

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

REQUEST FOR PROPOSAL - 20240507KE

PROVISION OF BUSINESS DEVELOPMENT SERVICES FOR POULTRY AND LIVESTOCK (RED MEAT) FARMERS.

RFP Release Date:	29 th May 2024
Proposal Submission Deadline:	25 th June 2024
Question/ Inquiry Submission Deadline:	14 th June 2024
Electronic submission to the attention of:	Procurement Kenya
Electronic submission:	procurement-ke@heifer.org
Contact information for inquiries about this RFP:	procurement-ke@heifer.org
Performance Period:	July 2024 to June 2025

1. BACKGROUND INFORMATION

Heifer international Kenya has been operating in Kenya since 1981 with a mission to work with communities to end hunger and poverty and care for the Earth and its 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, HIK 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, partnerships with private and public sector actors and permanence of impact.

2. KENYA LIVESTOCK MARKETING AND RESILIENCE PROJECT

The Kenya Livestock Marketing and Resilience project (KLMP) is part of the Heifer Project International Kenya (HPIK) Signature Program, Practice for Change. The project is being 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 red meat-producing households, moving them towards achieving a living income of USD 4,331 annually by 2026. The KLMP project will contribute to Heifer Project International’s Vision 2030, which aims to support 10 million smallholder farmers globally to achieve a sustainable living income by 2030, including through activities focused on strengthening production and marketing systems. The project is a co-created intervention between SIDA and HPIK aligning with the new SIDA Kenya strategy (2021-25).

The KLMP project provides Heifer 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 (LREB), targeting value chains with the highest impact among the smallholder farmers, youth, and women. The poultry value chain is one of the dominant value chains within the region, as identified through consultation with respective county governments and stakeholders in the LBEB.

The KLMP project objectives are:

- 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.
- Empowerment of gender and youth for livestock value chains

3. JUSTIFICATION OF APPROACH OR IMPLEMENTATION PLAN

Producer Organizations play a vital function in organizing and facilitating trade between smallholder farmers and the output markets in any value chain. In the red meat and poultry value chains particularly, Farmer Owned Agribusinesses (FOABs) serve the role of aggregating demand for essential inputs such as semen, chicks, animal feeds, mineral supplements, etc. as well as essential services such as AI, animal insurance, extension support, produce transportation, amongst others. On the market side, these FOABs serve to link the smallholder farmers to off-takers by aggregating the supply, negotiating for favorable pricing, negotiating payment plans with financial institutions and other actors, amongst other support.

However, despite the immense potential resident within the FOAB model, a good number of them have overtime collapsed or stagnated in their growth, consequently leading to loss of revenue to the farmers which exacerbates poverty in these communities. KLMP seeks to partner with 16 FOABs within the nine target counties to increase their uptake of produce from farmers and their engagement with the bulk markets.

4. MAIN OBJECTIVE OF BUSINESS DEVELOPMENT SERVICES (BDS)

The objective of this assignment is to provide BDS to FOABs participating in the project to be able to improve on their management, governance, and apply better aggregation and marketing practices in their business, make strategic investments facilitated by access to finance where appropriate, and become the desired and go-to partner for buyers and financial institutions operating within the selected enterprises. Ultimately this will lead to increased profitability of FOABs as well as increased incomes extended to members, smallholder farmers.

The specific objectives for the BDS is to provide technical assistance to the FOABs by building the capacity of FOABs to improve supply chain operations, member services and business performance to respond to market opportunities, increase income and manage the cooperative as a business.

5. KEY ACTIVITIES

Possible Key focal areas of BDS under this assignment will be:

- Strategic Business and Sustainability Planning;
- Governance;
- Business Management;
- Financial Management;
- Supply and Operations Management;
- Services Provision and;
- Access to finance

NOTE:

The above list is a guide and others may be identified during the assessment, and FOABs may have varied needs that may not necessarily be in all the areas listed above.

6. SCOPE OF WORK

This scope of work is envisaged to be completed in a period not exceeding 12 months. As mentioned above, KLMP is working in three main regions namely:

- Lake Region Economic Bloc (LREB) Region – Busia, Bungoma and Kakamega counties
- North Rift Economic Bloc (NOREB) Region – Trans Nzoia, Uasin Gishu and Nandi counties
- ASAL and South Rift Region – Kajiado, Isiolo and Nakuru counties

Consequently, the project envisions onboarding three consulting firms, one per region. Firms can bid for one, two or all the three regions if they can demonstrate that they have capacity to implement the assignment in the selected regions. For firms interested in bidding for more than one region, separate teams must be indicated for each region.

The assignment will use a co-created approach where the selected firm(s) will hold co-creating sessions with the KLMP team to refine the methodology, timelines, and deliverables. The project is currently in the process of on-boarding FOABs to be supported under the activity and envisions starting off with at-least four FOABs per region, twelve in total.

Owing to the contextual differences between the red meat and the poultry value-chains, interested bidders should demonstrate their expertise in the value chains they intend to support. The project is supporting the poultry value chain in the LBEB and NOREB region, the ASAL and South Rift regions are focusing on the red meat value chains with some complimentary support in fodder, rangeland restoration and natural resource management.

Some of the key tasks to be performed:

- Diagnostic review of each of FOABs and develops diagnostic reports
- Co- design of BDS activities areas and BDS support plan
- Development and implementation of capacity strengthening/bespoke support plan with each FOAB with a change management plan capturing clear milestone to be achieved with the FOAB
- Coach and Mentor targeted FOABs in business improvement activity areas
- Submission of end of assignment report with lessons learnt and recommendations

7. EXPECTED DELIVERABLES

- a) An inception report based on the refined workplan and methodology detailing the intended training, and bespoke support
- b) Monthly performance report indicating achievements against targets, lessons learnt and next steps based on agreed upon targets.
- c) Final assignment report including learnings and recommendations

8. REPORTING AND COMMUNICATION

Regular updates will be provided to the Kenya Livestock Marketing and Resilience project (KLMP) project manager throughout the activity duration.

9. EVALUATION CRITERIA

The selection committee will evaluate all proposals based on the following criteria. Vendors are encouraged to provide detailed and specific responses in alignment with these criteria.

Proposal Evaluation Focus	Percentage
Accuracy and relevance of the proposed technical approach and methodology	30%
Understanding of context i.e. selected value chain and the region of implementation	15%
Experience (proven track record) in implementing and providing BDS, market and financial linkages services.	35%
Proposed team: expertise and competencies in the various parts of the BDS support and in the poultry and red meat VCs	20%
Total	100%

10. APPLICATION REQUIREMENTS

Local and international firms that are legally registered are **ELIGIBLE** to apply and should submit the following documents upon application:

- a) Letter of expression of interest and demonstration of capability including (Name of organization/company, contact details – the name of the contact person, physical address, phone number, and email address)
- b) A technical proposal detailing your understanding of the TOR with the information approach as below.
 - i. Capacity Statement.
 - ii. Methodology for undertaking the assignment
 - iii. Organization overview highlighting relevant experience in providing BDS services in Kenya. Highlight specific experience in providing such services in emerging markets and contextualize to the specific value chains.
 - iv. The capacity and portfolio of key staff proposed for this assignment.
 - v. A clear and comprehensive work plan (draft), outlining the major activities and schedule.
- c) Financial Proposal–Applicants should submit a detailed budget based on the methodology above in excel format in **KES**
- d) The firm expressing interest **MUST** attach the following documents accompanying the proposal to Heifer International:
 - a. Certificate of Incorporation or Business Registration Certificate.
 - b. 3 years audited accounts
 - c. Valid Tax Verification Documents
 - d. Relevant industry licenses

NOTE:

Heifer International is seeking to procure the services of consulting firm(s) to provide BDS services to **16 FOABs** across the nine target counties, each firm will be assigned a region.

The applicant should ensure they have the following;

- **Program Manager;** responsible for the overall management of the project and ensuring the timeliness and quality of all deliverables.
- **BDS expert(s)** to provide mentorship and coaching to the FOABs
- **Access to finance specialist;** responsible for strengthening the FOABs capacity to be bankable and credit readiness.

The service provider will ensure that the project’s data emanating from the initiative will only be used for the agreed upon project purposes. Use of data will be guided by provisions of Kenya’s Data Protection Act 2019, Heifer’s and KLMP Data Compliance Management regulations.

11. APPLICATION PROCEDURE

Proposals will be accepted in soft copy through email and mentioning the subject line; “**KLMP BUSINESS DEVELOPMENT SERVICES CONSULTANCY** to procurement-ke@heifer.org on or before **Tuesday 25th June 2024**

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 RFP or modify the requirements upon notification to the applicants.

13. AWARD PROCESS AND CONTRACT MECHANISM

Heifer will issue a fixed award agreement based on the submission and Heifer’s acceptance of deliverables. Once an award is issued, it will include the payment schedule with the deliverables specified above.

No.	Deliverable Task	Due Date
1.	Proposal Submission	25 th June 2024
2.	Selection Committee Evaluation, Review & Award	09 th July 2024
3.	Notification of award	10 th July 2024
4.	Signing award	11 th July 2024

This assignment is expected to be undertaken between July 2024 to June 2025.

14. 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.

15. 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 as a result of the RFP.

16. 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, 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 prior to the Effective Date (“Prior-Owned IP”) shall remain that Party’s sole and exclusive property. With regard to 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 Contractor’s rights of any kind or nature, now known or hereafter devised, in, to, and in connection with the Work Product, and HPI shall solely and exclusively own any and all rights therein, and in the elements thereof, including but not limited to any and all allied, ancillary, subsidiary, incidental, and adaptation rights. 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 manner in which HPI may use the Work Product.

17. 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 take 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.