

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

REQUEST FOR PROPOSAL - 20240305KE

PROVISION OF INNOVATIVE BLENDED DIGITAL AND FACE TO FACE EXTENSION SERVICE SYSTEMS TO POULTRY AND BEEF FARMERS.

RFP Release Date:	28 th March 2024
Proposal Submission Deadline:	24 th April 2024
Question/ Inquiry Submission Deadline:	12 th April 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:	May 2024 to May 2027

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. ABOUT 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 beef-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, provides Heifer the opportunity to expand into the beef value chain in the Arid and semi-Arid lands (ASALs) while deepening Heifer’s interventions in the Lake Basin Economic Block (LBEB), 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. BACKGROUND ON HEIFER’S APPROACH TO SUPPORTING EXTENSION SERVICES

Heifer’s conventional approach to extension service provision has been to embed it within the Farmer Owned Agri – Businesses (FOABs) with the agricultural extension services typically

being group trainings designed to bring up-to-date information and improved practices to smallholder farmers. This kind of approach alone has proved expensive to sustain and impractical to reach a critical mass of farmers, especially in rural settings.

In seeking to address the above constraint, Heifer has introduced the use of digital technology to support the provision of training and extension services to many farmers while allowing farmers to make informed decisions on their farms (using data because of improved record keeping on their farms). The concept of digital extension service provision to farmers uses Digital Agricultural Champions (DACs) and is aimed at delivering sustainable, cost-effective training for smallholder farmers. Digital technology can enable farmers to access training and other resources even without extension service providers. Because of inadequate human and financial resources, meeting in person alone is not a practical way to deliver advice to farmers in very remote areas, or at scale.

4. ASSIGNMENT OBJECTIVE

Heifer seeks to procure the services of a digital platform service provider to onboard 38,000 beef and poultry producers in the targeted counties and provide digital extension services through the engagement of agricultural extension providers (or DACs) using either a digital App, USSD code, IVR, SMS and or other technology. Besides accessing training through the digital platform, the project expects the service provider to support farmers to use their digital platform for record keeping and to access their library for additional resources. The service provider will ensure that the project's data 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 Data Compliance Management regulations.

5. SCOPE OF WORK

The assignment will entail;

- a) Digitization of training Content: Convert the poultry and beef training manual content provided by Heifer to a digitally appropriate format. Translate training content to Swahili and 3 or more local vernacular languages.
- b) Recruit, train and on-board extension staff to provide training and extension services to farmers using the digital platform. The service provider shall ensure the extension staff recruited are qualified personnel and will develop a sustainable model for their engagement with during and beyond the KLMP project to them to provide services in field monitoring, provision of extension services and collection of production information.
- c) Roll out digital extension service delivery based on agreed training modules for both beef and poultry farmers.
- d) Support farmers to use the platform for record keeping with initial support from the DACs to enter data as they learn and see the value of record keeping.
- e) Reporting: The service provider will provide monthly and quarterly reports on routine project indicators such as the number of farmers reached and accessing extension services. Heifer will share the Project Indicator Reference Sheet (PIRS), Results Framework to guide reporting.
- f) Have a periodic performance review of the extension service with relevant stakeholders.

6. FIRM SPECIFICATIONS

Heifer International Kenya is looking for a technology enabled social enterprise with substantial experience in carrying out digital small holder farmer trainings/extension services. More specifically, the company should have a proven track record in conducting digital training and or agricultural extension experience with country situations like that of Kenya and with similar projects, especially related to livestock production and marketing activities. The company must have strong digital training capabilities in agriculture preferably in animal health and production and experience in project management, , excellent report writing and presentation skills. The team composition will need to have specialists in livestock production, agribusiness, as well as monitoring and evaluation.

7. EXPECTED DELIVERABLES

- a) Poultry and beef farming training manuals adapted into digital content for use by the Digital agriculture champions (DACs).
- b) Translated training content into local languages as appropriate for ease of understanding by farmers in the target counties. English, Swahili and at least 3 more vernacular languages
- c) Onboarded and trained extension staff and DACs
- d) Record of smallholder poultry and beef farmers trained by the extension staff (DACs) using the digital platform.
- e) Beef and poultry smallholder producers Registered, and their data captured into the online platform through the organized producer organizations.
- f) A larger number of trained farmers using the service provider’s app or solution for record keeping.
- g) Monthly and quarterly reports on routine project indicators shall be agreed with the project team.
- h) Periodic sharing of raw data and other project information with Heifer as shall be agreed.

8. PROPOSED TIMELINES, REPORTING AND COMMUNICATION

The KLMP Project is being implemented from 2024 to 2027. The digital training company will be engaged for 1 year with the possibility of annual renewal for 2 or more years based on performance and availability of funds. Access to the database to be granted to Heifer Kenya for transparency and audit purposes. Regular updates will be provided to Heifer Kenya

9. EVALUATION CRITERIA

The selection committee will evaluate all bids for this RFP based on the following criteria. Vendors are encouraged to provide detailed and specific responses in alignment with these criteria and more as deemed appropriate.

Proposal Evaluation Focus	Percentage
Availability and evidence of existence of a digital platform and the vibrancy of its functionality (additional functionalities e.g. market information, linkage to other agribusiness functions, etc.)	30%
Relevance and quality of the proposed technical approach and methodology – including clear workplan and schedule of activities	20%

Completeness of proposal according to the RFP (general information, activity plan, budget, team expertise, etc.)	10%
Evidence of experience in implementing similar assignments: Service Provider has an existing digital platform and has relevant experience implementing digital farmer extension services and promoting farm level record keeping.	25%
Proposed team: expertise and competencies to address this particular component	15%
Total	100%

10. APPLICATION REQUIREMENTS

Local firms 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) Technical proposal detailing your understanding and how (methodology and approach) you propose to undertake the assignment, and work plan with information approach as below.
 - i. **Capacity Statement** - Organization overview highlighting relevant assignments completed or on-going with areas (counties) implemented, value chains, number of smallholder farmers/pastoralists reached. In each assignment/project provide client name, contact person, and mobile number.
 - ii. The capacity and portfolio of key staff proposed for this partnership, especially the project manager.
 - iii. A clear and comprehensive work plan (draft), outlining the major activities and schedule.
 - iv. Financial proposal–Applicants should submit a detailed budget in excel format in USD.
- c) The bidding firm **MUST** attach the following documents below when submitting their bid or proposal to Heifer International:
 - i. Certificate of Incorporation or Business Registration Certificate.
 - ii. Audited financial statements for the last three years.
 - iii. Valid Tax Verification Documents
 - iv. Trade reference and clientele list including their respective contacts.

11. APPLICATION PROCEDURE

The full bid documents will be accepted in soft copy through email with the subject line; **“KLMP Digital Extension Services 2024”** to procurement-ke@heifer.org on or before **Wednesday 24th April 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	24 th April 2024
2.	Selection Committee Evaluation, Review & Award	08 th May 2024
3.	Notification of award	09 th May 2024
4.	Signing award	10 th May 2024

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 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 call for proposals 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.