit the final report considering input from various reviewers.
- XIX. Submit a summary of the final report (not more than two pages). Please note that this brief report will be used for an external audience.

6. CONSULTANT DELIVERABLES

Consultant tasks and key deliverables are the following:

Task/ activity	Expected deliverable/output
Finalize methodology that would yield a representative sample of community respondents. The sampling design should include the selection of informants/respondents	<ul style="list-style-type: none"> • Inception report including detailed methodology and sampling design

Task/ activity	Expected deliverable/output
Pre-test assessment tools to assess the mastering of Heifer International Global Indicators by Enumerators Develop other interview tools (FGD and Key Informant guides)	<ul style="list-style-type: none"> • Pre-tested assessment tools to be used for the Outcome monitoring survey • FGD and Key Informant Interview guides
Gather data and present/discuss draft Report	<ul style="list-style-type: none"> • Soft and hard copies of database and interview recordings • Discussion session on preliminary findings • Report with data disaggregated by Heifer Domains of change and value chains
Submission of final survey report and household transformational model data to Heifer Team and partners	<ul style="list-style-type: none"> • Final report presentation session (PowerPoint) • Full survey report (soft and hard copies) • List of references used. • List/directory of all project indicators • Survey data set and SPSS syntax • Household transformational model data

7. SAMPLE SIZE

The KLMP project, has currently reached close to 9000 smallholder farmers in different cooperatives across the target counties and consultants would need to recommend appropriate sampling techniques that suits the assignment. To ensure that the sample is most representative of the beneficiary population, the selected consultant would ensure deployment of appropriate sampling procedures that takes into consideration the different aspects of variability, including sex and age categories of participants, location (County/LGAs), scale of operation of the businesses of the entities, value chain activities, etc.

Note that no household outside the project intervention areas would be interviewed and that those interviewed represent the focused value chains in each county, the consultant is expected to use participants-based survey design.

Focus Group Discussions (FGDs) and Key Informant Interviews (KIIs)

In addition to participants' face to face interviews using survey questionnaire, complementary data is to be collected from farmers using focus group discussions (FGDs) and key informants' interviews (KIIs). Consultant shall conduct FGDs, which should be held with male and female farmers separately and including a separate group for youths in each of the counties. The client is recommending a minimum of ten (10) FGD sessions (4 women's groups, 4 men's groups and 2 youth groups) across the counties and/or value chains. The consultant shall also organize key informant interviews with at least twenty (10) entities in the counties and/or value chains. The



entities (including farmers cooperatives, SMEs, input suppliers, service providers, etc.) should be selected across the county.

Consideration of Household Transformation model

Heifer International understands that a holistic development approach is the key to supporting households transitioning and then staying out of poverty. A Sustainable Living Income, as defined by Heifer International, is a consistent level of income that allows households to access nutritious food, comprehensive education, quality housing, and other essential needs but also includes correlated social and environmental outcomes. Whereas a Living Income is a monetary benchmark, a Sustainable Living Income is measured utilizing the Heifer's Household Transformation Model through three progress levels (A, B, and C) and across a potential five outcome domains, including: income, food, women's empowerment, climate smart agriculture, and social capital.

The Transformation Model indicators are tracked throughout the life of a project so they can assess household progress toward achieving a Sustainable Living Income. All these data are captured at the household level through a household survey and corresponding questionnaire is the same as for GIM, the GIM is the process of measuring both the HHTM and ETM indicators.

Note that the Household Transformation Model is an individual household assessment tool. Each household's overall score is governed by its scores for each domain.

Data Collection and Analysis Methods

The consultant will adopt the standard data collection method for Heifer International Global Indicators. Heifer Kenya recommends that direct data collection using the standard tool (Heifer's standard questionnaire on survey CTO) be used to collect data, the consultant should also consider other data collection methods such as direct observation, interviews, and the use of the best judgment to collect data from the best applicable member of the household. The consultant should also indicate which of the methods will be considered as methods for triangulation of the data collected. Consultant's enumerators will collect data at least in the above-mentioned beneficiary households in each of the counties of project interventions. Enumerators will be trained on Heifer International Global Indicators and Project Specific Indicators (PSIs). The consultant shall also conduct focus group discussions and key informant interviews; at least ten FGD sessions (5 women's groups and 5 men's groups including youths) and key informant interviews with at least 10 entities across the three value chains and/or counties.

The outcome monitoring survey report should contain strong quantitative analysis, within data limitations, that clearly respond to Heifer International Global indicators. The methodology will be comprised of a mix of tools appropriate to the Global indicators' questions. These tools may include a combination of the following:

1. Literature Review
2. Household, Market Actors and FOAB Questionnaires
3. Focus Group Discussions
4. Key Informant Interview guide
5. Focus Groups discussion guide.
6. Quantitative analyses

It should be noted that Heifer International standard data collection tool/system is the Survey CTO while the data analysis system is SPSS (other data analysis system could be used but such must be discussed with the client). These will be the data collection and analysis solutions to be used in this assignment.

Prior to the start of data collection, the consultant will develop and present to Heifer International Kenya team an inception report for review and approval, a data analysis plan that details what procedures will be used to analyze quantitative data, how focus group interviews will be



transcribed and analyzed; what procedures will be used to analyze qualitative data from key informants and other stakeholder interviews; and how the survey will weigh and integrate qualitative data from these sources with quantitative data.

8. COMPETENCIES OF LEAD CONSULTANT

- A minimum of a master's degree in social sciences preferably in rural development studies, Economics, Agricultural economics or related field (lead consultant).
- Familiarity with quantitative data analysis packages such as SPSS and other relevant/applicable ones, and qualitative data analysis methods.
- Extensive knowledge and at least 10 years of experience, particularly in agriculture/livestock, food security and market system development and involving M&E related responsibilities.
- At least 5 years of demonstrated experience at progressively senior levels in the design, planning and implementation of large-scale quantitative and qualitative assessments.
- Good knowledge and proven experience in performance measurement survey design, implementation of such surveys and statistical data analysis is required.
- Excellent communication skills: - Fluency in English and other local languages in the counties of the assignment are essential.
- Prior working experience with Heifer International is an added advantage.
- Prior experience with outcome monitoring of agricultural projects
- Evidence of success in completing similar evaluations in terms of size, design and rigor (at least 3 recommendation/completion letters).
- Strong knowledge of the Kenyan development context, especially in the development sector.

9. PROPOSAL SUBMISSION REQUIREMENTS

a). Administrative Requirements:

The bid documents must include the following administrative documents at a minimum.

- i. Certificate of Incorporation or Business Registration Certificate.
- ii. KRA online PIN Certificate.
- iii. Valid Tax Compliance Certificate.
- iv. Updated Curriculum Vitae (*For individuals*)
- v. Relevant industry licenses

b). Technical proposal:

The Consultant should incorporate the following in the technical proposal:

- i. Evaluation title, methodology (county detail about the sampling, data collection systems, techniques/methods, key parameters, key respondents, etc.), understanding the tasks, data quality assurance & data management, evaluation framework, expected deliverables and timelines (max 3 pages).
- ii. Team composition should mention in the technical proposal (proposed position/expertise, key tasks, allocated amount of time in percentage, name, brief education and experiences and rate/man days required for this assignment);
- iii. Recent curriculum vitae (max.3-4 pages) of the lead consultant and team members as annexure.
- iv. Recent evaluation reports conducted by the Consultant or Firm must be indicated (at least three);

c). Financial Proposal:

Proposed budget priced in Kenyan shillings must be submitted separately electronically along with the bid document. The pricing information should not appear in any other section of the proposal



other than the financial proposal. The consultant shall be entirely responsible for all applicable taxes, transportation in the delivery of the scope of work.

Submission must be in English and typed single-spaced on standard type white paper. All pages must be numbered, including the name of the organization at the bottom of each page.

10. EVALUATION OF PROPOSALS

a). Selection method:

The procurement selection committee will evaluate the proposals using the Quality-Cost Based (value-for-money) methodology as detailed below:

1. Preliminary examination of administrative requirements compliance to this request for proposals on a pass/fail basis.
2. Detailed technical evaluation will contribute 80%.
3. Financial scores will be allocated 20% based on reasonableness.

Proposals failing at any stage will be eliminated and not considered in subsequent stages.

b). Minimum technical score: The mark required to pass the technical evaluation is 70% of the total Score.

c). Total scores: Total scores shall be determined using a weighting of 80% for technical proposals and a weighting of 20% for financial proposals.

Evaluation Criteria

Technical proposals will be evaluated according to the following criteria:

Part A. Technical Criteria		Weighting (%)
Specific experience of the Consultant/firm	Demonstrated good understanding of the scope of work	5
	Demonstrated knowledge, previous exposure, and technical experience in project evaluation studies.	10
	Previous experience working with development projects financed by the Government of Kenya or International organizations.	10
	Proven experience in conducting similar assignments.	10
Quality of Team	Quality of the facilitator: demonstration of knowledge and experience at least 5 years and the quality of the CV.	10
	Quality of the facilitator/proposed team: The team must demonstrate knowledge and experience (at least 5 years) in the different areas highlighted in the scope of work.	10
Methodology & Approach	Quality of proposed approach and flow of the approaches	10
	Quality of work plan and project management provisions proposed to mitigate risks.	10
	Creativity of the approach to deliver quality work within the timelines specified	5
Total for Technical		80



11. APPLICATION PROCEDURE

Proposals will be accepted in soft copy through email and mentioning the subject line; **“KLMP ANNUAL OUTCOME MONITORING SURVEY”**. to procurement-ke@heifer.org on or before **Tuesday 3rd June 2025**.

12. LATE SUBMISSIONS AND MODIFICATIONS

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

13. 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.

14. LIMITATIONS

This request for proposals does not represent a commitment to award a contract, to pay any costs incurred in the preparation of a response to this request for proposals, 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 from the call.

15. 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.



16. 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.